

ORIENTEERING: A JOURNEY FROM THE DEEP FOREST TO THE FINNS' LIVING ROOMS

An overview of the orienteering as a sport from 2000 to 2015 in Finland

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ABSTRACT

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Orienteering is a sport which has its roots in the early 20th century. Academic research of the development of orienteering has mostly concentrated on the decades of the 20th century. Recently there has not been conducted a thorough research of the evolvement of the Finnish orienteering, even though the both orienteering and the Finnish sport and physical culture, have faced new challenges and changes in the form of technological developments and transformation of the society.

The purpose of this research was to determine and describe the possible changes in the Finnish orienteering during 2000-2015. Furthermore, the factors behind these possible changes were illustrated. The data was collected by interviewing participants with deep and significant insights in orienteering. Six semi-structured interviews were conducted. The interviews were recorded and transcribed for the analysis. The data was analyzed manually by using the content analysis, first coding and then by categorizing the coded data under larger themes from which the interviews were interpreted and conclusions were drawn.

The interviews illustrate that the postmodern orienteering in Finland has had positive changes from the perspective of orienteering's growth and vitality. Especially, the interest towards orienteering in general has increased together with the improved visibility of orienteering. The improved media coverage has been one of the factors behind the increased interest. The increased media coverage has been reached through systematic strategic work, including the amendments made to the sport and by technological developments both in orienteering and in the Finnish society. The increased interest and media coverage has resulted to the fragmentation of the elite, competitive and fitness orienteering, the formation of sport and media-triangle of the Finnish orienteering and to the growing number of fitness orienteers. The 15 studied years appeared to be favorable for the Finnish orienteering, but the next upheaval, the division of the World Championships, is just around the corner. It remains to be seen how the Finnish orienteering will develop from here on.

Key words: the sport and physical culture, postmodern orienteering, the sport-media triangle, fragmentation of the sport, the orienteering for fitness

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1 INTRODUCTION

Orienteering is a sport in which the athlete, orienteer, navigates through unknown areas with the help of map and compass. Orienteering is a combination of intelligence and endurance which makes the discipline exciting for the athletes, their supporters and spectators. During the recent years there has been positive buzz around orienteering. The number of orienteering participants has increased, and number of orienteering events has likewise been in upturn, especially in the fitness orienteering (SSL 2016d). During the megatrends of urbanization and technological developments in our society, it might be surprising that this forested sport has been able to maintain its position and further to attract participants.

This research investigated the Finnish orienteering. Orienteering is deeply rooted in the Finnish sport and physical culture, yet the research of the evolution of the orienteering as a sport has been somewhat limited. Much of the research in orienteering has been carried out during the 1970's and 1980's and most of the latest researches have concentrated on sport biological studies together with a few studies on psychology and coaching of orienteering (e.g. Cych 2006; Gasser 2017; Newton & Holmes 2017). Additionally, there have been some studies of orienteering conducted in the field of sport sociology, such as by Viljanen (2010) and Takalo (2015).

This research concentrated to the time frame of 2000-2015. The time period is essential from the perspective of the development of orienteering as during these 15 years orienteering has undergone significant modifications, such as introduction of the new technologies: electronic punching and timing system, Emit, has enabled online resulting and split times, GPS-tracking made it possible to send live footage from the forest (Avikainen et al 2009, 20-21) and new mapping technology has helped the organizers to conduct the competitions more conveniently (Petrovič 2014). Additionally, new events, such as sprint and sprint relay have been introduced (Takalo 2015a, 21). Furthermore, the studied time frame was set to be long enough so that the effects of these changes could also be seen in the grassroot level.

This research intended to describe the changes which orienteering in Finland has undergone and address the possible effects of the changes during the studied period. To understand the changes orienteering has undergone in the beginning of the 21st century,

one has to understand also the changes occurred previously in orienteering. In other words, understanding the history is significant in interpreting the present. Hence, both the history of the Finnish sport and physical culture as well as orienteering are discussed, to give perspective on in which kind of historical background orienteering has.

