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**LOCAL PEOPLE'S INTERPRETATIONS OF SAFETY CONCERNING
THE LAPLAND TOURISM BUBBLE**

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Abstract:

The COVID-19 epidemic started in December 2019 and became a pandemic in 2020. Consequently, the tourism industry stopped due to restrictions. Different countries tried to save their tourism economies with the program of tourism bubble, which could allow travelling and secure the health of tourists and locals. Lapland was the critical area that would have benefitted from the tourism bubble. Finnish Lapland Tourist Board ry published a risk management model, The Lapland tourism bubble, with the Lapland Chamber of Commerce to make international tourism possible.

The theoretical approach comes from safety and security, which have been studied in tourism since the 1990s. Tourism requires a safe environment to survive, making studying safety and security essential. Traditional safety was seen as state-focused, but difficulties have shifted the focus to human-focused security issues. Individuals are the actors in human security, and health is one form of experiencing well-being. Perception of ordinary people of risks is more many-sided than the experts' point of view, which makes local people's point of view about the Lapland tourism bubble matter. Tourists are well-studied subjects from a security and safety point of view, but there is still a lack of research concerning the connection between tourism and locals' perception of the safety, to which this research responds.

The general aim of this qualitative study was to understand how local people viewed the Lapland tourism bubble. Health security and experiences of tourism safety were researched as well. Data was collected with semi-structured interviews online in July 2021. Six locals from Rovaniemi were interviewed, who did not work in the tourism sector. This research used the tradition of social constructionism and the conventional content analysis approach.

The research results indicated that the Lapland tourism bubble was described as a tool that enables travelling and tourism recovery and brings economic benefits. It secures tourists and locals. On the other hand, security was more important than the economy, and COVID-19 required more safety measures than just the bubble. The locals could understand the health security in tourism comprehensively consequence of the pandemic. Experience of tourism safety was that despite the security measures, COVID-19 could spread.

Keywords: covid-19, locals, safety, security, tourism bubble

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1 INTRODUCTION

This introductory chapter explains the background for this research, previous research on the safety and security of tourism, the aim, and the methods used.

1.1 Background

The epidemic started in December 2019, and a new coronavirus for humans was found in Wuhan, China (Anttila, 2020). The disease is called COVID-19, and the pathogen virus's name is SARS-CoV-2-virus (Anttila, 2020). It causes respiratory infections, and it has spread worldwide. (Anttila, 2020). WHO (World Health Organization) estimated that COVID-19 could be a pandemic on 11 March 2020 (WHO, 2020).

COVID-19 stopped the tourism industry quickly, and the sector recovered slowly, while travelling was banned and there were numerous restrictions (McMah, 2020a). It was hard to forecast when borders should open again (McMah, 2020a). Viinikka (2020) estimated that during this COVID-19 pandemic, numerous countries were trying to save their tourism economies with the idea of a tourism bubble, which could allow travelling and secured the health of tourists and locals (Viinikka, 2020). The tourism bubble identified and saved travel zones with a low risk of the COVID-19 virus (McMah, 2020a). It was beneficial for countries with the same COVID-19 recovery stage to form safe travel zones so that these zones could join in time (The Financial Times, 2020). Different countries have created their new tourism bubble, travel bubble, or corridor with their restrictions.

Lithuania, Latvia, and Estonia opened the European Union's first tourism bubble in May 2020 (Sytas, 2020). Citizens and residents of Baltic nations were free to travel inside the region (Sytas, 2020). Outside the Baltics, travellers must have been in quarantine for 14 days (Sytas, 2020). This Baltic Travel Bubble gave the economic opportunity to open. Poland and Finland were allowed to be part of this travel bubble with Lithuania, Latvia, and Estonia because of their low numbers of coronavirus infections (Sytas, 2020). However, they did not join it (Sytas, 2020). Solsvik (2020) added that Denmark and Norway were forming a tourism bubble at the end of May 2020. They were excluding their Scandinavian neighbour, Sweden,

from the bubble, because of the country's high number of COVID-19 infections (Solsvik, 2020). According to McMahan (2020b), China and South Korea transacted their own "corridor". Corridors worked between certain cities, for example, Shanghai and Seoul. Still, to travel, a traveller had to do two weeks of screening, do the virus test at home before flying, have two-day quarantine upon arrival in China, and finally, have another blood test for the virus. China also considered allowing Taiwan and Hong Kong to form more corridors (McMahan, 2020b). Morgan (2020) revealed that CARICOM (Caribbean Community), the Member States, created a travel bubble with countries with no or low risk in the area. COVID-19 tests or quarantine were not required in this bubble, and it started working Friday, 18 September 2020 (Morgan, 2020).

According to Hitch (2020), Australia and New Zealand negotiated their tourism bubble, called the "trans-Tasman bubble", and travel started on October 16, 2020. Unfortunately, the bubble was one-way, which allowed only New Zealanders to come to Australia without quarantine. New Zealand was not ready for quarantine-free travel from Australia because it was not safe yet. This travel bubble meant that visitors to Australia from New Zealand were allowed only to go to New South Wales and the Northern Territory. The trans-Tasman bubble took some pressure off quarantine arrangements in the hotel, giving extra 325 places for passengers to be in quarantine for a week (Hitch, 2020). According to an article in The Guardian (2020), the Cook Islands and New Zealand had agreed on a tourism bubble starting at the beginning of 2021. It allowed two-way quarantine-free travelling. The Cook Islands and New Zealand have a close relationship, so the tourism bubble enabled people to travel more accessible. It also gave the Cook Islands access to education and health and reunited family and friends (The Guardian, 2020).

The Financial Times (2020) argued that travel bubbles have few risks. Travel bubbles could break if a high-risk COVID-19 country joined the bubble. Also, when only rich countries formed these bubbles, it might have increased inequity within developing countries that were not part of the bubbles. However, conversely, more affluent could help poorer countries faster get their economic health (2020). Almokdad, Kiatkawsin and Kaseem (2022) stated that many locals needed to be vaccinated for travel bubble programs to work, although locals did not intend to travel (Almokdad, Kiatkawsin & Kaseem, 2022, p. 1).

According to Viinikka (2020), Lapland was the most critical area that would have benefitted from the tourism bubble in Finland. Tourism in Lapland employed about 10 000 people, and direct revenue from tourism was one billion euros annually. Tourism was the fastest-growing industry in Finland. Tourism entrepreneurs could not pay their loans, and the bankruptcy wave was ahead if tourism could not be risen (Viinikka, 2020). For this study, it is essential to understand what a “tourism bubble” is. According to the Finnish Lapland Tourist Board ry (2020), it was a risk management model that allowed international tourism safely during the COVID-19 pandemic. Risk management includes strategies to reduce the negative outcome in advance and quicken recovery from the event (Wall, 2006, p. 151).

Finnish Lapland Tourist Board ry (2020) published a risk management model with the Lapland Chamber of Commerce. The purpose of this model was to make possible international tourism to Lapland in the forthcoming winter season. The model would minimise COVID-19 from spreading inside the population and among tourism workers and tourists. This model was called the “tourism bubble”, “travel bubble”, or “tourism path” in public. Working with this tourism bubble -model have also been regional organisations of Lapland tourism, the Regional Council of Lapland, Lapland Hospital District, Finavia, and business representatives. The model was based on the risk assessment model commonly used in security systems, and the model has been learned from examples abroad (Finnish Lapland Tourist Board ry, 2020).

Finnish Lapland Tourist Board ry (2020) explained that this tourism bubble risk management model concentrated on customer groups whose program for their trip was known beforehand, for example, customers that have bought group travel packages and usually travel with a charter flight. The customer’s contact details and program schedules were known. This made it possible to design paths and make risk assessments for contact points and create risk management plans. Risk assessments were made at the level of tourist attraction and with every company that served tourists. This model contained the risk management model of COVID-19 for tourism companies. In this risk management model, risks were assessed regarding occupational safety and customer security. Companies could use instructions and practices made for industry (Finnish Lapland Tourist Board ry, 2020). In this tourism bubble - a model of Finnish Lapland Tourist Board ry (2020)- authorities were on the highest level:

Lapland Hospital District and Regional State Administrative Agencies. They had supreme decision-making power when they assessed risk levels. If the risks were heightened, they could require more robust protection measures, increased testing, or interrupted activities (Finnish Lapland Tourist Board ry, 2020).

For the above reasons, I particularly examined the perspective of locals on the Lapland tourism bubble. I shall move on to deal with the previous research on the security and safety of tourism.

1.2 Previous research

According to Mansfeld and Pizam (2006), the first studies of the connection between security and tourism started in the 1990s. Security incidents, such as wars and terror in the Middle East, civil unrest in Central America, and high crime rates against tourists in South America and Africa, launched these studies (Mansfeld & Pizam, 2006, p. xiii). Some researchers started to ponder the differences between tourism safety and security and what acts could guard tourists against crime in the 1990s (Tarlow, 2009, p. 465).

Researchers have been curious about the connection between crime and tourism (George, 2003, p. 576). These studies focused on whether crime and safety problems at tourist sights influenced the demand of tourists and if tourism increased crime activity (Brunt, Mawby & Hamby, 2000, p. 417; Dimanche & Lepetic, 1999, p. 19; George, 2003, p. 576). Dimanche and Lepetic (1999, p. 19) highlighted the marketing perspective, where it was essential to comprehend that media coverage, crime, and perceptions of safety impacted the destination's image. In their study, residents of the French Quarter in New Orleans, influenced by tourism and concerns about security, requested more visible police and warned tourists with signs of "a crime zone". When they did not feel safe, other residents warned their families and friends about the dangers and recommended not to go to some city areas (Dimanche & Lepetic, 1999, p. 22). Wood Harper Jr (2001) studied crime experiences between tourists and non-tourists in five locations. Wood Harper Jr (2001) argues that a high level of victimisation of tourists appears at places where high crime levels are commonly experienced. He states that the development of criminology of tourism, which concentrates on the situational settings of

tourism, was proper because the experience of the crime of residents and tourists is different (Wood Harper Jr, 2001).

The phenomenon of security issues mattering in tourism demand, destination image, and perception have been studied up to today, where tourists are the subjects of the studies. The research from 2017 studied the relationship between global tourism demand and collective security by employing economic, social, and political security indexes as control variables (Ghaderi, Saboori, & Khoshkam, 2017). Zou and Yu studied the destination image of tourists' sense of destination safety with a social constructivist perspective (Zou & Yu, 2022). Media and social media have their part in the research. The safety perceptions have been studied by understanding social media's influence on it (Pennington-Gray, L & Schroeder, 2013) and comparing nonvisitors and visitors in coverage of the media analysis (Liu, Li, Zhang, & Zhang, 2021).

The world of tourism has developed to a lesser extent harmless, especially since September 11, 2001, terrorist attacks (Tarlow, 2009, p. 465). Researchers have broadened their point of view from tourism and acts of crime to tourism and terrorism (Tarlow, 2009, p. 465). September 11, 2001, changed the international environment dramatically and led to a "war against terror" attitude, and on October 12, 2002, bombings in Bali brought terrorism next to Australia (Dockery, n.d., p. 107). Dockery studied how these events impacted the psychological well-being of Australians, with reported levels of satisfaction in life as a whole, feelings of being part of the local community, and how safe they felt (n.d. p. 107). Both attacks had far less impact on the well-being of Australians than the media and politics have been presuming (Dockery, n.d., p. 107).

Point of local people, the perception of residents towards the effects of tourism, and their attitude toward tourism development were studied in numerous types of research using social exchange theory (Chen & Raab, 2012; Nunkoo, Gursoy & Juwaheer, 2010). Vargas-Sánchez, Porras-Bueno, and de Los Ángeles Plaza-Mejía (2014) added the seasonality factor to their study, which showed that in the low season, tourists and the effects of tourism were seen more positive way. Moreira studied different risk perceptions between tourists and residents in a tourist destination, comparing stealth and catastrophic risks for the development of the place.

A few differences were in stealth risks, where residents showed higher rates than tourists, such as “gradual degradation of the air quality due to pollution” and “gradual degradation of the city hygiene levels”, which both have impact on quality of life (Moreira, n.d.).

There are multiple studies on how health risks impact tourists and tourism. George argues that HIV and Aids pandemic in South Africa might have affected the image of South Africa as a tourist sight (George, 2003, p. 576). Foot and Mouth Disease impacted British peripheral tourism areas while the number of travellers decreased (Irvine & Anderson, 2008).

International tourists had a risk of getting tuberculosis in countries with high tuberculosis incidence, especially if tourists stayed longer (Johnston & Grant, 2003). When considering COVID-19, it is essential to consider the research on the SARS epidemic and tourism.

Geoffrey Wall (2006) studied recovery from SARS (Severe Acute Respiratory Syndrome) in the case of Tourism in Toronto, Canada. Forty-four people died in Toronto for SARS. This crisis led to a significant and radical decline in tourism activity. There were a lot of cancellations of events and reservations. The consequences were much more effective than from terrorist attacks of September 11, 2001 (Wall, 2006, pp. 143–152). Later Baker emphasised remarkable infectious diseases and their impacts that were a risk to tourists (Baker, 2015).

According to Irmgard Bauer’s review (2008) of health impacts of tourism on local communities, especially in rural and remote destinations, were paid little attention to in the Travel Health literature. She concentrated on sustainable tourism development regarding health impacts on residents living at tourist destinations in a world that was not industrialised. According to her, the effects of tourism have been studied from a biological, social, or economic point of view, and a bit could be found on local health. She argued that health and well-being were often seen as physical health. She focused on disease, accidents, and local employee health in direct health impacts. Health problems occurred relatively quickly, and their link to tourism was evident. She argued that newspapers briefly wrote about disease outbreaks after scientists and tourists, for instance, visited vulnerable people, but these did not have an interest in scientific documentation. A few examples were dengue fever and malaria, which infected tourists could spread. Tourists could cause accidents that hurt local people, such as motorbike and car accidents (Bauer, 2008).

The growth of medical tourism in Thailand has had an impact on the well-being equality of local people since there have been investments in medical centres for foreign customers, which has led to too expensive medical fees for local patients, and health professionals and medical staff from public hospitals have moved to private hospitals for economic reasons (Syah, Deemod, Li & Rosman, 2022). Godovykh and Ridderstaat (2020) have reduced the research gap regarding the impact of tourism on locals' health. Their research's main findings were that arrival tourists have a short-term impact on locals' health with diseases and stress and positive long-term effects with social interaction and positive experiences (Godovykh & Ridderstaat, 2020).

COVID-19 has been a lot of studied disease since it was found, but situation and knowledge develop fast. Alternatively, it is slightly studied from the perspective of health security. Before the COVID-19 pandemic started, the Global Health Security Index (GHS) was published in October 2019. It is the first comprehensive health security benchmarking and evaluation (Global Health Security Index, 2019, p. 5). Its findings were that no countries did not prepare enough for pandemics, and all the nations had gaps to repair. National health security was in poor condition around the globe (Global Health Security Index, 2019, p. 9). New Global Health Security Index was published in December 2021, and its findings were that countries remained unprepared for future pandemics, even though many nations could develop rapid capacities for COVID-19 (Global Health Security Index, 2021, p. 11). This result was because countries' solutions were short-term and only planned for COVID-19 (Global Health Security Index, 2021, p. 11). Health security research in tourism is connected to food safety, which aim is to ensure the safety of food for tourists (see Lee, Pennington-Gray & Kim, 2019; Tarulevycz & Ooi, 2021).

Researchers quickly began to examine the functioning of the travel bubble for tourists when those were created due to COVID-19. Luo and Lam (2020) researched the travel bubble concerning tourists' risk attitudes, travel anxiety and intentions, and those relationships during the COVID-19 pandemic in Hong Kong. They argued that fear of COVID-19, risk attitude, and travel anxiety impacted travel intention negatively. Risk attitude and travel anxiety tempered the indirect impacts between travel intention and fear of the COVID-19 pandemic (Luo & Lam, 2020). The research from 2021 discovered that the travel bubble program events

were a success since participants were conscious of a health-threatening infection, forestalling it, the threat of death was not frightening them, and they were planning to travel to raise excitement, reduce stress and calm their emotions (Yu, Lin, Lo, Tseng & Hsu, 2021, pp. 16–17). Another research result was that tourists’ approach to a travel bubble anticipated their intention to travel to the destination that used a travel bubble program (Almokdad, Kiatkawsin & Kaseem, 2022).

According to Iivari (2012), the research of Mansfeld and Pizam (2006) concentrated on the aspect of the security side when crimes and epidemics are on communal security phenomena, which is on the safety side (Iivari, 2012, p. 225). Much research was done on German-speaking areas with security and tourism, for example, in the Alps, but Finland did not have this kind of solid tradition yet (Iivari, 2012, p. 227). Edelheim and Pyhäjärvi stated that tourism and hospitality education programs took safety and security into account insignificantly in Finland (Edelheim & Pyhäjärvi, 2013). There are few studies in the context of Lapland. For example, Häikiö and Kangasniemi (2016) studied tour guides’ perceptions of intercultural safety communication with international tourists in Finnish Lapland, and Hallikainen (2017) examined international tourists’ perceptions and experiences of tourism safety during their visit to Rovaniemi.

Despite increasing research activity in security and safety, it is essential to research tourism security. As Mansfeld and Pizam (2006) summed up, security and safety incidents will continue to show up at tourist destinations even though the public and private sectors will put efforts into preventing incidents. It is not possible to exterminate all incidents because they are outside of the control of tourist destinations. These factors can be natural, artificial, or health hazards. Most security and safety events will negatively impact tourism and destinations (Mansfeld & Pizam, 2006, pp. 353–354).

After going through previous research, I move on to deal with this research and its aim. The chapter on the research aim deals with research questions as well.

1.3 Purpose of the study

The general aim of the study is to understand how local people view the Lapland tourism bubble. The travel bubble was a new program planned because of COVID-19, and the Lapland tourism bubble was a regional model of it. It is a little-researched phenomenon. Tourism is a significant industry in Lapland, and the Lapland tourism bubble would have been quickly sought for use without hearing residents in the fearful COVID-19 pandemic. As argued earlier, tourists are well-studied subjects from a security and safety point of view and are already a little bit studied with the travel bubble. There is still a lack of research concerning the connection between tourism and locals' health. Local populations are at continuous risk for terrorism, for example. In most of the threats society faces, the urban environment represents the immediate environment where security occurs (Hyvönen et al., 2019, p. 39). Therefore, crisis management should be brought closer examination in tourism research (Bianchi, 2006).

The study will bring out local people's voices about the tourism bubble, expand tourism security and safety research, knowledge and conclusions and gives more information on the conversation about the Lapland tourism bubble. Local people's attitude against tourism affects the tourists' destination image and perception of safety and security, which could affect local and national politics. The creators of the local tourism bubble get feedback from local people about the bubble and its safety and risks, and creators could develop it if necessary. One of the tourism bubble's aims was to keep locals safe from spreading COVID-19.

The main research question of this thesis is:

How do local people view the tourism bubble in relation to safety and security?

Sub questions are:

1. How do locals describe the tourism bubble?
2. How do locals understand health security in tourism?
3. What is the locals' experience of the relationship between tourism and safety during the pandemic?

It is notable for receiving answers to these questions from the local people and how their attitude toward tourism safety have changed during the COVID-19 pandemic. These give ideas for developing tourism and future studies. After the purpose of this study, I move on to the methods used in this Thesis.

1.4 Methods and data

The research used a qualitative method, and data was collected through semi-structured interviews. These interviews were conducted online to avoid spreading COVID-19. According to Tuomi and Sarajärvi (2002/2018), a semi-structured interview proceeds with different themes and specifying questions, and its advantage is that the interviewer can establish and deepen questions based on answers. Semi-structured interviews highlight methodologically human interpretations of matters, their meanings, and how intentions form in interaction. Implementation of the semi-structured interview varies from open discussion to structured progressive interview. The semi-structured interview aims to find meaningful answers concerning the aim of the research. Chosen themes are, in principle, based on a framework (Tuomi & Sarajärvi, 2002/2018, pp. 87–88). The people selected for this interview are locals who do not work in the tourism industry. The question is about the Lapland Tourism bubble, which influences people that live in Lapland. According to the news, we have already been informed of the tourism industry's opinion on the subject, so it was valid to interview people who do not work there. This delivers new knowledge of the issue.

In this research, I used content analysis to analyse the data. According to Tuomi and Sarajärvi (2002/2018), when language is interesting as a communication tool, it is reasonable to choose it as a content analysis method. Content analysis views communication as a “picture of the reality” (Tuomi & Sarajärvi, 2002/2018, pp. 53–54). They argued that content analysis can be used systematically and objectively for numerous documents and strives to give a condensed picture of phenomena under research. (Tuomi & Sarajärvi, 2002/2018, p. 117). Next, I move on to deal with the matter of the structure of this research.

1.5 Structure of the study

The introduction chapter presented the background for this study, which started with COVID-19 spreading and countries trying to save their tourism industries with the tourism bubble. Finnish Lapland Tourist Board ry (2020) created its own Lapland tourism bubble to allow international tourists to travel to Lapland. Previous research made on security and safety in tourism was also introduced in this chapter. My thesis aims to understand the local's point of view about the Lapland tourism bubble, and the method used in the study was also presented.

The next chapter is about safety and security in tourism. It explains what the terms “safety” and “security” mean and how they relate to tourism. The third chapter deals with the methodology and describes its precise aim and methods. Qualitative research, content analysis, and research ethics are dealt with in that chapter. The fourth chapter is for analysis, and the fifth is for discussion and conclusions of this study. The fifth chapter aggregates the study together, discusses the limitations of this study and suggests possible future studies. Next, I will deal with the theory about managing safety and security in tourism.

2 MANAGING SAFETY AND SECURITY IN TOURISM

Tourism requires a secure and safe environment to survive. Therefore, tourism security and safety troubles have an essential role in the credibility and viability of tourism (Tarlow, 2009). As the tourism bubble is a subject, the theoretical approach comes from safety and security. Those are broad areas, but they are also used in tourism research in numerous ways. Virta (2012) argues that security research is a multidisciplinary field, and its common concepts come from the state, order, and administration. Security research is used in political science and administration, military sciences, and international relations, as well as in other social sciences such as criminology and sociology, education, psychology, technology, and engineering (Virta, 2012). First, the conceptualisation of safety and security is dealt with, what it means, its history, and why it is essential.

2.1 Conceptualisation of safety and security

Laitinen (2003, p. 21) reflects that safety and security depend on the point of view and definition. The definition of safety and security specifies the methods used and their contents. Safety and security could be thought to be “something good”, like the experience of safety, survival, and absence of threat for well-being that allows “good living” (Laitinen, 2003, p. 21). Chilton (1996) states that safety and security are avoiding and preventing unwanted changes (Iivari, 2012, pp. 18–19). Traditional management ideology sees the absence of concern as a space where safety removes the need for management because humans and the community are satisfied with insouciance (Laitinen, 2003, p. 25). Security has commonly been configured with its contrast and confrontation with insecurity (see Virta, 2006, p. 371). According to Berki (1986), the threat can be remote or imminent, direct or indirect, accurate or imagined, and can be created for individuals by other people, identifiable groups, more extensive and impersonal communities like society or the system, is the source of personal insecurity (Virta, 2006, p. 371). Security was originally the term that was thought of as a negative state, like carelessness. For example, it was used in Shakespeare’s *Macbeth* as a line: “Security is mortal’s chiefest enemy” (Virta, 2006, p. 371).

Security is a concept why humans have made cooperation and organisation in the first place (Iivari, 2012, p. 18). According to Hobbes (1651), safety is traditionally a concept from the state's central view, where you defend your country's wholeness (Iivari, 2012, p. 18). For liberals, security and liberty were treated as the exact meaning words in the eighteenth century, but later freedom and security excluded each other (Virta, 2006, p. 371). A historically significant turnaround happened during the French Revolution when the safety of the individual was included in national security (Laitinen, 2003, p. 30). During Cold War, the concept was reserved for foreign and security policy (Laitinen, 2003, p. 31). Security means controlling and positive stability, which contains a strong well-being dimension (Laitinen, 2003, p. 28). The concept has been a policy guideline (Laitinen, 2003, p. 30). Little by little, this has turned societal and civic security. Broaden view says that security is built from down to upwards, starting from citizens and basic needs, and it is seen as a political and relative concept (Iivari, 2012, pp. 18–19). Safety has expanded vertically from the state to the individual and horizontally from politics to economics and global safety (Laitinen, 2003, pp. 36–37). According to Rothschild (1995), safety has created circumstances between the state and the individual because it is utility, which makes people give up other utilities (Laitinen, 2003, p. 30).

According to Iivari (2012), “safety” has a functional touch and has an impact on a personal and individual level, and it has meaning in customer-service provider relations. “Security” has technical scope, which refers to technical and operational activities (Iivari, 2012, p. 19). Security and safety are explained in The SAGE Dictionary of Criminology (2006) as follows:

Security is the state of being secure, specifically freedom from fear, danger, risk, care, poverty, or anxiety. Security also implies certainty. The roots of the term are in the Latin *securitas/securus*, derived from *sine* (meaning without) *cura* (care, anxiety, pains, worry). Safety is closely related to security. Safety also means freedom from danger or risk. However, it has additional connotations which have more to do with physical conditions, e.g. freedom from injury, the safety of the body, and property. In this context certainty refers to certainty of order, assurance, and predictability. (Virta, 2006, p. 371)

The subject of safety and security is essential because the interests of society and individuals do not encounter each other, which leads to questions about who or what society or state is

and whether is the safety of individuals more important than the safety of the community (Laitinen, 2003, p. 22). Sometimes it is visible that society cares more for some citizens' safety than others, so it is not equal (Laitinen, 2003, p. 26). Safety is not moral since competition and survival lead policymakers (Laitinen, 2003, p. 29). It is a magic word to turn some phenomena into safety concerns and is used to make policy (Laitinen, 2003, p. 24). Society usually sees safety as a control, and the ability to tolerate uncertainty is weak. Still, a post-modern way to see it is that it cannot be managed, controlled, or predicted (Laitinen, 2003, p. 26). In modern society, a risk society arises when political, economic, social, and individual risks escape traditional security institutes' control, and industrial society produces chances by itself (Beck & Ritter, 1992). Other people do not deprive others when safety is understood as an emancipation process, where people free themselves from harmful and limiting forces and structural distortions. It is essential that safety cannot be built on others' insecurity (Laitinen, 2003, p. 29).

Laitinen (2003, p. 23) argues that narrow security contains military security of the sovereign state and comprehensive security underlines the expansion of contentual security to economic, environmental, nuclear security, and social dimensions. Niemelä (2000, pp. 25–32) shares a broad concept of safety for different levels (Figure 1):

- 1) the traditional and narrow vision of security (state security policy)
- 2) security of the social and welfare state
- 3) cultural and humanistic security thinking (human dignity and respect for humanity as a value itself)
- 4) a modern, ecological safety
- 5) social, community security
- 6) health, existent safety (Niemelä, 2000, pp. 25–32).

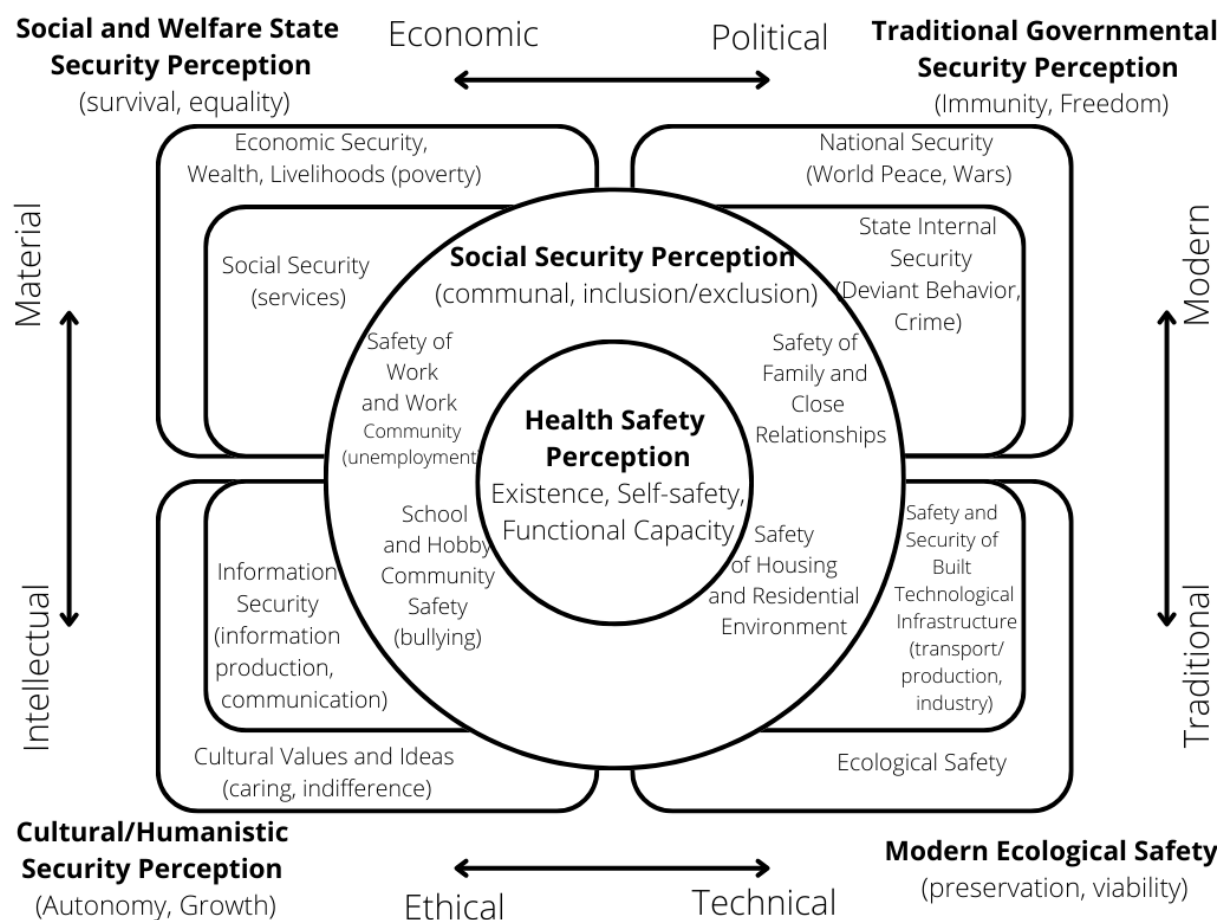


Figure 1: Model for expanding safety perception review frame.

Source: Niemelä, 2000, p.27.

At the level of the state or nation, safety is processed as a collective will of defence (Iivari, 2012, pp. 19–20). One aspect of security is a political concept, where national, social, and human security belong (Virta, 2006, p. 371). Safety can also be experienced collectively. It can affect the city, part of the city, a particular area, or our community (Iivari, 2012, pp. 19–20). It can also be experienced at the level of society or humanity, and it is a modern human right (Ranta-Tyrkkö & Ropo, 2003, pp. 8–9). Modern theory or thinking of justice highlights security as a human right (Niemelä, 2000, p. 22). At first, the right to security developed as an idea of equal rights to education, civilisation, livelihood, health care, rest, recreation, and an undepraved environment (Niemelä, 2000, pp. 22–23). For instance, protection against dismissal and a comfortable and safe working environment, the quality of residence and the living environment and housing security, a clean environment and conservation, and free practising of science and art have been added to the right to security in Finland. During

economically challenging times, the right to safety is often spared even if it would be crucial to maintain it (Niemelä, 2000, p. 23).

Safety and security are culturally related, but on the other hand, acts and practices that create safety, or lack of it, are global (Ranta-Tyrkkö, 2003, p. 175). Actions that might be felt as dangerous in other cultures might be less hazardous in our culture. All societies and social classes can feel safety or insecurity, but the content of insecurity or safety can vary (Ranta-Tyrkkö, 2003, p. 177). Iivari (2012, p. 3) states that safety and security are welfare indicators at the societal level, representing the reliability of infrastructure and services. Safety and security are part of quality at the company and business levels. Buzan et al. (1998, pp. 119–120) state that a new view of security is so-called societal security, which refers to the identity of the society and threats against it. It does not mean the same as social security, which mainly concentrates on individuals and is economical (Buzan et al., 1998, p. 120).

Laitinen (2003, p. 32) divides security into sectors, where the political actor acts between different dimensions. Sectors are economic, social, cultural, environmental, technological, and military, where the economic extent determines resources for political authority and the army forces. Social factors, including cultural values, are essential for security because they affect the nature of the political system and stability and a typical atmosphere where values develop. When safety and security are produced, these actors are essential for society and individuals (Laitinen, 2003, pp. 32–33).

Resilience has risen to a critical concern in security since it reflects society's ability to maintain performance and evolve despite the crisis (Hyvönen et al., 2019, p. 1). Resilience is also an individual's and communities' impact resistance and capacity to adapt (Hyvönen et al., 2019, p. 1). It is the ability to remain to act during the crisis and recover from it (Hyvönen et al., 2019, p. 15). The study of comprehensive resilience and security (2019) in Finland suggests a four-level concept of complete resilience, which reflect the cooperation between the resilience levels of the individual, the social and state institutions, and the resilience of international connectivity (Hyvönen et al., 2019, p. 1). Deterioration of social and political confidence increases the experience of the threat and may thus undermine the overall resilience of the population (Hyvönen et al., 2019, p. 37). The main factors affecting trust are

inequality, lack of opportunities to influence and the inability of political institutions to deal with social conflicts (Hyvönen et al., 2019, p. 37).

Laitinen (2003, p. 34) states that safety is relative, so attempting absolute safety is not reasonable or possible. Safety can be used to justify almost any kind of policy and act. Quality, quantity, and safety circumstances vary. It is essential to understand how safety is understood. Safety is an intersubjective concept where emotions and fantasy play a role and cannot be measured. Therefore, the image of safety is essential. It is also connected to the idea of power and its characteristics. When safety dominates, individuals and society can make decisions without the fear of internal or external threats. The concept of safety is also connected to advantages and values. He argues that even if we try as humans to achieve safety, extreme danger, such as the death, is always present (Laitinen, 2003, pp. 34–35). The threats to individuals, communities, and states vary. On the other hand, for the individual, social unrest, hunger, poverty, and diseases have always been direct and concrete threats (Laitinen, 2003, p. 35).

Tourism relates to security (Hall, Timothy & Duval, 2003, p. 15). Perceptions of security and management of security, safety and risk impact destinations and travellers' behaviour (Hall, Timothy & Duval, 2003, p. 15). The risk concerns might affect the entire tourism system from one location to an extensive area as the epidemics have had (Hall, Timothy & Duval, 2003, p. 15). Mansfeld and Pizam (2006) use a combination of safety and security terms: “surety”. The term surety combines the content of security and safety and is the point of contact where financial profit and safety actions meet (Iivari, 2012, p. 19). According to Tarlow (2009, p. 468), surety is used when professionals will maintain the level of risk to the undermost level possible regardless of the trouble caused by self or another. Tourism surety functions under the supposition that harmful acts in safety or security can damage a holiday and a place's reputation (Tarlow, 2009, p. 468). Personal surety influences the surety of the industry; therefore, tourism surety also looks for the economy and reputation of the locals, not only to guard the visitor against harm (Tarlow, 2009, p. 468).