Clearly there have been many novel changes which have been introduced in orienteering, but no study has been conducted to investigate whether these changes have altered orienteering. It is significant to understand the evolvement of the orienteering also when thinking of the future of the Finnish orienteering. Therefore, it is vital to investigate what has occurred in orienteering during those years.

1.1 Orienteering and I

Orienteering has always been part of my life, in one way or another. One can say, that I am a typical orienteer, as I have inherited the sport from my parents (see Ottosson 1995; Hogg 1996). One of my earliest memories linked with orienteering is the smell of the forest in the sizzling summer day. I also remember having playful competitions with my siblings on who is the best orienteer within our family. From those memories to this specific moment, I have seen orienteering to evolve from small-scale forest sport to hectic international sport discipline, which I find orienteering today.

Orienteering to me is serious leisure. I began orienteering as six-year-old child, and slowly I grew into the sport and orienteering community, which I have been part now for over twenty years. For my childhood until early adulthood, my role was mainly as a competitive orienteer. Additionally, I was occasionally attending smaller, short-term voluntary tasks in organizing events and such. Slowly, as I realized that I neither had the time nor the drive for competition in elite level, my role began to shift towards of the lifestyle orienteer. Additionally, I took a role of orienteering sport club secretary for some years. Today, due the other things in my life, the role of committed volunteer is forgotten, at least for the while, yet I do participate in orienteering actively, approximately twice a week. Orienteering still is significant part of my life.

Through this research, I have used my expertise, understanding and knowledge about this specific sport. Yet, not forgetting the role of the research whit the aim to the objectivity. With this research, I would like to contribute something back to the sport which have

given me, and hopefully will still give, me so much. I can strongly relate to what one of the interviewed interviewees so well stated during the interview:

” - - I can say to them [my children] or to anyone else, that if someone manages to find a hobby, which gives so many good, diverse aspects, that I have gained through orienteering, so they will be happy.” (interviewee 3)

“- - voin sanoa heille [omille lapsilleni] tai kenelle muulle ihmiselle hyvänsä, jos joku löytää jonkun harrastuksen, josta saa niin paljon hyviä, erilaisia asioita, kun minä olen saanut tästä suunnistuksesta, niin ovat onnellisia.” (haastateltava 3)

1.2 The map of this master’s thesis

This chapter shortly outlines the structure of this master’s thesis. This thesis follows the structure of a qualitative research, which means that the literature and the outlines of a study can be, in some cases, discussed overlapping like in this thesis. This structure is chosen to make the text of this thesis more fluent. The structure also enables the reader to compare the existing literature to the outcomes of this study more conveniently.

This paper begins by introducing the Finnish sport and physical culture and orienteering: what is it all about, a summary of the orienteering community and what is characteristics for the orienteers and a brief overview of its history as a part of the sport and physical culture. The overview of history is given so that the reader can reflect the studied period to the history and to give perspective to the reader on the studied matter. However, the focus of this paper is in the period of 2000-2015. The chapter is concluded by exploring the trends and phenomenon in the contemporary sport and physical culture.

The chapter three, the methodology chapter, outlines the research questions and gives an overview on how the data was collected and analyzed. Furthermore, the interviewees are shortly presented, and the trustworthiness of this research is discussed.

Following methodology, the chapter four, discusses the changes of sport and physical culture in the Finnish orienteering during 2000-2015. From this chapter on, the interviews conducted for this study are also discussed. The chapter combines literature and the outcomes of the interviews and they are discussed overlapping and together. Also, some

preliminary analysis of the interviews is conducted during the chapter. The focus of the chapter is still on presenting the outcomes of the interviews.

Finally, the conclusions and discussion draw together this paper. The closing chapter includes also discussion and reflections on this research process. The future research suggestions conclude this research paper.

2 ORIENTEERING AS A PART OF THE FINNISH SPORT AND PHYSICAL CULTURE

To get an idea in which kind of framework orienteering functions, it is meaningful to define the Finnish sport and physical culture. Further, during this chapter both the history of the sport and physical culture as well as history of orienteering are introduced. It is essential to understand the history of the orienteering and the Finnish sport and physical culture as they have affected orienteering during the studied period.