An excellent example of security and safety contact is the risks related to health (Tarlow, 2009, p. 469). He (2009, p. 469) states that travellers can carry diseases that risk other

travellers and locals, and tourism is very vulnerable to a negative reputation. Tarlow (2007) divides tourism surety into six subfields:

- 1) protection of visitor
- 2) protection of staff
- 3) protection of the site
- 4) ecological and health management
- 5) protection of reputation
- 6) protection of the economy (Tarlow, 2009, pp. 470–472).

He states that tourism surety protects so-called “righteous visitors”, who are travelling for business or pleasure reasons, and might harm themselves during their trip. Staff might get abused by tourists and might be exposed to health risks. A terrorist might want to destroy sites; tourists might collect souvenirs, and the site's environment needs to be attractive, secure, and safe. Guarding a local's cultural and physical ecology is essential for tourism surety professionals to lower crime levels and make it a more secure and safer environment. Crimes and terrorist acts against tourists get tremendous media attention, and tourism surety professionals need to protect the reputations to maintain the income from tourism. As tourism is an enormous generator of income, it is vital to protect the economy, and anyone in the community might be a risk to tourism’s reputation (Tarlow, 2009, pp. 470–472).

Next, I move on to deal with human security and health security, which are part of safety and security. Those are essential areas concerning the subject of this thesis, primarily because of COVID-19.

2.2 Human and health security

Globalisation is critical in improving conflict (Reveron & Mahoney-Norris, 2011, p. 6). It is characterised by considerable economic trade and the movement of information and people worldwide. It has brought together many countries worldwide with security difficulties, for instance, illicit trafficking of people and drugs, climate change, and computer viruses (Reveron & Mahoney-Norris, 2011, pp. 6–7). Safety and insecurity are divided very unevenly on a local and global scale (Ranta-Tyrkkö, 2003, p. 175). Security scenery has changed, and

traditional state-focused difficulties have changed to human-focused security issues such as disease, crime, and poverty (Reveron & Mahoney-Norris, 2011, p. 2). National security is seen as too narrow to analyse the threats that we face today since it sees threats only from other states and the military (Persaud, 2016, p. 145). Human security protects human life, individuals, and communities, for instance, minorities, refugees, and democratic institutions (Persaud, 2016, p. 142). Human security can be seen with human rights and human development, where development is seen as improving living standards and human rights as political and civil rights (Kaldor, Martin & Selchow, 2007). Still, human rights should also include social and economic rights (Kaldor, Martin & Selchow, 2007).

Another reason to move toward human security is that the importance of nonstate actors has been recognised as a negative and a positive perspective (Reveron & Mahoney-Norris, 2011, p. 17). The security actors might be states, NGOs, and civic groups (Persaud, 2016, p. 142). United Nations Development Programme conceptualised and promoted human security in their Human Development Report from 1994 (see UNDP, 1994). EU has taken human security as part of its security politics, which has appeared as the rubric class of research, giving an advantage to non-state and non-military threats (Virta, 2006, p. 371). Individuals are the actors in human security, and their concerns might be economic status, liberties, personal security, and health, which might be threatened by poverty, crime, and disease. Hazards might be located globally, internationally, and internally where the head of threat is (Persaud, 2016, p. 142). The threats come from multiple sources in various forms to humans and their communities (Persaud, 2016, p. 145). These threats might come from illegally armed groups, repressive regimes, transnational issues, and non-state actors (Reveron & Mahoney-Norris, 2011, p. 3). Human security's basis arises from universal human needs and values, and there is a legal basis, such as the Universal Declaration of Human Rights and Responsibility to Protect doctrine. Human security's ultimate end states are freedom from want, freedom from fear, freedom of beliefs, and freedom of expression (Reveron & Mahoney-Norris, 2011, p. 3). Human Security gives perspective on the crisis instead of just crisis management, which means that the aim is not just political stability in times of crisis. Still, it provides space to look at sustainability and justice for individuals and communities (Kaldor, Martin & Selchow, 2007). The lack of human security, such as human rights violations, crime, weak capacity for public services, and unemployment, are vulnerabilities

that might make crises more likely to occur but are not necessarily the causes behind the conflicts (Kaldor, Martin & Selchow, 2007).

Conventional international relations theory does not see human security as national security because only nation-state threats are the basis of national security; for instance, the pandemic is seen as a public health problem (Reveron & Mahoney-Norris, 2011, p. 19). Nevertheless, avian influenza in Asia in 1997 awakened national security professionals and started to reconsider infectious diseases as a possible risk to national security (Reveron & Mahoney-Norris, 2011, p. 162). Hypothetical scenarios showed that conditions could close international air traffic as governments try to restrict the scale of a pandemic (Reveron & Mahoney-Norris, 2011, p. 162).

The human development report (1994) divides threats to human security into seven main categories: political, community, personal, environmental, health, food, and economic safety (UNDP, 1994, pp. 24–25). COVID-19 impacts all these categories (see Di Diddo, 2021), but this thesis concentrates on the health security aspect. Health is one of the most concrete forms of experiencing well-being (Ryynänen, 2000, p. 45). According to Commission on Human Security (2003), achieving human security and good health is polar and necessary. Human security identifies threats related to poverty, violence and crisis, and global infectious diseases as significant health challenges (pp. 95–96). Unnecessary deaths could be prevented by improving health behaviour or reaching poor people or individuals in conflict (Commission on Human Security, 2003, p. 95). Illness and diseases are central insecurity factors since they cause incapacitation, pain, suffering, and death, and therefore society fights against what diseases cause (Niemelä, 2000, p. 32). In the background is the question of existence and quality of life (Niemelä, 2000, p. 32).

The boundary between health and illness is sliding (Ryynänen, 2000, p. 43). It is also crucial to how long humans must suffer and feel helplessness and anxiety and what is good death (Niemelä, 2000, p. 32). When people get older, their ability to function weakens, so performance is one of the critical sources of security, which help human control their environment and life (Niemelä, 2000, p. 32). People attach similar fears to illness and death, such as loss of functional capacity and control, pain, shame, and dependence (Ryynänen,

2000, p. 43). People are not only healthy when there are no death and diseases, but health contains subjective psychosocial well-being, physical health, mental health, and confidence about the future (Commission on Human Security, 2003, p. 95). This is a more holistic strategy to prevent diseases and promote health (Commission on Human Security, 2003, p. 95).

It is essential to learn from previous pandemics and prevent and prepare for the next because those impact human and international security. Consequences include migrations and disruption of social orders (Reveron & Mahoney-Norris, 2011, p. 27). There are still other diseases than COVID-19 unleashed, as Reveron and Mahoney-Norris (2011, p. 27) state HIV/AIDS, hepatitis, malaria, tuberculosis, influenza, and Ebola for instance (Reveron & Mahoney-Norris, 2011, p. 27). Robert Cook (2006) remarks that because of modern possibilities for fast transportation of people and goods, growing population density worldwide, and increasingly dependent on food production that uses intensified livestock, humanity has become vulnerable to cross-species illnesses. Treatment has become complicated because bacteria have developed antibiotic resistance. Infectious diseases still kill humans the most (Reveron & Mahoney-Norris, 2011, p. 143). Conditions do not usually discriminate but impact poor and rich societies (Reveron & Mahoney-Norris, 2011, p. 160).

The influential World Economic Forum asserts that pandemics are significant risks to global stability (Reveron & Mahoney-Norris, 2011, p. 164). International assistance programs declare disease concerns. In these programs, human security concerns are prioritised over traditional security issues (Reveron & Mahoney-Norris, 2011, p. 165). They are based on the UN Millenium Development Goals, which include combating diseases, increasing maternal health, and cutting child mortality (Reveron & Mahoney-Norris, 2011, p. 165). Different government systems intervene physicalness and health of the citizens in the name of public health and well-being to prevent extensive infectious diseases, for example (Ryynänen, 2000, p. 44). Governments cannot resist pandemics because the disease naturally appears, nonetheless, they can minimise the impact of the pandemic with the help of vaccination programs and by improving people's awareness (Reveron & Mahoney-Norris, 2011, p. 166). With domestic policy, governments can improve health security, for example, by ensuring

enough educated health professionals, vaccine stocks and promoting personal hygiene with educational campaigns (Reveron & Mahoney-Norris, 2011, p. 167).

Nevertheless, on the other hand, the matter requires much international cooperation to coordinate disease outbreaks and responses (Reveron & Mahoney-Norris, 2011, p. 167). It is finding a balance between medical professionals, policy experts, government agencies, and organisations that deliver services to improve human security (Reveron & Mahoney-Norris, 2011, p. 167). In the case of HIV or AIDS, it has been seen that non-governmental organisations have the best understanding of local issues, so with the help of their sight into local beliefs, it is possible to develop a strategy to reduce cases of HIV or AIDS. Some leaders might deny that a virus causes the disease in sub-Saharan Africa and consequently, people do not get any care for that (Reveron & Mahoney-Norris, 2011, p. 167). As Reveron and Mahoney-Norris (2011) propose, no problem can be assigned on its own (Figure 2), which explains why making policy recommendations is difficult (Reveron & Mahoney-Norris, 2011, p. 213).

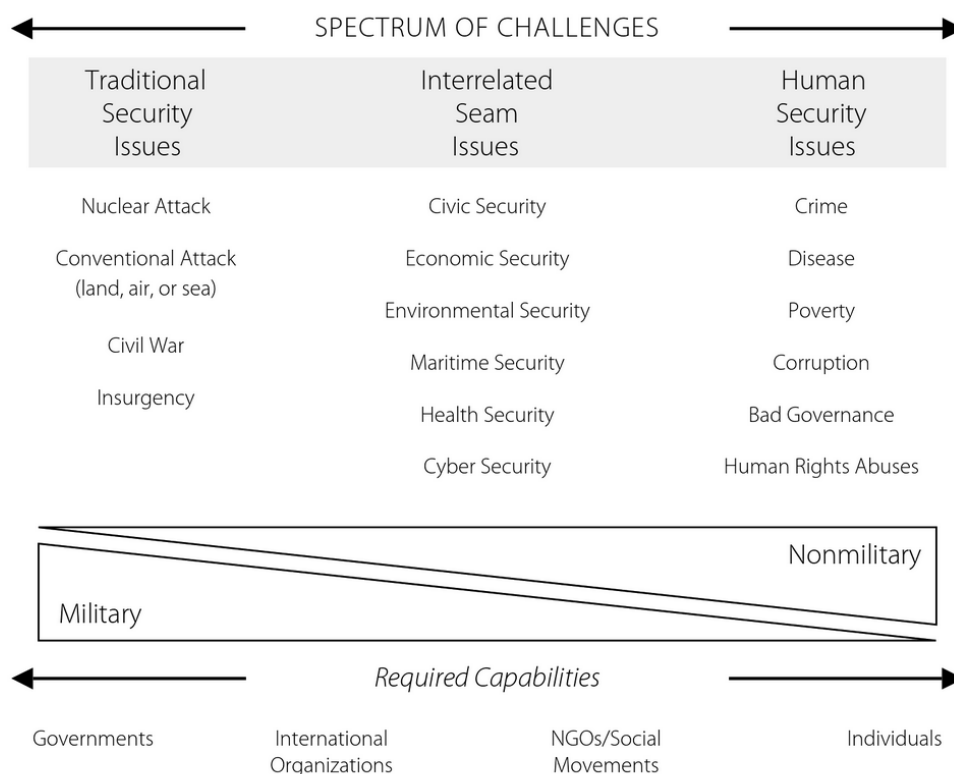


Figure 2: Spectrum of challenges

Source: Reveron & Mahoney-Norris, 2011. p. 213.

A pandemic's risk is real and could cause widespread death, civil disturbances, and social disorder. For example, slowing down commerce due to quarantines, overwhelming the hospitals, and law enforcement could be overwhelmed due to civil disturbances that occur as the demands of the people increase. Epidemics spreading through environmental degradation, such as AIDS, can overwhelm health facilities, stop economic growth, and disrupt societies in developing countries. In that case, AIDS creates higher taxes on poor communities, which must take care of the infected, and productivity loss, as sick people cannot work, and orphans must be taken care of, as numerous parents die (Reveron & Mahoney-Norris, 2011, pp. 162–163).

Since the security issues have changed, it has been essential to move to more human-focused security, human security, including health security. After conceptualising human and health security, I move to risk and its management.

2.3 Risk and risk management

According to Rantala and Valkonen (2011, p. 585), safety is generally relative, and when speaking conceptually, it is quality that is positive, meaning that lack of risk or danger. Bernstein (1996) states that the term “risk” originated from the Latin *risicum*, which translates to two Italian words *risico*, “hazard” or “danger”, and *risicare*, “to dare” or “to venture” (Dickson, n.d., p. 189). Risk, threat, danger, and fear are close concepts to insecurity (Niemelä, 2000, p. 23). The threat is connected to the future as indefinite, undesirable, and wanted to be prevented, and danger is concrete and usually objectively detectable. According to King et al. (1988), fear is a psychological concept that is a normal reaction to a real or imagined threat (Niemelä, 2000, pp. 23–24).

There is an expert's and non-specialist's understanding of risk, and as Carter (1995) claims, risk assessment is a social process where citizens may question the knowledge of specialists (Ryynänen, 2000, p. 42). Non-specialists pay more attention to the consequences of the risks and how frightening they are than their probability (Vornanen, 2000, p. 334). Bernstein (1996) proposes that none will take a risk if they expect it to fail (Dickson, n.d., p.189). Outcomes from the risks are harmful and positive, such as thrill, adventure, or financial gain

(Dickson, n.d., p. 189). The probability of the expense versus the advantages is compared (Dickson, n.d., p. 189). People's perceptions of the future impact their decisions (Moreira, n.d., p. 15). As Carter (1995) states, risk assessment draws a line between safe and dangerous, exercising power when defining the risks (Ryynänen, 2000, p. 42). Rantala and Valkonen (2011, p. 585) argue that safety is dependable on the acceptable risk rate in the current action. They state that it does not mean the perfect lack of risk or danger, but safety is the rate of the target-oriented, which depends on practices and culture of operation (Rantala & Valkonen, 2011, p. 585). There are different dimensions to experiencing risks, such as the fear ability of risk, extent, the possibility of risk perception, the ability to reduce and control it, and the impact of risk on a person (Niemi, 2000, p. 23).

Risks will endanger life and functions, so health has become a target for risk anxiety (Ryynänen, 2000, p. 41). So, avoiding health risks, functional capacity maintenance, and health issues, health risk assessment and management are essential for western health policy (Ryynänen, 2000, pp. 41–42). People are discussing health behaviour, protecting themselves against too much sunlight, avoiding risky foods, and discussing the meaning of exercise or the contagion risk of diseases (Ryynänen, 2000, p. 42). When we talk about people becoming risks to others, they are seen as nonpersons whose fundamental rights are decreased, which means that risk characterises, separates, and precludes (Beck & Cronin, 2009, p. 16). When SARS occurred, travellers were first affected and turned into vectors of the disease (Wilder-Smith, 2006, p. 55). Therefore, tourism turned into a victim (Wilder-Smith, 2006, p. 55). Tourism brings multiple benefits, which are well recorded, but so-called side-effects are not what travellers cause to the local community (Schmierer & Jackson, 2006, p. 70). Numerous times, travellers are a financial burden to health care, the local community, and taxpayers (Schmierer & Jackson, 2006, p. 70). Risks could also be stealthy, meaning their impact is not so solid and well-defined, and they might impact for a long time, and their significance is noticed when it is too late (Moreira, n.d., p. 16).

Raivola and Kamppinen (1991) declare that different dimensions make it possible to reconstruct a so-called “risk map” that helps to evaluate the fear ability and management effort of the risk, and the stronger the risk is considered, the more decisive actions are ready to use (Niemi, 2000, p. 23). Existing insecurity is reduced, and the future is anticipated

through risk management so that the future is safe as possible (Niemelä, 2000, p. 23). Risk management divides risk levels into three levels: low, medium, and high (Spencer & Jerman, 2020, p. 58). Tarlow (2009, p. 477) states that the best we can hope for is when the risk of adverse impacts, such as terrorism or crime, is decreased. Risk is omnipresent, so it is essential to know where the conflict might occur (Tarlow, 2009, p. 477). Spencer and Jerman (2020, p. 4) discuss that the European-led Regulations have introduced new language to risk management, “adequate”, “sufficient”, “suitable”, and “fit for purpose”, for example, so it suits the culture it is concerned. A risk assessment identifies, analyses, and records essential safety problems. It is crucial when risk control decisions are made to involve all those who know and might be exposed to the matter (Spencer & Jerman, 2020, p. 5). Dickson (n.d., see p. 187) states that risk management literature in the tourism industry has concentrated on three themes: accidents, disasters, and crises, and the impact of perceived risks during travel choices. These risks are seen as something that might have a negative outcome for the organisation (Dickson, n.d., p. 187). There is no such thing as “zero risk” when participating in an event where might occur some injury (Spencer & Jerman, 2020, p. 21).

The basic assumption of security directs to a series of probable and possible events, and risk assessment is an excellent example of preventing these events (see Virta, 2006, p. 371). Sociological risk theories argue that conceptualising injury risks is cited for “normal accidents” (Rantala & Valkonen, 2011, p. 587). Stern and Fineberg (1997) see defining risk as a process wherein aims at synthesis, understanding the possible consequences, contact with decision-making, addressing power issues, examining the cultural and social significance of risks, and continuity, reciprocity, and transparency of the process (Vornanen, 2000, p. 336). This considers human subjective experiences and understanding of risks and avoids the disconnect between experts and non-specialists (Vornanen, 2000, p. 336).

According to Mansfeld and Pizam (2006), when incidents affect security, such as crime, civil unrest, terrorism, or war, those affect areas where local community, tourism industry, and tourists are also affected. Even though these kinds of security-related situations have been manifested from the beginning of modern tourism, the global interest in security in tourism has increased after September 11 terrorist attacks on the US in 2001. After that, tourism practitioners understood that security situations affect specific spots and global tourism

systems. These incidents make the tourism industry face high risk and uncertainty (Mansfeld and Pizam, 2006, p. xiii). In Finland, safety is ordered by law in tourism products and services, and these should not cause peril to customers or employees according to The Finnish Product Safety Act and the Act on Labour Protection (Rantala & Valkonen, 2011, p. 582).

Tarlow (2009, p. 477) states that a tourism security plan requires considering economic, political, and social problems within and surrounding the locale or tourism entity. Tourism safety and security professionals need to know how the place is perceived. He states that our opinions are formed not only on complex data but on the perception of the security of the place. The data can be collected from other sites. To our sense of risk, perception has an impact, and media has a lot to do with how we see places, which might lead to economic damage (Tarlow, 2009, p. 477). All sites have risks, which must be selected and considered suitable for the destination (Tarlow, 2009, pp. 477–478).

According to Mansfeld and Pizam (2006), destinations can make preparations for events by crisis planning. Crisis planning can decrease negative impacts on tourists, the tourism industry, the community, and its economy. The tourism industry is responsible for safety and security matters on its property. The tourism industry, the local community, the government, and tourists should cooperate to reduce security and safety events to happen and educating tourists about these incidents is necessary. Decision makers and media must work together to minimise panic caused by safety and security incident (Mansfeld & Pizam, 2006, pp. 353–354).

Safety has a sliding scale (Figure 1) from blatant disregard to bonkers for an organisation to plan its actions (Spencer & Jerman, 2020, p. 84). The organisation must act at least at the level of a minimum legal standard to follow the laws. This compliance-driven level is not enough, and it is not a good idea to set one's "safe enough" line there. With different safety methods, an organisation can form a buffer zone against opposing forces to reach a "safe enough" line. These methods need to be planned with risk assessment tools to work effectively, not just in any way that works as a buffer. Sometimes it is relevant to take away opposing forces to larger the buffer zone. They argue that the buffer zone should be relative to the significance or level of risk (Spencer & Jerman, 2020, pp. 84–85).

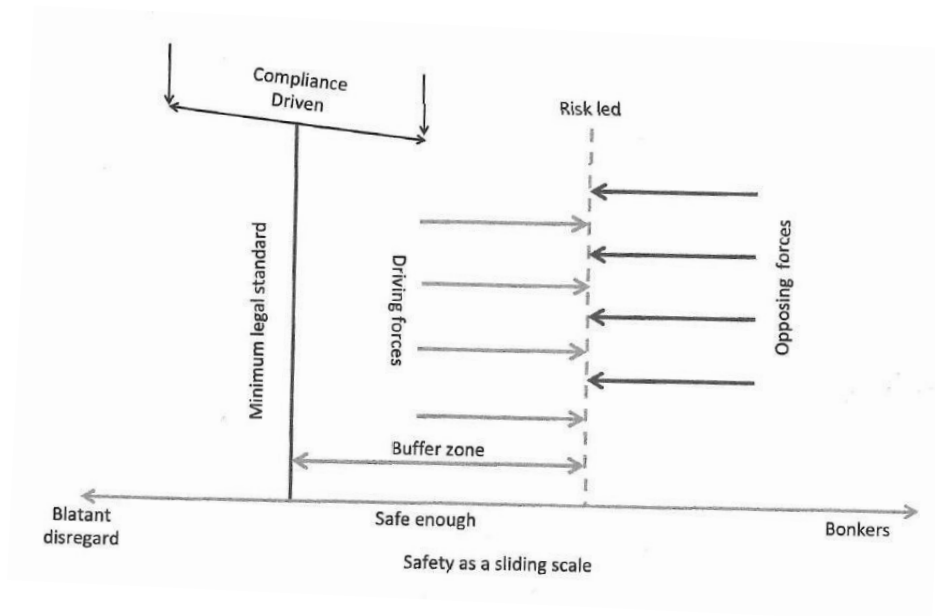


Figure 3: Safety as a sliding scale

Source: Spencer & Jerman, 2020, p. 84.

There is a concept called Swiss Cheese (Figure 4), which illustrates that in every scenario, there is an opportunity or path that allows incidents to occur despite the safety measures (Spencer & Jerman, 2020, p. 109). Considerable is that there are holes in the cheese in the first place, and those might move, new holes might occur, and the cheese itself could move to let incidents happen (Spencer & Jerman, 2020, p. 110).

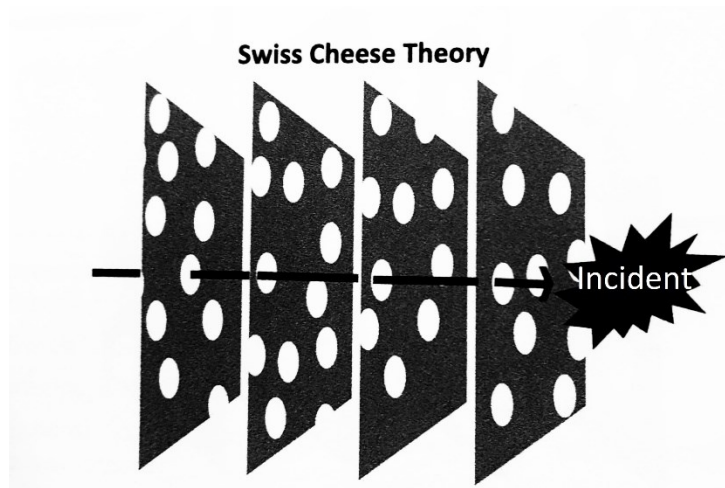


Figure 4: Swiss cheese theory.

Source: Spencer & Jerman, 2020, p. 109.

It is thought that information about danger will lead to avoidance of risk behaviour, but the information will raise awareness of risks at least (Ryynänen, 2000, p. 42). On the other hand, excessive intake might lead to overreacting, and on the other hand, rarely happening incidents will be underestimated (Ryynänen, 2000, p. 42). The challenge is how risks are clarified in communication, such as what mobile phone radiation is or the probability of risks in the first place (Vornanen, 2000, p. 339). Public communication in the event of disturbances and crises must be developed, as it also contributes to communities organising voluntarily in exceptional situations and after them (Hyvönen et al., 2019, p. 3). Media has a massive role in the transmission of information about the risks and threats, and they usually open conversation, but they need to be careful with translating the scientific text into the language of the people, and they should also offer knowledge on how to deal with risks (Vornanen, 2000, p. 341).

According to Wall (2006), responsible reporting and information flow are crucial at all levels. China was criticised for keeping information about SARS and local Canadian media for intimidation. He considered when it is about average business risk and when the government's involvement is needed. There are short- and long-term strategies to recover from such an event. A single event could be a short-term strategy and long-term cooperation between hotels and restaurants. International tourists are harder to attract, and they are fickle than tourists from regional markets, so they would invest in local segments (Wall, 2006, pp. 143–152).

Next, I move on to enlarge the safety and security experience on an individual level since safety and security vary, as explained earlier.

2.4 Individual experience of safety and security

Safety and insecurity are intertwined with human lives and their conditions and experiences. At the same time, they are unique and in a fixed context with gender, state of life, age, socioeconomic status, childhood experiences, and livelihood (Niemelä & Lahikainen, 2000, p. 10). Virta (2006, p. 371) explains one aspect of security as personal security, which means individual well-being. Safety is simultaneously objective, i.e. external, and subjective, i.e. experienced state (Iivari, 2012, pp. 19–20; Niemelä, 2000, p. 21). Alternatively, it might refer

to the relationship between these two (Niemelä, 2000, p. 21). Safety is one of human's basic aspirations, and insecurity means that effort for safety cannot be realised under all circumstances (Niemelä, 2000, p. 22).

As Maslow (1987) argues, safety is a basic need for a human, and humans try to satisfy these needs and express themselves, and when these are met, human feels well. As per Kaufmann (1970), requirements for safety appear as the need for defences and protection against external threats, order and continuity, and internal mental balance (Niemelä, 2000, p. 22). Human needs to feel safe, the necessary amount of water, food, shelter, and protection from threats for life (Leaning, 2004). Feschbach and Weiner (1991) surveyed mechanisms of safety and its formation in personality development research based on psychoanalytic tradition (Niemelä, 2000, p. 22). Humans also need support for basic psychosocial needs such as identity, autonomy, involvement, and recognition (Leaning, 2004). Relationships with location, community, and time can meet these needs, and they work as categories for analytic approaches to measure human security with evaluation and early warnings (Leaning, 2004). This means that person has a sense of safety and home, family, or social support, and they can accept the past and think positively of the future (Leaning, 2004). Beck (1992) contends that when the world is perceived as threatening, strategies in life focus on self-protection, for instance, in modern society. His theory of risk society considers risks associated with family and labour (Beck & Ritter, 1992). Safety is a critical human and social value that includes reliability, predictability, and restlessness (Niemelä, 2000, p. 22). According to Kaufmann (1970), safety as a value means certainty and harmlessness, which refer to the lack of different dangers (Niemelä, 2000, p. 22). Safety can be measured using various criteria, statistics, and indicators (Iivari, 2012, pp. 19–20).

Behind safety, there is an individual experience (Iivari, 2012, pp. 19–20; Niemelä, 2000, p. 21). Safety A word “safe” means different matters to different people (Spencer & Jerman, 2020, p. 84). A tourist might be afraid to travel by plane, even though it is a statistically safe way to travel (Iivari, 2012, pp. 19–20). It is important to note that the threat to the individual and the community may be long-term, not just a sudden and surprising event (Laitinen, 2003, p. 42). Raivola (1991) states that the perception of ordinary people of risks is more many-

sided than experts' point of view, and the views are justifiable since the perspective of ordinary people includes emotional, existential, and social sides (Vornanen, 2000, p. 342).

For the individual and his view of well-being and safety, it matters how he experiences and understands managing his own life (Laitinen, 2003, p. 39). The resilience of communities and, thus, of individuals' resilience is linked to social trust and social capital. Both can be strengthened by focusing on policies to reduce social inequalities (e.g. differences in education, well-being, resources and income) and creating channels for participation (Hyvönen et al., 2019, p. 2). Health security includes estimating how people understand their health and considering pre-existing health, economic and family situations, and work (Commission on Human Security, 2003, p. 96). Experience of insecurity at the individual level is psychological, and it might occur as fears, concerns, or psychosomatic symptoms (Niemelä, 2000, p. 21). Psychophysical immunity and integrity are essential for humans' safety (Ryynänen, 2000, p. 54). Therefore, the body may be a source of insecurity and safety (Ryynänen, 2000, p. 54).

Different kinds of health problems, violence, and illnesses cause uncertainty and fear, and these threats endanger human mental existential, psychosocial, and material safety (Ryynänen, 2000, p. 54). In these issues, faith and trust in surviving, confidence in others, service systems, and reasonable care create safety so that we can talk about balance in terms of reliance, self-help, and independence (Ryynänen, 2000, p. 55). Different kinds of personal and other resources build the experience of survival and hope, and survival can be consenting to the uncertainty of life (Ryynänen, 2000, p. 55). The learnt ability to choose and maintain social relations, depending on family and social backgrounds, designing and reflexive managing of life give reflexivity and tools to dealing with insecurity (Beck & Ritter, 1992, p. 98). Resilience against threats can be developed with techniques according to physical and mental abilities at the individual level, for example, by improving training programs (Hyvönen et al., 2019, p. 2). Health security also contains the capacity to make choices, strive for social opportunities, and make plans for the future (Commission on Human Security, 2003, p. 96).

This chapter conceptualised safety and security, human and health security, risk and risk management and individual experience of safety and security in tourism. Traditional safety was seen as state-focused, but difficulties have shifted the focus to human-focused security issues. Individuals are the actors in human security, and health is one form of experiencing well-being. The theoretical approach is used in content analysis. Before the analysis, I move to deal with the methodology. The following pages are about research methods and design, including subjects of social constructionism, data collection, content analysis, and research ethics.

3 RESEARCH METHODS AND DESIGN

This chapter discusses the study's paradigm, data collection, content analysis, and research ethics. This research used social constructionism as its paradigm and content analysis to analyse the interviews collected in July 2021. It followed the responsible guidelines of the Finnish National Board on Research Integrity, TENK. First, I move on to deal with social constructionism.

3.1 Social constructionism

Constructionism is defined as philosophical status where the significance of the social world is constructed by society, history, language, and ideas (Botterhill & Platenkamp, 2012, p. 25). Therefore, the social world is not discovered (Botterhill & Platenkamp, 2012, p. 25). It is common to study the connection to reality with constructive approaches in all the different constructionist systems (Flick, 2006, p. 78). This leads to the idea that the social world is always understood within one's frame of reference, and we cannot observe anything without it (Botterhill & Platenkamp, 2012, p. 29). Actors' interests, beliefs, and actions are put into context, and they create the world that affects them (Agius, 2016, p. 71). Ideational and normative structures are essential, and identities matter (Agius, 2016, p. 71). Understanding security might vary (Agius, 2016, p. 71). In research, it does not mean that objectivity needs to be abandoned, but objectivity turns into studying the influences on sensory perceptions (Botterhill & Platenkamp, 2012, p. 29). Constructionism allows researchers to thoroughly insert themselves into the research (Botterhill & Platenkamp, 2012, p. 29). The language of everyday life moderates a web of meanings, which is formed from reality itself and social scientists' ideas of reality (Botterhill & Platenkamp, 2012, pp. 29–30).

Schütz (1962) argues that knowledge is constructed by structuring and selection (Flick, 2006, p. 79). Individual knowledge differs depending on the degree of idealisation and structuring and their functions (Flick, 2006, p. 79). It shall take note of interaction, culture, values, norms, and identity (Agius, 2016, p. 85). Reality is constructed in active production, not just understood as the straightforward interpretation of given facts (Flick, 2006, p. 79). Whether the formed model of reality is actual or not can be dictated, but its quality may be evaluated

through its viability (Flick, 2006, p. 79). Constructionism is argued to lead the discourse to subjectivist construction or multiple individual narrations instead of the truth, which is also reasonable (Butowski et al., 2021).

In the genesis of knowledge, the process of social interchange takes on a special significance in social constructionism (Flick, 2006, p. 80). The process of social interchange is based on social functions and the language in these relations, especially the crucial concepts used (Flick, 2006, p. 80). The possibilities of the social processes included have a bearing on what will become helpful or valid arguments (Flick, 2006, p. 80). Machnikowski (2011) alleges that development in science occurs as a product of social activity in the perception of constructionism (Butowski et al., 2021). Social constructionism is embedded in the qualitative model of scientific cognition, and it is one of the leading methodological perspectives in researching tourism (Butowski et al., 2021) and dominant modes of analysis in security studies (Agius, 2016, p. 85).

Social context gives meaning to the concept of safety. Safety changes because of discourses and discursive functions meant to reconstruct historical structures (Laitinen, 2003, p. 37). This does not mean that there are no objects that are not real and materials such as bacteria and missiles. Conceptual construction based on human interaction enables the concept of enemy image and security, which means that abstract concepts do not form in a social vacuum (Laitinen, 2003, p. 37).

After dealing with the tradition of social constructionism philosophy and how it is seen in safety and security, I move on to the data collection of this study.

3.2 Data collection

Data was collected through semi-structured interviews online in Microsoft Teams in July 2021. The interview is a resilient research method suitable for different research purposes (Hirsjärvi & Hurme, 2011, p. 34). Before interviewing locals, I tested questions and practised interviewing with a natural person. The researcher and the research participant are in direct linguistic interaction during the interview, aiming for data collection in the desired direction

(Hirsjärvi & Hurme, 2011, p. 34). The interviews were in Finnish since Finnish is the interviewees' and interviewer's native language. They were recorded and saved to a safe domain. Local people from Rovaniemi, who did not work in the tourism sector and were over 18 years old, were interviewed as participants in this study. They had a similar cultural perception of safety as locals. The announcement for the interview was published in a local Facebook group called "Puskaradio - Rovaniemi", a grapevine channel for local people, at the beginning of June 2021. The announcement explained the study's purpose and how the interview was done and gave contact details. Contact between the interviewees and the researcher took place via email to plan a time for an interview. There were six interviews in two weeks in July 2021. The COVID-19 situation, also with restrictions, changed fast and often, so it was essential to interview quickly to get valid data which succeeded.

The semi-structured interview proceeds according to specific vital themes and introduces a participant's point of view, considering interpretations and meanings of people are central (Hirsjärvi & Hurme, 2011, p. 34). Questions for this semi-structured interview were designed regarding research questions. The research questions formed three themes: experiences of tourism safety, the Lapland tourism bubble, and health security in tourism. Also, I asked background questions of the research participants. The questions were open questions to get as much information as possible from the interviewee. In addition to the main questions, I prepared specific questions if the interviewee did not reply sufficiently broadly. I explained the Lapland tourism bubble during the interview according to the Finnish Lapland Tourist Board ry after I asked about foreknowledge of the bubble. When data have been recorded with the aid of technical media, the transcription is a critical phase for further construction (Flick, 2006, p. 288). Recordings of the interviews were transcribed to six Word documents, a total of 25 pages, and personal information was cut off to keep the anonymity of the research participants. After collecting the data, I move on to deal with the content analysis of it.

3.3 Content analysis

The data from the interviews were analysed by using content analysis. It is a research method for making valid and replicable conclusions from text or images used as data (Botterill & Platenkamp, 2012, p. 33; Krippendorff, 2013, p. 24). It procures new views, increases

understanding of the phenomena under research, and reports about practical actions (Krippendorff, 2013, p. 24). Content analysis can be used in a wide range of studies, especially in the social sciences, as all social processes are necessary for the participants (Krippendorff, 2013, p. 49). To be more precise, this research used the conventional approach, where the data delivers the categories during the analysis (Hsieh & Shannon, 2005). The conventional approach is used when the research aims to picture a phenomenon, and its advantage is receiving information directly from attendants without prejudice or theoretical point of view (Hsieh & Shannon, 2005). The Lapland tourism bubble is a new phenomenon to which local people's point of view was wanted. I was able to interview locals without a theoretical point of view interfering with the interviewees or me.