2.1 The Finnish sport and physical culture

Sport and physical culture combines participants in sport and physical activity, those who follow the sport and those who give meaning to the sport and physical activity. Sport culture contains sub-cultures and sport and physical culture can be seen as sub-culture of the Finnish culture. (Tiihonen 2014.) The sport and physical culture comprehends all the sport and physical action which are produced and practiced by individuals within the society. Hence, it covers also the political structures of decision making and those parties that organize sport and physical activities. The concept of movement characterizes the activities perceived as physical activity within the sport and physical culture. The movement understands all the bodily action of an individual and is not restricted to only activities conducted in the places intended for sport and physical activities. (Itkonen & Laine 2015, 8-9.) The organized sport and physical culture in Finland has its roots in late 19th century (Itkonen & Salmikangas 2015).

Sport and physical culture is in a constant change, as it reflects the overall changes in the society. Not only new sport disciplines are created, but also new bodily shapes are formed, which do not necessarily aim at competing and winning as traditional sports, but more towards entertainment and having fun with friends without any formal sport club providing the framework for activities. (Itkonen & Laine 2015, 11).

2.2 Orienteering

Orienteering is a sport in which the athlete, orienteer, navigates through unknown terrain. Orienteering consist of physical and mental components: physical aspect is that one has to complete the route as fast as possible, and the mental challenge is to navigate oneself only with the help of a map and a compass. An orienteer runs through sequenced control sites, which are marked by circle and connected with lines. The circles are numbered in order they should be visited. In terrain, orienteer verifies the visit at control site by punching. There is also a white-and-orange flag to mark the control site in the terrain. (Orienteering USA 2016.)

Orienteering courses are of diverse level and the events can be held both during the day- and night-time. In addition, there are several orienteering disciplines: foot orienteering, ski orienteering, mountain bike orienteering, trial orienteering and biathlon orienteering (Kanerva & Tikander 2012; IOF 2015a). For the purposes of this study only foot orienteering will be discussed. Foot orienteering is the greatest form of orienteering in Finland if measured by the number of orienteers. To give an example, in the men's main race class (H21)¹ ranking list there were 1037 persons compared to ski orienteering there were 105 orienteers on the list and on bike orienteering ranking list there were only 51 persons (SSL 2016a; SSL 2016b; SSL 2016c). These numbers show that the other orienteering disciplines are rather minor compared to foot orienteering. From this on within this study, the foot orienteering is referred only as orienteering.

Orienteering in Finland has long traditions which will be discussed later in the chapter 2.3. Orienteering has a significant position in the Finnish sport and physical culture, for instance it is included in the curriculum of elementary and middle schools to be one of the sport disciplines taught. Furthermore, orienteering has been one of the sports in Finland in which international success has been gained. Over the years the Finnish athletes have won 96 World Championships medals, from which 49 are won after the millennium (SSL 2017a).

¹ H21 is the abbreviation for the main race class for male in Finland, the H stands for herrar (Swedish: men) and athletes aged 21 to 34 compete in this class. However, it should be borne in mind, that the men orienteers do not represent the entire Finnish orienteering. These numbers are represented just to demonstrate the difference between the orienteering disciplines.

Orienteering community has somewhat been closed group and new members have typically entered through family members. Consequently, orienteers have been rather homogeneous group of individuals (Takalo 2015, 116). This has slowly been changing by the increased number of new, mainly fitness, orienteering participants, which will be discussed in the chapter 4.1. It is important to understand what kind of people orienteers are as a group, to get perspective on how and why orienteering community reacts upon diverse changes.

Ottosson (1995) states that a stereotype of an orienteer is a person who is middle aged, lives in small city or town, has children, is highly educated, has a job as white-collar worker or higher executive and has good standards of living materialistically. Hogg (1996) and Takalo (2015a, 21) agree with Ottosson (1995) on these characteristics. On top of the above mentioned characteristic orienteers are rather healthy. Orienteers are somewhat uninterested about politics and culture, but they are highly concerned about environmental issues and are more confident on their self-image if compared with the population average. (Ottosson 1995; Hogg 1996.)