I transcribed the interviews word for word. After transcription and maintaining the interviewee's anonymity, other features irrelevant to the study were removed, as Tuomi and Sarajärvi (2002/2018, p. 122) states, that the data-driven content analysis starts. There were total of 6 Word documents and a total of 25 pages of data. I read the transcriptions multiple times carefully, and emphasised significant parts while I kept the research questions in mind. I marked important parts with the code names. During data analysis, the categories were delivered from the data, which is called the conventional approach to content analysis (Hsieh & Shannon, 2005). I listed the essential parts to another document and found similarities and differences among them. These emphasised parts formed subgroups according to what they contained. I was able to entwine subgroups together and form high classes. Finally, I formed main themes from the similar high classes. I named these main classes as economy, the sense of safety and security, risk and risk management and communication of the third party. Their content is discussed in chapter 4, "Analysis". These main classes were used to form a description of the research phenomena in the same way as Tuomi and Sarajärvi (see 2002/2018, p. 127) suggest. The main themes were the same for every research question. I was able to form figures that present the thematic of the data.

I translated the direct quotations of the interviewees freely from Finnish to English. The citations are marked as I in chronological order according to the order of the interview. The first interview is marked as I1, for instance. The sub-chapters are named after the research questions and interviewees' backgrounds in relationship with travelling in chapter 4:

“Analysis”. Before I deal with analysis, I move on to research ethics concerning this research when interviewing human participants.

3.4 Research ethics

Finnish National Board on Research Integrity [TENK]), in 2019, disclosed “The ethical principles of research with human participants and ethical review in the human sciences in Finland”. This research follows TENK’s Ethical principles for research with human participants.

According to Tuomi and Sarajärvi (2002/2018), the study's credibility depends on whether the researcher has complied with the responsible conduct of research. That belongs, among other things, practices recognised by the scientific community, such as honesty and accuracy, information acquisition and research methods must be sustainable, and researchers need to take notice of others’ work (Tuomi & Sarajärvi, 2002/2018, p. 150). So this means in practice that I needed to be careful when using other researchers’ work as a source, that I wrote references right and gave them credit that belongs to them.

Finnish National Board on Research Integrity (2019) states that the dignity and autonomy of the participants must be respected. The study must plan so that it does not cause significant harm, risk or damage to the study participants. The participant has the right to participate voluntarily, refuse or stop, and withdraw their consent without any negative consequences. They need to be aware that they are taking part in the research. The participants also have the right to know about the study's content, how the personal data is processed, and how the research is done in practice. The aim of the study must be truthful and understandable for the participants (Finnish National Board on Research Integrity [TENK]), 2019 pp. 8–10).

All the participants were over 18 years old. Therefore, they can make decisions regarding participation in the research as adults. Interviews were done online with Microsoft Teams. This allowed participants to choose a safe space while discussing maybe fearful subjects with the interviewee. The spreading of COVID-19 was also blocked by avoiding contact. Information about the interview and research was given to the participants, who gave their

permission in writing to use the data in this research. They had the right to stop the interview at any time without consequences.

The ethical issue usually is anonymity. When processing study data which contains personal data, the principle is that it must be responsible, planned and follow the law (Finnish National Board on Research Integrity [TENK]), 2019, p. 12). I left names out and made sure that answers stayed anonymous. The data was transcribed and saved on safe University's platform. During analysing data, my notes were available only to me, so third-party members did not have access. During writing about collected data, I kept in mind that participants might read the research, and the purpose is not to embarrass them. After the research is ready, saving the data is unnecessary after a specific time, and those can be deleted when they are no longer needed.

After dealing with research methods and design, I move on. Next, I deal with the chapter "Analysis", which includes the findings of this research.

4 ANALYSIS

This chapter relates the data analysis, examination, and findings of this research. The most repeated themes were economy, the sense of safety and security, risk and risk management and communication of the third party in the data. These themes are used in figures 5 to 7 in each research question. In the figures, the main themes are presented in the middle of the figure, and other connecting subclasses are next to them at the outer edge of the figures. Colours are used to clarify connections. First, I will discuss the subchapter relationship with travelling and the interviewees' backgrounds.

4.1 Relationship with travelling

The interviewees first told me about themselves and their life situations. The interviewees' situations in life were stable, and half of them had the opportunity to stay home due to holidays or studying. All the interviewees were interested in travelling themselves at some level, domestic travel or abroad, and their relationship with travelling before COVID-19 was described as a "once a year" matter or "whenever possible, I would like to travel" (I2). One interviewee also mentioned local tourism services:

I also use local services, among other things, on safaris and elsewhere. I visit the Arctic Circle and other places like local, and I like to use local services, but also in other places, on the inside and outside the borders of Finland, so both worked out very well. (I5)

Even the interviewee who said that they did not travel much was enthusiastic about their first travel abroad:

I am not travelling so much that my travelling is with my man with camper van trips, and in fact, the year before, I visited for the first time ever abroad, which is not exactly only domestic tourism. (I6)

The interviewee corrected the answer from not travelling much to mainly travelling domestically. This led to the assumption that the interviewee had thought before the COVID-19 pandemic that "real" travelling is travelling abroad when the interviewee was diminishing

the amount of travelling and noticed at the end of the line that there was more travelling. The pandemic has brought the idea that domestic travel is travelling.

The interviewees explained their relationship with travelling. Common with the interviewees was that the pandemic was keeping them from travelling: “Well, I haven't been much travelling this year and not last year” (I1) and “Well, now corona, of course, has limited really much, so we haven't travelled anywhere” (I4). One reason not to travel was fear:

Of course, you don't dare to leave. Basically, now it is a little bit easier situation, I won't, nevertheless, dare to leave yet. When right now, there were vacations and stuff, so definitely I would have left to visit someplace, but now there is a feeling of being more reserved, that you don't dare either way go out there outside of Finland. (I5)

The fear was so great that even though the situation with the pandemic should have been better from the interviewee's point of view, the interviewee was not travelling to take the risk with the disease. When the need for safety is not met abroad, a person cannot strive for higher needs that travelling might offer, as in Maslow's hierarchy (1987), so the interviewee was not travelling outside Finland. Interviewees' perception of destinations has changed during the pandemic, which has impacted their sense of risk (cf. Dickson, n.d. p. 187; Tarlow, 2009, p. 477). This might have affected their view of the tourists travelling in Finland, which is explained later.

Next, I will deal with the analysis of the Lapland tourism bubble. The Lapland tourism bubble was the main research question of this study: How do local people view the tourism bubble in relation to safety and security?

4.2 The Lapland tourism bubble

The main research question of this thesis was: How do local people view the tourism bubble in relation to safety and security? Moreover, the sub-question regarding the Lapland Tourism bubble was: How do locals describe the tourism bubble? The most repeated themes were economy, the sense of safety and security, risk and risk management and communication of the third party in the data, which are presented in the middle of Figure 5: Thematic of the data about the Lapland tourism bubble..

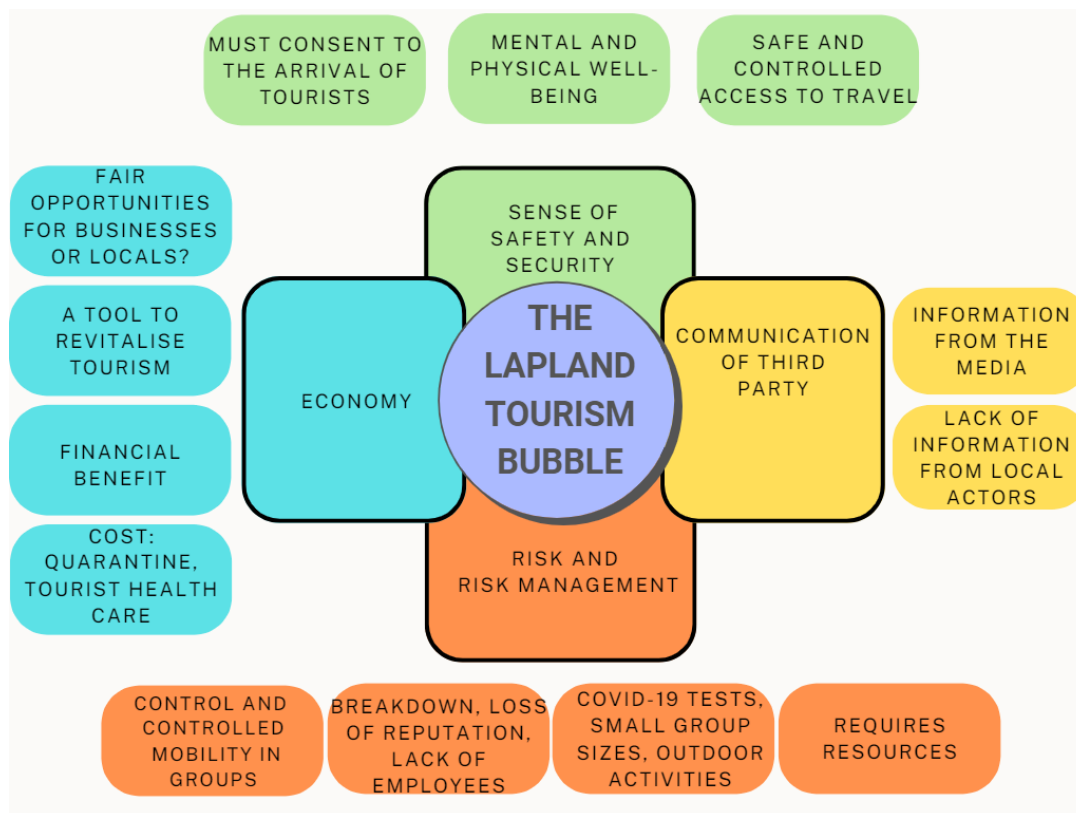


Figure 5: Thematic of the data about the Lapland tourism bubble.

Concerning the economy theme in the interviews, the Lapland tourism bubble would have financial benefits. It was described as a tool to revitalise tourism with the costs of quarantine and tourist health care. The interviewees wondered if the Lapland tourism bubble would give fair opportunities for businesses or locals (Figure 5).

Interviewees thought that the Lapland tourism bubble would have a positive effect on the economy. Interviewees saw international tourists as an essential resource to the economy, and tourism was a big part of Lapland. Domestic travellers did not bring in enough income anymore, which might have consequences for tourism-related companies that went bankrupt.

Then it is good that people travel because it affects them anyway. In Lapland, these tourists are a big loss of money if you cannot make good use of it. So it is good that these are arranged, and possible exposures and others are prepared, so that the bubble stays as a whole. (I6)

Sound like smart and sensible, and it would be quite important to get foreign tourists to companies of Northern Finland next winter already since companies won't stand anymore with domestic travellers. (I3)

According to the interviewees, the risk was that some services would be unusable for tourists, impacting local service providers. On the other hand, locals could not use all the services attached to tourists in the Lapland tourism bubble. Some interviewees were worried about the Lapland tourism bubble from the economic view that it might affect service providers: "Well, it might affect some service providers, while if they, tourists, could not use certain services" (I1). The assumption was that certain services are chosen for tourists in the tourism bubble, probably the large-scale companies succeeded, and small companies were excluded, which has economic consequences. So, all the companies were not treated as equal. Safety and security are welfare indicators of the reliability of services at the societal level (Iivari, 2012, p. 3). Because COVID-19 is an infectious disease, people who were working with international customers in the Lapland tourism bubble should not work with other customers, as the interviewees stated. Therefore, one interviewee was afraid that local people could be excluded from these services:

Maybe the logistic side, that if all the resources are faced to these travellers, well then local people might be without the services. I don't know if it goes like black and white as that, but it might happen that taxis and others, if those are attached to the tourists, well it might be that locals are without these services. (I5)

It was visible that society cares more for some citizens' safety than others (Laitinen, 2003, p. 26), and this time it was about certain tourism companies' economic safety, according to the interviewees. Security and the economy were competing, and as Iivari (2012, p. 19) states, the surety is a point where the actions for safety and the economy come across. Epidemics stop economic growth, taxes will rise, and productivity will decrease (Reveron & Mahoney-Norris, 2011, pp. 162–163). Interviewees also cast doubt on expenses that occurred if tourists carried a disease. Those expenses concerned health care and quarantine, which fell to local taxpayers' and local social workers' duty in the worst-case scenario (see Schmierer & Jackson, 2006, p. 70). The interviewees stated that tourists in quarantine needed space where they did not spread the disease to others during that time. The municipality might not have extra space for tourists to spend their quarantine, which caused problems.

It is a question of expenses, who will pay those Russian or other travellers, well they all don't have these insurances or pay all, so it will be our taxpayers' due then. (I2)

Well, then they must stay here for quarantine, very likely, so then the municipality must sort out somehow where they can be for the time of quarantine, so it will bring expenses and downsides in that case. (I5)

Therefore, the interviewees' suggested improvement of the Lapland tourism bubble concerned reducing expenses, especially those that were known beforehand, such as COVID-19 tests:

Well, probably, in that way that those foreigners cover the cost of these tests that are made. (I2)

In the theme sense of safety and security, interviewees stated that the Lapland tourism bubble could have been safe and controlled access to travel; it would enable mental and physical well-being (Figure 5). On the other hand, the interviewees must have consented to the arrival of tourists (Figure 5). After I explained the Lapland Tourism bubble and asked what feelings or thoughts interviewees had about this Lapland tourism bubble, over 40 years old interviewees were against it, and 20- and 30-year-old interviewees had a positive attitude towards it. Safety and insecurity are fixed contexts with age concerning the Lapland tourism bubble (cf. Niemelä & Lahikainen, 2000, p. 10). The age group affects the insecurity, as diseases can be more severe for older people. The interviewees explained that the Lapland tourism bubble referred to tourists' opportunities to travel, and it was classified as safe. The interviewees referred that in the tourism bubble, tourists stayed under control in their groups, and they were transported in a controlled manner in the area. According to the interviewees, tourists could not roam free at the stores or communicate with locals and therefore infect locals with COVID-19. They stated that tourists would be tested for COVID-19 to get in the Lapland tourism bubble; if they were tested positive with COVID-19, infected tourists would have been easy to track. The tourism bubble would have decreased the need for hospital beds since tourists and locals did not have the possibility to spread COVID-19 to one another as interviewees explained:

Well, if locals and tourists are not so terribly communicating with each other, possible diseases, that others do not have, spread and thereafter it will increase the reduction of health care capacity. (I1)

Isn't that so we try to bring tourists that they move with the same group and move around here in a controlled manner from place to place, as they do not flock free in the shops and elsewhere. And in the first place they would be tested more carefully and then if there was any exposure or incident, then they could be easily tracked and then there would be no further exposure. (I3)

The fear of death due to COVID-19 was present in the interviews, and one interviewee felt that tourism was not worth it to die at work. Therefore, the Lapland tourism bubble did not work at that time for the interviewee as a solution (cf. Yu, Lin, Lo, Tseng & Hsu, 2021, pp. 16–17). Locals had the opportunity to choose not to work in the field where they felt unsafe. They did not feel that the tourism bubble was a good idea because of the high risk of getting sick, but you must concur with the economy's needs without being heard in the matter. Disproportionate requirements constructed insecurity. Interviewees' point of view might have been more negative because they did not benefit directly and especially economically from the Lapland tourism bubble as social exchange theory explains (cf. Chen & Raab, 2012; Nunkoo, Gursoy & Juwaheer, 2010).

When that situation was still much worse, and that (the Lapland tourism bubble) was more in the news, and we must have that, and we must agree to that, the companies were, of course, excited about it at earlier phase when we had not yet been vaccinated. So, it sounded like a ferocious that even though there are so many Finnish people working there at the companies that serve them (tourists) there and the risk of getting sick is high. They are at a pretty big risk of getting the disease and no-one wants to work to trade their lives for tourism. (I2)

The interviewees compared The Lapland tourism bubble to group travelling since travellers would have moved around in groups in the Lapland tourism bubble. As Interviewee 3 stated, "but there have been package and group trips before". They saw it as exciting but had assumptions about the working of the Lapland tourism bubble.

Yes, I think it is better than letting them go all the way. It sounds awful that they are going down their routes, but I think it is safer to make this bubble specifically for them, so literally, I find it safer, safer as an idea, at least. (I5)

The Lapland tourism bubble would have been a tool: "It is or sounds good or nice that it would safeguard local well-being (I1)." The Lapland tourism bubble as a tool was seen as safe for tourists and locals. However, if something had gone wrong, locals would be the ones that

would suffer since that would cause the spreading of the disease if people came to Rovaniemi according to the data. Some interviewees were unsure what the Lapland tourism bubble was or what for, and they did not have a sufficiently clear opinion about it. Tourists would not meet any other people during their stay in the Lapland tourism bubble, or their assumed perception of a safe destination was that there were no COVID-19 in Rovaniemi, as one interviewee thought out loud:

Well, the first thing that comes to my mind is that they (tourists) only travel in Lapland, and the idea is probably that, there is room when there is so much space where we are, and not so in contact with these carriers of the virus. Perhaps it is thought that it is safe to come here because there are no people here. But then people come here, so the wave of infection will spread, then the disease will rise again. So, I bet it means this, that there is no corona here and you can escape the corona in fact, but it is also here. (I5)

Locals understood that people were not only healthy when they did not have any diseases, but mental and physical health were also important for whole human health (see Commission on Human Security, 2003, p. 95). Overall health would have increased an individual's resilience against COVID-19 (see Hyvönen et al., 2019, p. 2), with locals and tourists, if the tourism bubble were used to enable travelling.

Well, perhaps the most beneficial to people is that you can actually travel and get to change the scenery now that the pandemic time is now two years so that the walls of your place are probably starting to fall already, so you do need it for a change of scenery. I'm sure it is a very significant impact on mental well-being, and I'm sure it is also physical that you can actually move from place to place and confront new situations and experiences, so yes, it would certainly be true, or I could at least believe that it would be such a significant, positive thing for people. (I4)

Decreasing the sense of insecurity about tourists, one interviewee suggested that there should have been enough staff who cared for the tourists that they understand the directions and act according to them. The interviewee assumed that Asians would say that they understood the instructions but could go do something else anyways. Employees should be there to answer questions during the travel to avoid misunderstandings among tourists. Another interviewee was afraid of bringing tourists to Rovaniemi yet, because of the lack of vaccination in the population of Finland. The situation with COVID-19 needed more safety measures to ensure the safety of locals than just the Lapland tourism bubble, for instance, these vaccines, as the

interviewee stated. This result is the same as in the other research, indicating that the tourism bubble requires locals to have vaccines to work properly (cf. Almokdad, Kiatkawsin & Kaseem, 2022, p. 1).

In terms of the whole, it is better not to start letting in tourists, like yet, at least, until the Finns have received that second vaccine, then we dare maybe a little bit to breathe about this disease, but yes, it feels like a risk game now. I don't support, I don't support that to a bigger extent. If you normally consider the number of passengers here, I would not like to recommend it now. Time should be allowed to pass, and vaccinations take effect properly in the future, then maybe at the next Christmas, if the situation is much better with vaccines and anyway with this disease. (I2)

One interviewee had a positive picture of the tourism future in Finland and the Lapland tourism bubble even when COVID-19 situation was still going on. A positive picture of the future can help to fulfil basic psychosocial needs (Leaning, 2004). The interviewee also brought up the aspect of the site and ecological protection that Finland should have to stay a safe destination and clean without trash ruining the environment. Clean and safe environments were seen as a Finnish brand in the interview.

Of course, if we can send a picture to the world that it is safe to come and travel to Finland and that there is space here, so it will continue to raise the Finnish brand thinking about the continuation that it will keep this country safe, clean and there will be other viruses as well so if (the Lapland tourism bubble) starts to work and it will get good feedback and experience for the future, it will be a good thing for tourism in Finland. (I3)

According to the data, the risk of the tourism bubble was that the bubble would burst, suffer a lack of staff and loss of reputation. The tourism bubble required many resources (Figure 5). Control and controlled mobility in groups, COVID-19 tests, small group sizes and outdoor activities were other subclasses in the Lapland tourism bubble's risk management theme (Figure 5).

The Lapland tourism bubble in the interviewees' speech could have been compared to Swiss cheese, where tourists escaped the bubble through the holes and spread the disease (see Spencer & Jerman, 2020, p. 109). Tourists' aims were seen as if they all wanted to escape the bubble. According to the interviewees COVID-19 tests might give a false negative result, as

no test is sure, tourists did not use masks, their vaccine situation was lower, and the borders leaked. These were extreme examples in the data of what could happen with The Lapland tourism bubble. One interviewee had an experience in that rally bubble that did not have surveillance, and people went their way in the city. The rally bubble was designed for the rally teams in Arctic Rally Finland event. Escaping from the rally bubble decreased the interviewee's trust in tourists and the Lapland tourism bubble during the pandemic.

Maybe it requires some sort of surveillance that the bubble holds, that if you think that rally bubble, so there was a lot of that they went out to visit nearby bars for one at the evening and after all the bubble breaks. (I6)

The reputation of tourists was lost in the eyes of locals if something went wrong with following the restrictions in the Lapland tourism bubble, as one interviewee states:

Well, yes, it is always if there are few people that do not work according to instructions or start soloing, and individuals can then ruin the reputation of the big group, so then they are the risk in themselves, but if it (bubble) is now well planned then you would think that the risk is pretty small. (I3)

This was comparable to Tarlow's (cf. 2009, p. 468) state that safety or security incidents affected the reputation. Locals' perceptions of tourists could change for the worse if they lose their trust in tourists. A well-designed Lapland tourism bubble was thought to reduce the risk of insubordination by tourists. This would make the holes of the Swiss cheese smaller and reduced the escape of the tourist to the city.

Developing the Lapland tourism bubble, interviewees suggested that tourists would cover the costs of COVID-19 tests, as mentioned earlier, and those tests should be before arriving and at the spot. Tourists should stay only a short amount of time in Finland, and group sizes should be smaller. Employees of the Lapland tourism bubble should favour nature or out-in-the-open activities for the tourists. Experiences that created wellness were needed for everyone at that time according to the interviewee. For the Lapland tourism bubble to work, wellness-creating experiences were significant (see Yu, Lin, Lo, Tseng & Hsu, 2021, pp. 16–17). Measures to reduce the risk of infection were beneficial in the data, and tourists should possibly stay at the destination for a certain period or sprinkled. The Lapland tourism bubble

required surveillance in many interviews. The surveillance will bring order and a feeling of safety and mental balance (see Niemelä, 2000, p. 22).

Yes, for sure, that it is both for them and the locals, it is better the more it is under someone's control and the activities under the order, so it is always better. (I3)

Well, you should focus on at least these types of outdoor air or what you can do in nature in a group. Experiences and focus specifically on the fact that when you can be outside in a group, it is not as much of a risk of being infected as, for example, somewhere indoors that is narrowly or otherwise closely spaced. Perhaps just this kind of nature tourism and hiking and camping would be emphasised in these tourist arrangements and perhaps also focus on such well-being and wellness experiences because that is what people really need now. (I4)

One interviewee argued that travelling should have been coordinated as easy and comfortable despite all the regulations due to COVID-19, keeping it still as safe as possible. The statement assumed that people were adapted to the regulations regarding everyday hygiene, for instance. When all, tourists and locals, observed the regulations together, it improved the ease of travelling.

And the root of ensuring the practices that ensure that travel is safe and pleasant for everyone, along with all these rules. Although I believe that we are now slowly becoming accustomed to this new norm, to be precise about hygiene and otherwise of these safety precautions. Perhaps the corona test is the most disgusting of them all, but at least I believe that we will be able to get together and make this work that will not have a terrible effect on the amenity of travel. (I4)

When asked where interviewees have heard about the Lapland tourism bubble, they mainly answered media, especially national media (Figure 5). They have not heard about it from authorities, the tourism sector, or the local bubble creators (Figure 5). These actors did not cooperate with locals regarding the Lapland tourism bubble, which had a bearing on complete resilience at the individual level (cf. Hyvönen et al., 2019, p. 1). The Lapland tourism bubble had stayed a distant phenomenon for interviewees.

News, what was discussed in the news, and well, Iltalehti and Iltasanomat. No more than that, like here on the spot at the locality, so no more than that any information, and I don't have any friends or family working in the tourism sector, so in that sense, I cannot say anything if it even exists or. (I2)

All agents should work together, the tourism industry, the government, the local community, and tourists, to prevent safety incidents (see Mansfeld & Pizam, 2006, pp. 353–354). These different agents were seen in the interviewees' answers to decrease the amount of COVID-19 transmission. You could find protection of visitors, staff, reputation, ecological, site and, financial and health management in the interviewees' responses about the Lapland tourism bubble subfields of tourism surety (cf. Tarlow, 2009, pp. 470–472).

Next, I move on to the theme of health security in tourism, which was one sub-question of this research in addition to the Lapland tourism bubble.

4.3 Health security in tourism

The research question regarding health security was: How do locals understand health security in tourism? The most repeated themes were economy, the sense of safety and security, risk and risk management and communication of the third party in the data, which are presented in the middle of Figure 6. Interviewees mentioned in the economy's main theme that domestic tourism was enough, companies required risk reduction, and they showed empathy for small and medium-sized companies (Figure 6).

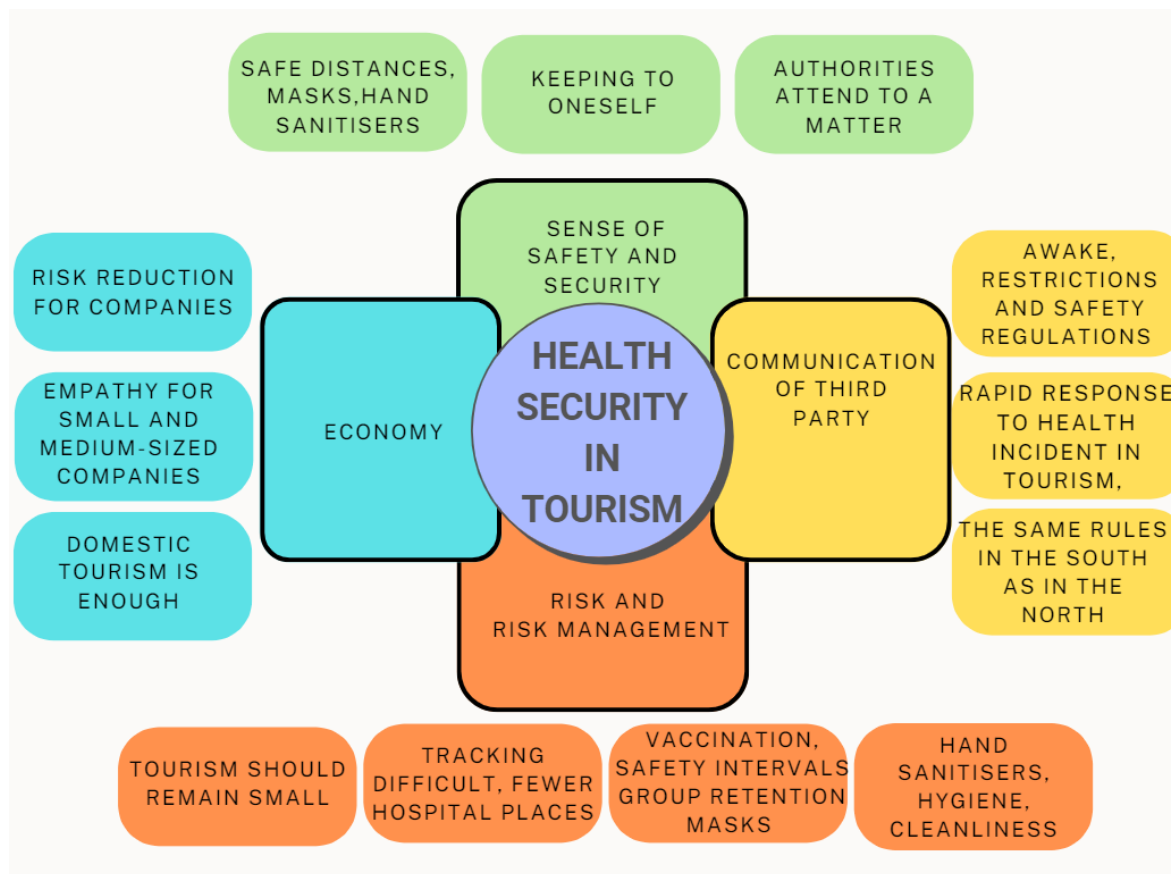


Figure 6: Thematic of the data about health security in tourism.

Travelling during the pandemic brought wealth to Lapland, as I1 stated: “Money comes here to Lapland, and local people get jobs”. Income increases the community’s and individual’s resilience (Hyvönen et al., 2019, p. 2). Tourism was needed for the local economy, but some interviewees thought domestic travel was enough for the economy: “I was mainly thinking of domestic travelling that companies could stay standing” (I3). Domestic travel aimed to maintain the economy and health security since there were fewer COVID-19 cases in Finland than abroad. Cost issues about health security included quarantine and tourist health care, which tourists should have paid for themselves, according to the interviewees.

The interviewees showed empathy for small and medium-sized companies and their struggle in this time of the pandemic, as interviewees explained:

I was raised in an entrepreneur family, so well, on the other hand, I am terrified for the success of those small and medium-sized companies then. How hard it is this corona

time, how many have fallen and gone to the wall because of it, and it feels like these bigger companies have only stayed. (I2)

Well, tourism has suffered very, very, very much, and when I am an entrepreneur, so I know their (entrepreneurs') pain, how huge it has been for sure that. Well, income has stopped like on the wall, but expenses continue, so if I were personally in tourism sector I would have stopped as an entrepreneur a long time ago, so I respect them who are still in operation. (I5)

An interviewee did not see the tourism sector as worth being an entrepreneur in during the COVID-19 pandemic. The situation in the field was so bad that entrepreneurs had no future, but interviewees still valued those who tried to cope. To be an entrepreneur was held in high esteem in the data. Large enterprises were not mentioned in this case. At the business level, safety and security are part of the quality (Iivari, 2012, p. 3). Also, local companies were included in risk reduction in the interviewee's statement. In addition to safety, the risk reduction would increase companies' quality in the view of the customers.

But then again, perhaps for these companies, in view of tourism, I could imagine that surely more information about this disease and this disease prevention and this hygiene and infection control is needed. They have know-how already existing that the knowledge doesn't come only from a hospital, but it's already there, built-in thought model that it and all other pathologies since gastric disease, all the world's common colds and infections and all those should probably be more information for all companies on the tourism side. From the level of management right up there to the line worker, some education certainly will be a good thing to get there. (I2)

The diseases will not stop to COVID-19 in the tourism sector. There are multiple viruses and bacteria to tease travellers, tourism workers and residents. Therefore, education about health security to all tourism actors was significant, including prevention of diseases, infection control and hygiene, according to the interviewees.

The following central theme, the sense of safety and security, included authorities attending to matter, safe distances, masks, hand sanitisers and keeping to oneself as subgroups (Figure 6). An interviewee had strong confidence in authorities that they dealt with problems, and this trust in others and service systems created a feeling of safety (Ryynänen, 2000, p. 55).

I mean, it will stress (health care). After all, we have not yet been anywhere near that there was no space at any point, so I trust that yes, facilities will be enough, and then you will be able to exploit well, and yes, they (patients) will be transported elsewhere if here the facilities are not sufficient. (I3)

An interviewee trusted that health care took good care of the patients and that there would be space for the interviewee themselves if they became ill. On the contrary, other people's reckless behaviour with regulations caused feelings of insecurity. Masks, safe distances and using hand sanitisers brought a feeling of safety. Also, keeping to oneself increased the feeling of safety.

But some people are so reckless that they don't care about that mask or any other safety intervals. And you can tell it immediately that the more drunk people are worse is preserved security measures, then, yeah. (I5)

Mainly the ways to increase the feeling of safety in health security theme were the measures to prevent the disease from being transmitted. If individuals' acts to prevent the disease were not enough, authorities were active and attended to the matter with health care and health care facilities according to the interviewees.

Regarding the risk and risk management theme, subclasses were that tourism should remain small, tracking was difficult, and there were fewer hospital places, hand sanitisers, hygiene, and cleanliness (Figure 6). Finnish people should have leaved foreign travel for that time. Interviewees suggested that travelling should have stayed small, and even better, we should have waited to be open for travel. Interviewees lacked trust in other countries and how they handled the COVID-19 pandemic.

I think domestic tourism is a good thing that it does exist to some extent, but foreign tourism is not yet. I don't think it's a good thing yet at this point. (I3)

It is perhaps better able to take care that there are security measures at the level required by us here in Finland. Travelling abroad again I am not able to trust how well things have been done there, and of course, there will be transformation viruses, so they scare me maybe a little more now. (I3)

The interviewees thought that the hygienic level was advantageous in Finland, but we should have still paid more attention to it regarding health security. Interviewees stated that paying more attention to the matter had relevance to the situation and the future of tourism health security.

Of course, if a country does not have such a good level of hygiene or improvement tools in them, perhaps, future tourists will be guided. Hand sanitisers and hand washing. (I1)

It should be an absolute practice of testing, and then you shouldn't forget about the use of these hand sanitisers, even if this pandemic is a little bit of subsidence and generally washing hands with soap with proper hygiene in view of cleaning and hygiene and such general cleanliness. Of course, we have had clean in Finland, but let's emphasise them. If we consider health security, then maybe these things might make a difference. (I2)

The interviewees wanted restrictions of access, tests before entry and on-site, short visits to Finland, reduced group sizes, tourists to avoid extra movement in public, outdoor activities, vaccines and that tourists travel only when they are healthy. Tourists should have been under surveillance, used security intervals, and had much guidance according to the interviewees. They thought that the corona certificate of the received vaccines could have worked for tourists as a document that would enable travelling. The interviewees stated that strictures on airlines and at the borders should have been taken care of, and possibly even border closures were discussed. Testing at the airport should have been more systematic so that tourists could not exit before the negative result of COVID-19 from the tests as the interviewee stated:

At least check whether a person has received vaccines or a negative result from the corona test, or if they have already been infected with corona, that if not or if someone does not qualify, then it would have checked that they cannot travel to some places, for example. They should strive to travel healthy, unknowingly carry something that does not cause them any detriment, but that may be a detriment to others. And in practice, so in all services or other events, for example, we take care of these rules that have been given and that there would be at least one or two persons who actually are held accountable for taking care of it, that people remember this, that they follow those rules or similar. (I4)

While considering their own risk reduction, interviewees used their cars for travelling, kept themselves to themselves, and only absolute necessities were taken care of face-to-face. They

took vaccines, even though they thought they only reduced the risk of getting sick, kept safe distances, did not leave their way from the group and used masks and hand sanitisers. This referred to the fact that the world was seen as menacing. Therefore, the interviewees' strategies were concentrated on self-protection (see Beck & Ritter, 1992).

The most necessary things were only worth doing indoors, so we have been picking up food to the car or from some car lane for food or fetched coffee from inside or like gas stations for the car trip, so we haven't been staying especially in a restaurant, that obligatory what must have been to go to the toilet and get coffee so has happened, and that's it. (I2)

Sure when there have been some shooting gigs when we have gone a little bigger group, everyone has had a mask, so it has not scared to go, and in no way worried. When everyone gets in the car, everyone takes hand sanitisers and masks for the face. Those masks will be kept throughout the entire journey and on the return. (I4)

Healthcare will be loaded during the pandemic (see Reveron & Mahoney-Norris, 2011, pp. 162–163), and according to interviewees tourists might have taken hospital beds from local people in need. According to interviewees, a vast number of tourists without protection caused large chains of infection, and authorities had difficulties to trace infected or predisposed tourists.

Well, well, it's our health care here what is loaded, if it turns out that's where those outbreaks come from, and here in Lapland, we're pretty short of these intensive care beds, and we already have our own population overloading our intensive care unit. (I2)

After all, it must have impacted that way while they come from an outdoor locality to visit here, and if it happens that it is the corona, it is trickier to track while someone has come from the south to visit Rovaniemi, and then you start finding out for days behind where he has wandered so most certainly it will keep busy. (I6)

In the communication of third party theme, subclasses were: awake, restrictions and safety regulations, rapid response to health incidents in tourism, the same rules in the south as in the north (Figure 6). Interviewees thought that local authorities were aware of the general COVID-19 situation, which recurred in multiple interviews. "They (authorities) might be (awake) to the appropriate degree" (I1). Authorities' information was advantageous, and locals got more information if needed according to the interviewees, which was essential

since reliable and flowing information was decisive (Wall, 2006, pp. 143–152) in the pandemic but local authorities were afraid to turn it into their local way as one interviewee stated. The Hospital district of Lapland had the same strict rules, which were the same as in Helsinki, even though the COVID-19 situation was seen as better than elsewhere according to the interviewees. The government had to close restaurants and take economic security into their hands as well as health security and diseases, therefore Reveron's and Mahoney-Norris' Spectrum of challenges did not apply fully in this COVID-19 situation (cf. Reveron & Mahoney-Norris, 2011, p. 213). Interviewees had an advantageous picture of finding a balance between different actors, such as policy experts, medical professionals, and organisations (see Reveron & Mahoney-Norris, 2011, p. 167). They cooperated in the general COVID-19 situation to increase complete resilience, and individuals got more information if they needed (see Hyvönen et al., 2019, p. 1).

Yes, they are awake here in the Province of Lapland, in my opinion, and in the area of the Hospital district of Lapland are precise in this matter, and they are on the nerve of time like knowing every day where we are going, and we have active doctor, who keeps us updated about this situation and they are immediately strict if it begins to appear more cases in here. It will be immediately informed, and they are more tuned. As I see, it is in a pretty good state. (I2)

Media and authorities must have worked together to reduce panic caused by safety and security incidents (see Mansfeld & Pizam, 2006, pp. 353–354). Their swift reaction to changes told interviewees that they were awake and ready to act accordingly. Strict restrictions increased interviewees' picture of awareness and preparedness of authorities.

Well, at least they claim so, and I hope so, that they are awake. At least, what news I have followed, so yes, they will react quite fast, if something regarding tourism, some health event or regarding health, well disadvantage is manifested. They are quite fast awake regarding those. (I4)

Yes, it feels like there have been pretty strict restrictions, at least, that feels like they are just awake enough. (I3)

Basic psychosocial needs, for instance, autonomy, involvement, and recognition, need support (Leaning, 2004). These things were not met if we followed only the national point of view, but we should have concentrated on the local point of view. "The local restrictions should

follow local situation” were mentioned in multiple interviews. Decisions about controlling the risks should have included all it might have concerned (Spencer & Jerman, 2020, p. 5) and the lack of opportunities to influence affected individuals’ trust to the authorities (Hyvönen et al., 2019, p. 37).

The instructions, so every time we asked for elaborations, we got elaborations always, but quite often it has been that, that they don’t dare to give sort of relief or loosen even there are pretty good fundamentals because they appeal to the same restrictions in whole hospital district even there is a totally different situation in different municipalities. They listened but didn’t dare to give anything. (I3)

Well, you could put more resources into that (local point of view) because that is the national that authority’s point of view, or they look more for the whole picture, but if you look locally, it might leave it quite shallow. (I4)

Interviewees had justifications for restrictions that were valid in Finland during the interview time. The most used justifications were the lack of vaccines abroad and in Finland.

Overall, it is better not to be able to at least get into the country until the Finns have received their second vaccine, and maybe we dare to breathe a little bit about this disease, but it seems like a bit of a risky game at the moment. (I2)

Society fights against what diseases cause (Niemelä, 2000, p. 32); in this case, it was COVID-19. Interviewees concurred with this fight against COVID-19: For all of us, it has been as necessary as it can be (I2). Interviewees saw COVID-19 as an essential risk and were ready to undertake critical steps (see Niemelä, 2000, p. 23). The information from authorities will raise awareness of the risk (Ryynänen, 2000, p. 42) and encourage communities to organise voluntarily (Hyvönen et al., 2019, p. 3). The local officials have given information that has increased the action of people in Rovaniemi:

Yes, I would believe that they are very much awake because you could see now during these last weeks how many exposures there were in Rovaniemi, so they have informed the matter, and we have had those corona test queues that the longest might have been just like two kilometres, so apparently, they have told and maintained the information. (I6)

These COVID-19 test queues might have resulted from the fear that people might have been exposed to COVID-19. People have left in vast amounts to the tests. This leads to the theme of experiences of tourism safety.

4.4 Experiences of tourism safety

The research sub-question was: What is the locals' experience of the relationship between tourism and safety during the pandemic? The most repeated themes were economy, the sense of safety and security, risk and risk management and communication of the third party in the data, which are presented in the middle of Figure 7.

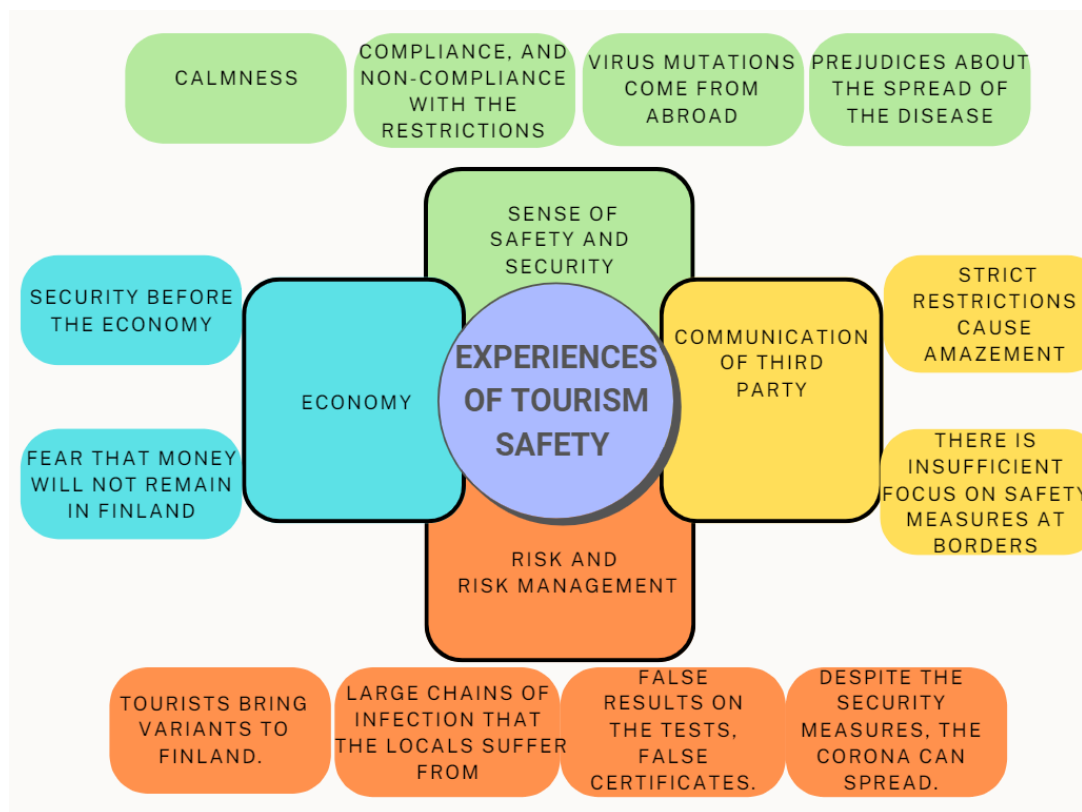


Figure 7: Thematic of the data about experiences of tourism safety.

Regarding the main theme of the economy, there was fear that money would not remain in Finland and that security must come before the economy (Figure 7). With positive sides to the economy and its growth, there was doubt of functioning and fear that all the money would not

stay in Finland, but even a small amount of money was advantageous, and tourism was needed for that according to interviewee:

It is one way to revive tourism in Lapland, so it is one good point plus then, of course, the economy grows if the money seriously, even a part, stays in Finland, so these are the good sides (of the tourism bubble). (I5)

The interviewee felt like health security was more important to maintain for the locals than investing in the economy, yet even for small and medium-sized companies where the interviewee felt empathy earlier:

Let's say we should let time pass a little bit more and start letting then like foreigners in here, more likely that way, even it is hard for these small and medium-sized companies. (I2)

The interviewee wanted to wait for how the COVID-19 situation developed. They hoped that it would get better so that tourists could come to Finland safely without locals having to fear the disease.

Concerning the theme of a sense of safety and security, interviewees highlighted calmness, compliance, non-compliance with the restrictions, virus mutations coming from abroad, and prejudices about the spread of the disease (Figure 7). Calmness increased the interviewees' sense of safety and security. This means that there were only a few tourists, and restaurants were closed in Rovaniemi. As Interviewee 2 states, "Well, it has been dead silent here". The change in the number of tourists was enormous, and the interviewees noticed this change: "Well, there are not so many tourists seen here, as many as usual, Rovaniemi as a tourist town. (I4). An Interviewee stayed with familiar people in a public place without fear of the disease carried by other people. Family and maintaining social relations give tools to deal with insecurity (Beck & Ritter, 1992, p. 98). The home was seen as a safe place for interviewee, where you could be as you are without masks and safe distances. Normal social relations were essential for interviewees to maintain a feeling of safety even while the pandemic was going on.

The fact that there were no restaurants open. So no, there was no use of such services where there were people, so it would feel quite safe because you have your own group in the same way as at home. (I3)

When people wore masks, kept the safety spacing, and used hand sanitisers, and when tourists were on their own, it increased the interviewees' sense of safety and security. One interviewee stated that tourists had followed the recommendations:

Well, what now that I have seen these tourists, I have such a good image that they have worn masks and taken care that they don't spread the corona. (I1)

Illnesses result in fear and uncertainty (Ryynänen, 2000, p. 54). Interviewees described their sense of insecurity using the words "terrify", "scare", "puzzling", "doubtful", and "dubious". It is a normal reaction to threat (Niemelä, 2000, pp. 23–24). A multitude of people caused the feeling of insecurity, and if they did not use masks. The experience for individuals how they manage their own life affects a sense of safety and well-being (Laitinen, 2003, p. 39), and interviewees could not manage other people's behaviour if they were using masks or if they were crowding in public places. Also, the situation abroad and other countries' regulations worried the interviewees. This gave a picture of Finland as its bubble, and outside of it is risky with COVID-19. Finland had handled its health safety issues well and was considered safe in interviewee's statement:

And how is it out there in the outside world, then in the rest of the world, vaccinations in all countries it has not started, and in other places, it is that, of course, they have been vaccinated two times and properly tested, maybe then (tourists can come), but on the other hand I know from work that you might have some disease, today the test gives a negative result and tomorrow it will be positive that although there are no symptoms. (I2)

Insecurity and safety are pertaining to an individual's experiences (Niemelä & Lahikainen, 2000, p. 10). Interviewees did not tell if they had had COVID-19 or if people they knew had the disease. Their experience was based on how they followed the regulations and saw others doing so. New variants of the COVID-19 virus were spreading, which scared interviewees. One interviewee was more worried about local people than tourists: "Rather locals who do not care about our recommendations and the use of masks and hand sanitisers" (I2). Even though

they understood that masks did not perfectly protect the users, interviewees required a responsible behavioural pattern: following the regulations. People who did not use masks are seen as indifferent and irresponsible, which could cause frustration in responsible people.

Well, definitely, if someone was too close and also that there is no mask. And even if I know that the mask is perhaps more like a show of solidarity and it does not necessarily protect, however it is if someone does not have a mask, then it will be that at least he doesn't care about the safety of others. (I4)

On the other hand, one interviewee stated that people in Rovaniemi were doing better than people in Southern Finland with following the regulations. The sense of community was seen as stronger in Rovaniemi than in the south since people took care of others in Rovaniemi, from the viewpoint of the interviewee. Irresponsible behavioural had consequences for the spreading of COVID-19.

It was quite exciting to see that here in Rovaniemi, it is so well that everyone wears a mask and takes care of each other that the further south we went, so more reckless it got that it is no wonder either that there have been these infections then. (I5)

Prejudice came up in the interviews, which repeated the consequences of the SARS epidemic in this matter. Interviewees' prejudice against tourists has risen since the COVID-19 pandemic. Prejudice was a consequence of the idea of tourists spreading the disease. The interviewees avoided "tourist-looking" people of their ethnic appearance and the language they heard them speaking. As Beck and Cronin (2009, p. 16) state, tourists became nonpersons when they were risks to others, and this risk characterised, separated, and precluded them. News about the COVID-19 situation abroad has impacted interviewees' image that tourists carried diseases. As one interviewee stated: "Tourism itself depends on a lot the situation where the person is coming and what kind of corona situation there is." (I3).

At some point, I noticed that maybe I kept a distance from Asians and tried not to start avoiding people on their ethnic background, but without denying it, you could see if someone had arrived from further away or was a domestic citizen. Tourists affected your thinking. Maybe Swedish are also people that make me feel nervous, when some speak Swedish, I would like to go further away. (I3)

Prejudice can threaten Finland's reputation as a tourism destination if it escalates to crime and violence or if people must avoid speaking a language other than Finnish in public. Anyone could be a risk to the community's reputation (Tarlow, 2009, pp. 470–472). The reputation as a friendly and safe country will be lost. International tourists are harder to attract (Wall, 2006, pp. 143–152), which makes this an even more significant risk to the tourism if possible international tourists pay attention to prejudice.

The subclasses, tourists brought COVID-19 variants to Finland and the locals suffered from large chains of infections, were in the theme of risk and its management (Figure 7). False results on the tests and false certificates, and despite the security measures, the corona could spread, were also subclasses in the theme of risk and risk management (Figure 7).

Interviewees stated that tourists were significant risk of spreading COVID-19. Interviewees felt that tourists brought the Indian variant of COVID-19 to Finland. It was hard for interviewees to tell if the tourists were carrying or not the virus, and the tests did not tell for sure the negative result. Interviewee thought that the test result might be negative, even if the tourist was positive for COVID-19. There were also fake test results, according to interviewees. They stated that people under the influence of alcohol were unpredictable and might forget safety distances often. They were seen as a threat to the spread of the disease and increased the sense of insecurity. The interviewees did not mention restaurants to be a risk. All the hard work to stop the disease was lost when people had the opportunity to drink alcohol in bars. Drinking alcohol was not considered worthy of ruining the excellent situation in the number of infections.

And I see that sometimes will be good seasons, that there will be less infections, then there will be all the clubs and the bars open, and then the job will turn out to be a flop.
(I5)

On the other hand, interviewees have noticed that despite the safety measures, the corona could spread. As Vornanen (2000, p. 334) stated, non-specialists take notice of the consequences and frightfulness of the risks more than their probability. The perception of the risks includes social, existential, and emotional sides for the non-specialists (Vornanen, 2000, p. 342). For some interviewees wearing a mask was a social aspect, and they felt fear of

COVID-19. The interviewees recommended multiple ways to prevent the disease from spreading that tourists could do. The most common ways were hand sanitisers, hand washing, masks and general cleanliness.

Protection against external threats and continuity are requirements for safety (Niemelä, 2000, p. 22). The world continued as it was if foreign tourists were not let into Finland since they brought COVID-19 and caused chains of infection, which caused harm to locals in disease and restrictions. Interviewees reduced their own risk was comparable to a buffer zone at the individual level, where you reduced the risk with more measures than the law states or, in this case, recommendations stated (cf. Spencer & Jerman, 2020, p. 84).

Regarding the third party's communication, strict restrictions caused amazement, and there was insufficient focus on safety measures at borders, according to the interviewees (Figure 7). Globalism brings fearful subjects to every home (Reveron & Mahoney-Norris, 2011, pp. 6–7). Media has a massive responsibility in transmitting information about the risks (Vornanen, 2000, p. 341), and they should minimise panic (Mansfeld & Pizam, 2006, pp. 353–354). They have a bearing on the view of the place and, therefore, the perception of safety (Tarlow, 2009, p. 477). One interviewee avoided following the news to reduce the sense of insecurity.

Rumours also affected their opinion in addition to media:

I don't follow the news because it will bring a bad mood, but I have heard that, I don't know if it is half true, but I have heard that those who come over the border then, so there come many carriers, so over there authorities would be allowed to be a little more, in my opinion, vigilant about it. (I5)

Interviewees claimed that national borders leaked. There was insufficient focus on safety measures at borders, which annoyed interviewees. The strict restrictions caused amazement in an interviewee. The instructions were the same as in the southern part of Finland, even though the situation with COVID-19 was better.

Is it here so that was given and asked something, so yes we got the instructions that we need to obey the same rules, and we understood that it might not concern us in the club when there was this indoor activities ban, so we wondered that we had only a few athletes there at the same time, so it isn't any group activity and not really indoor either when there is such a large hall air, but they didn't dare to give any special

permit, so little bit black and white were those things handled and we had to take a break from practices. (I3)

The interviewee's questions regarded the group sizes and what indoors meant when prohibition was about indoor activities. There was no room for flexibility for the authorities regarding the restrictions locally as the interviewee stated. This interviewee's club had to take a break from the practices, which broke the feeling of community and therefore impacted resilience (cf. Hyvönen et al., 2019, p. 1) since they did not see each other in the team and local authorities did not meet their expectations about the permit.

This chapter included the results and analysis of the data. Next, I continue to deal with the discussion and the conclusions of this study.

5 DISCUSSION AND CONCLUSIONS

This chapter covers this study's discussion and conclusions, including the main findings, limitations, and suggestions for future studies.

5.1 Discussion

The Lapland tourism bubble was designed to be a tool to enable travelling. It would have helped tourism recover, brought economic benefits, and secured tourists and locals. This study's content analysis indicated matters that needed to discuss (cf. Krippendorff, 2013, p. 24), when locals were the subject. Considering locals could be taken to practical actions when planning a risk management model to discuss, as Carter (1995) states, risk assessment is a social process where people may challenge the knowledge of specialists (Ryyänen, 2000, p. 42). Figure 8 summarises these matters, which are explained subsequently.

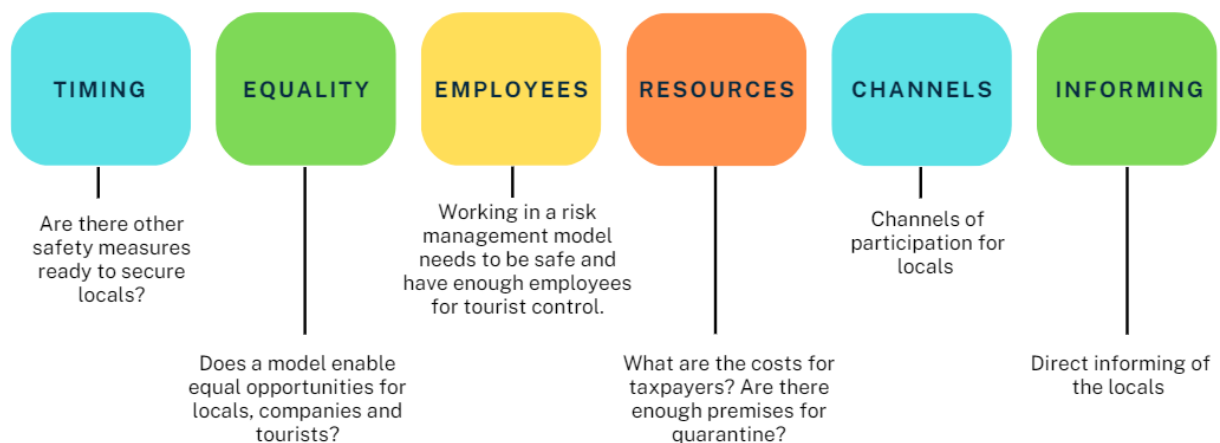


Figure 8: Considering locals when planning a risk management model.

As an observation, the interviewees saw COVID-19 as severe, and therefore they did not desire a bubble yet; security took precedence over the economy. They required planning at different levels, considering especially the costs, which could be the taxpayers' duty. Are there enough premises for quarantine? One cost is tourist control as well. There need to be enough employees working in the Lapland tourism bubble. Employees might be afraid of

COVID-19 or other diseases. Therefore, their safety needs to be taken seriously. This also ensures that enough workers are willing to work with tourists. Authorities must consider the situation locally. Are there also other safety measures than a planned risk management model, in this case, the Lapland tourism bubble, to secure the safety of locals? Interviewees wanted to wait for the locals to have the vaccinations before the Lapland tourism bubble was used.

Services should be available for locals and tourists equally as the interviewees stated. This improves local people's and entrepreneurs' equal rights. Safety increases the quality of services (Iivari, 2012, p. 3), which can be upgraded by improving training programs for local people, the tourism industry and rescue authorities. When local companies are included in risk reduction, it also educates visiting tourists with proper guidance. Local authorities should consider creating channels for participation for locals as well. This would improve the cooperation between different actors in the tourism field.

When the risk debate remains with the experts, we lose sight of ordinary people's concerns (Vornanen, 2000, p. 336). Their constructed ideas of risks vary. Locals have not heard about the Lapland tourism bubble from local sources, such as authorities or tourism entrepreneurs, or they were not heard about their perceptions of the bubble. Developing these would be important to prevent non-steady behavioural if actions reduce the sense of security. Following the national point of view might lead local people to overreact about COVID-19 or other diseases (see Ryyänen, 2000, p. 42). Information improves local attitudes against chances (cf. Ryyänen, 2000, p. 42). They heard late from the media that the Lapland tourism bubble was instantly required without knowledge beforehand. Local people's non-steady behaviour against threats or administration could impact comprehensive security. Also, the diseases might spread as people gather together. The image of Finland as a safe, clean country and destination can be shaken, affecting the political environment and the economy.

Finnish tourists should not be forgotten but should be maintained as important customers after the COVID-19 pandemic. Domestic tourists improve the local economic situation by buying services and creating workplaces. Now locals have awakened that domestic tourism is possible and are looking for good services. These pandemic situations might occur again,

even within a short time. Developing security for the future is advantageous since security is a core value.

This section discussed how to consider locals when planning a risk management model based on the analysis in this research. The points were timing, equality, employees, resources, channels and informing (Figure 8). Next, I move to deal with the conclusions of this research.

5.2 Conclusions

The concept of security has expanded from state security to affect all areas of life, tourism included. Security is a fundamental value that belongs to everyone, likewise to locals. Tourism is a significant employer in Finnish Lapland and produces direct revenue. The COVID-19 pandemic threw tourism and people's sense of security off balance. Pandemics could retake place even in a short time. Building security in the future, also in tourism, no matter what happens, is essential for human security.

I aimed to comprehend the locals' viewpoint of the Lapland tourism bubble in this research and used a qualitative method and collected data through semi-structured interviews. I interviewed six locals online who did not work in the tourism industry. I used content analysis to analyse the data. The main research question was: How do local people view the tourism bubble in relation to safety and security? The sub-questions were: How do locals describe the tourism bubble? How do locals understand health security in tourism? Furthermore, what is the locals' experience of the relationship between tourism and safety during the pandemic?

The research results indicated that the Lapland tourism bubble was described as a tool that enables travelling and tourism recovery and brings economic benefits. It would secure tourists and locals. Controlled mobility in groups would occur in the Lapland tourism bubble. On the other hand, the interviewees' point of view was that COVID-19 was severe and required more safety measures than just the bubble. They argued that they did not want the bubble yet and that security was more important than the economy. The Lapland tourism bubble required resources, and quarantine and tourist health care were the costs of the Lapland tourism bubble. The risks were that the bubble would break down and suffer from a lack of

employees. Equality for businesses and locals was questioned in interviewees' statements. Interviewees received information about the Lapland tourism bubble from the media, not from the local actors, which made the bubble a distant phenomenon for locals.

The locals could understand the health security in tourism comprehensively consequence of the pandemic based on the results. They kept safe distances and masks, used hand sanitisers, kept to themselves and trusted that authorities attended to a matter. Authorities were rapid to respond to health incidents in tourism and were awake according to the interviewees.

Regulations were in the north the same as in the south even though the COVID-19 situation was not. Therefore, locals wanted the restrictions to be coordinated regionally. They had empathy for small and medium-sized companies and wanted to bring risk reduction for companies, but they thought that domestic tourism was enough for the time of the pandemic. The interviewees' risk management included vaccination, safety intervals, group retention, using masks and hand sanitisers, and maintaining hygiene and cleanliness.

Based on the results, locals' experience of tourism safety was that despite the security measures, COVID-19 could spread. Calmness increased the sense of safety and security of the interviewees. Tourists were seen to bring variants to Finland, and compliance and non-compliance with the restrictions lowered the sense of safety and security. COVID-19 has brought prejudices against tourists in the same way as SARS had. According to interviewees tourists had false results on COVID-19 tests or even carried fraudulent certificates. Locals then suffered large chains of infections with the disease or restrictions. Locals were amazed by the strict restrictions and felt the insufficient focus on safety measures at borders.

The results brought new knowledge on the phenomena of the Lapland tourism bubble, the health security research in tourism and the connection between tourism and locals' perception of the health security. I accomplished the interviews within a short time, which was essential in the rapidly changing COVID-19 situation and the changes in restriction brought by it. Therefore, the interviewees had the same starting point for the case. From the point of view of validity, it was possible to find interviewees in line with the research problem, i.e. local people who did not work in the tourism sector. I planned the interview questions as semi-structured, ensuring all required questions were asked and specifying questions remedied to

deepen the interviewees' answers. I practised interviewing, and tested questions beforehand. I recorded the interviews and transcribed them precisely, which increases reliability. The study could be repeated using the same research methods. I did this research, so there is no room for different concepts regarding the analysis. Social constructionism allows many variable understandings of security (Agius, 2016, p. 71). Interviewees, as locals, have similar cultural perceptions of safety and therefore are relative. Whether the constructed model of reality is actual or not can be defined, but its quality may be valued through its viability (Flick, 2006, p. 79). The results answered the research questions, so the study is valid.

The limitation of this study is that the Lapland tourism bubble did not come into use due to the altered regulations of COVID-19. Interviewees' answers were founded on their assumptions about the tourism bubble, not their experiences. Their perceptions could have been different if the tourism bubble had been used. This raises the suggestion for future studies of the tourism bubbles in use and how local people interpret those. However, is isolating tourists from locals the proper way to make tourism possible? It is notable for researching the ideal alternative for the Lapland tourism bubble during the pandemic. What types of models can be developed to keep locals and tourists safe? Locals are more aware of health security now. Therefore, I suggest researching how their interpretations have changed during and after the pandemic.

If there had been more interviewees, it would have been possible to examine the impact of age and gender on the feeling of safety in relation to the Lapland tourism bubble more precisely. Regardless, the interviews provided fascinating responses on a subject. The phenomena itself, how locals interpret it, is intriguing. Translation of interviews from Finnish to English might affect readers' impression of the matter, and it might be different from the researcher's impression who has analysed the whole research.

This research scratched the surface, and security research in tourism requires increasing in Finland. When concentrating on tourism bubble research, I suggest that future studies investigate how local people view the tourism bubble for a specific tourist group, such as athletes, or how their impression changes between leisure and business tourists. This research brought new knowledge on the phenomena of the Lapland tourism bubble, including locals,

which is a slightly investigated matter. Results provided new information in relation to previous research on health security in tourism. As Laitinen (2003, p. 42) states, it is crucial to notice that community and individual threats may be long-term. Therefore, working and the consequences of the Lapland tourism bubble require more research.

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APPENDIX 1. Invitation for participation in the research

THE ANNOUNCEMENT WAS SENT TO THE LOCAL FACEBOOK GROUP
“PUSKARADIO - ROVANIEMI” (IN FINNISH).

Hei,

Opiskelen Lapin Yliopistossa matkailututkimusta ja olen tekemässä Pro gradu -tutkielmaa, jossa tutkin rovaniemeläisten kokemuksia matkailun terveysturvallisuudesta pandemian aikana. Etsin vähintään 18-vuotiaita paikallisia henkilöitä haastateltavaksi, jotka eivät toimi matkailualalla.

Haastattelu on anonyymi, ja aineistoa käytetään ainoastaan kyseisen Pro gradu -tutkielman aineistona.

Suoritan haastattelut Microsoft Teams -sovelluksella ja haastatteluun menee aikaa noin tunti.

Oathan yhteyttä xxxxxxxx@xxxxxxx niin sovitaan haastatteluaika.

Ystävällisin terveisin

Tarja Asilainen

xxxxxxx@xxxxxxx

APPENDIX 2. Letter of consent

LETTER OF CONSENT (IN FINNISH)

SUOSTUMUSKIRJE

Hei,

Olen Tarja Asilainen ja olen maisterivaiheen opiskelija Lapin yliopistossa Rovaniemellä. Teen parhaillaan pro gradu tutkielmaa ”Tourism, Culture and International Management” – maisteriohjelmassa (TourCIM). Ohjaajanani toimii yliopistonlehtori Minni Haanpää (xxxxxxxx@xxxxxx, xxxxxx). Tutkielmani aihe on paikallisten kokemukset terveysturvallisuudesta pandemian aikana. Tutkimuksen tulokset julkaistaan osana Pro gradu tutkielmaani.

Allekirjoittamalla tämän kirjeen, annat suostumuksen käyttää haastattelumateriaalia luottamuksellisesti ja yksinomaan tutkimustarkoituksiin. Tutkimuksessa noudatetaan Tutkimuseettisen neuvottelukunnan laatiman hyvän tieteellisen käytännön periaatteita. Henkilötietojasi käsitellään anonyymisti. Osallistumisesi on vapaaehtoista ja voit peruuttaa osallistumisesi tutkimukseen myös tämän asiakirjan allekirjoittamisen jälkeen koska tahansa ilmoittamalla asiasta alla mainitulle yhteyshenkilölle.

Otathan yhteyttä minuun tai ohjaajaani, jos tarvitset lisätietoja tutkimuksesta ja tutkimusaineiston käytöstä.

Ystävällisin terveisin,

Tarja Asilainen

TourCIM Maisteriopiskelija

Puh. num. xxxxxxx

Email: xxxxxxx@xxxxxx

Annan suostumukseni käyttää haastattelua aineistona edellä mainittuun tarkoitukseen.

Allekirjoitus

Päivämäärä

Nimenselvennys

APPENDIX 3. Structure for interview

INTERVIEW STRUCTURE (IN FINNISH)

Tutkin paikallisten turvallisuuden kokemuksia pandemian aikana. Haastattelu nauhoitetaan tutkimustarkoitusta varten ja se on anonymi. Tallenne poistetaan, kun sitä ei enää tarvita tutkimukseen. Voit missä tahansa vaiheessa keskeyttää haastattelun. Onko sinulla kysymyksiä tutkimuksesta?

Aloitan nauhoituksen.

1. Taustatiedot:

-Kerro itsestäsi

-ikä

-sukupuoli

-koulutustausta

-ammatti

-työllisyystilanne, elämänvaihe

-Millainen suhde sinulla on matkailuun?

2. Matkailuturvallisuuden kokemukset

-Mitä mieltä olet matkailusta pandemian aikana?

-Millaisia matkailukokemuksia sinulla on pandemian aikana? Oletko matkustanut itse pandemian aikana, millaisia kokemuksia siellä?

-Tapasitko muita ihmisiä?

-Kerro omin sanoin, millaiset asiat tekivät olosi turvalliseksi matkan aikana?

-Entä turvattomaksi?

-Millaisia kokemuksia sinulla paikallisena on matkailijoista pandemian aikana täällä Rovaniemellä?

-Onko omassa suhtautumisessasi matkailijoihin tapahtunut muutoksia pandemian aikana?

- Miten matkailijat vaikuttavat turvallisuuden tunteeseesi pandemian aikana?
- Millaisissa tilanteissa tämä tapahtuu erityisesti?

3. Matkailukupla

- Tiedätkö mikä on lapin matkailukupla, kerro ihan omin sanoin
- Mistä olet saanut tietoa kuplasta?
- Miten saamasi tieto kuplasta on vaikuttanut mielipiteeseesi?

Lapin matkailuelinkeinon liitto ry määrittelee Lapin matkailukuplan näin: ”Matkailukuplan tavoitteena on mahdollistaa kansainvälinen ryhmämatkailu Lappiin, niin että taudin leviämiskeskittymä väestössä, matkailutyöntekijöiden ja matkailijoiden keskuudessa on minimoitu. Se on kehitetty laajana yhteistyönä Lapissa eri viranomaisten ja matkailutoimijoiden kanssa. Sen kohteena ovat kansainvälisten matkailuoperaattoreiden tilauslentomatkapaketit ryhmille. Matkapaketit ovat suunnattu pääasiassa perheille ja se sisältää tilauslennon, kuljetukset, majoituksen, ruuat ja päivittäisen ohjelman. (Tyypillisesti matka kestää 2-4 päivää). Matkailukupla kattaa koko matkustajan polun lähdöstä paluuseen saakka.”

- Millaisia tunteita tai ajatuksia Lapin matkailukupla sinussa herättää?
 - Kerro mitä mieltä olet matkailukuplasta ratkaisuna matkailuturvallisuuteen ja talouden avaamiseen?
 - Millaista hyötyä ja/tai haittaa Lapin matkailukuplasta olisi?
- Oliko sinulla odotuksia matkailukuplan suhteen?
 - Millaisia odotuksia sinulla oli matkailukuplan suhteen aluksi?
- Koetko että matkailukupla voi suojata paikallisia ja turisteja? Miten?
 - Jos sinulla on ollut mielipide, onko mielipiteesi kuplasta muuttunut pandemian edetessä? Miten se on muuttunut?
 - Onko mielipiteesi muuttunut tämän haastattelun aikana? Miten?
- Onko sinulla tullut mieleen, miten matkailukuplaa voisi mahdollisesti kehittää?

4. Terveysturvallisuus

- Millaisia turvallisuusratkaisuja matkailuun pitäisi mielestäsi kehittää tulevaisuutta ajatellen?

-Jos sinä vastaisit turvallisuusasioita, millaisia ohjeita sinä antaisit matkailijoille pandemian aikana?

Mitä mieltä olet matkailun vaikutuksesta paikalliseen terveydenhuoltoon?

-Olisiko matkailukuplasta apua juuri kertomaasi? Miten?

Koetko, että viranomaiset ovat hereillä terveysnäkökulmien suhteen matkailuun liittyen?

-Miten he huomioivat paikallisten näkemyksiä?

-Onko vielä jotain aiheeseen liittyen?

Kiitos haastattelusta!