It is most likely that orienteers begin orienteering on the influence of a family member (Ottosson 1995; Hogg 1996). The motivation of orienteers to do the sport can be divided into five dimensions: socio-recreational motives, fraternize, health motives, simulative motives and wish to achieve (Ottosson 1997). Takalo (2015a) found similar motives to participate in an orienteering event in Finland in his study. Based on his study, the participants were divided into six group: 1) hangarounds, 2) uncommitted orienteers, 3) regular participants, 4) active orienteers, 5) competitive orienteers, and 6) lifestyle orienteers. He found that the motives deviate between the groups. For last two groups, competitive and lifestyle orienteers, orienteering is 'way of living' and thus regarded as serious leisure, where orienteering itself functions as a motivation. On the contrary, for the first two groups, hangarounds and uncommitted orienteers, the motivation to participate is to enhance one's condition, to satisfy competitive instinct or to be together. For two groups in the middle, regular participants and active orienteers, the motivation to participate is to socialize, relaxation, and the content of the orienteering event. (Takalo 2015a, 118-124.)

2.3 History of orienteering as a part of the Finnish sport and physical culture

Itkonen (2002, 36) has studied the history of the Finnish sport and physical culture and he has classified four periods of sport culture based on civil activity and physical training. In this chapter those periods are discussed together with the history of orienteering. The first period, the age of organization culture from the early 1900s to the 1930s, is when the sport and physical activity began to gain significant position in the Finnish society. Additionally, the number of sport clubs grew and spread to diverse districts around Finland. (Itkonen 2002, 36.)

The early origins of orienteering as a sport can be dated back to the mid-19th century. However, it is nearly impossible to determine the exact point of invention of the navigation and further for the skill of orienteering as the ability for navigation has always been part of the lives of modern society. Also, the map and compass have been used as a part of the navigation long before the sport of orienteering was recognized. Like many other sport disciplines, orienteering has been slowly evolving from a mere skill to a competitive sport.

In mid-19th century Norwegian and Swedish military forces had, as a part of their training for officer, teaching how to read maps and how to use a compass. (Niemelä 1995, 12; Kanerva & Tikander 2012, 373.) In its early years as a sport, orienteering was not what it is today. It was more the ability to orient oneself through unknown areas. (Lonka 2000, 8.) The military forces were also the ones to organize the first orienteering competitions for the military units. The first non-military orienteering competition was held in Bergen, Norway on 20 June 1897. (Niemelä 1995, 12; Kanerva & Tikander 2012, 373.) Also in Finland, orienteering has its roots in military forces (Rantala 2016, 13).

During the first few decades of the history of orienteering, the most valuable tool of the orienteer, the maps, were not sophisticated and accurate. The scales at the time were 1:42 000 to 1:20 000 compared to maps of today use a scale from 1:10 000 to 1:15 000². (Niemelä 1995, 29; Lonka 2000, 24; Avikainen, Kostainen, Nuuros & Uljas 2009, 22.) The final push for enabling orienteering to develop to its modern form was the invention of compass, which was small enough to be carried in terrain, in 1935 (Huovila 2012, 13).

² The smaller the scale, the more accurate the map is, as one can include details of the terrain such as rocks on the map.

Right at the end of organization culture defined by Itkonen (2002), the Finnish Orienteering Committee was founded, in 1935, under the organization of the Suomen Urheiluliitto (Finnish Amateur Athletic Association). Finland was the first Nordic country in which a specialized orienteering committee was established. Yet, the other Nordic countries have influenced the Finnish orienteering strongly, especially Finns searched influences from Sweden. (Rantala 2016, 52; SSL 2017b.)

The second period defined by Itkonen (2002), the age of hobby-competition from the 1930s until the 1960s, followed. The period brought forth the importance of individual sports and their competitive goals. Furthermore, the number of sport facilities increased towards the end of the period. Thus, it created a two-tier system of sport culture in Finland, as the urban municipalities had the most sport services and rural areas were left mostly without facilities. (Itkonen 2002, 36-47.)

For the orienteering the period was also important in the development of this specific sport and further on its competitive goals. Ten years after the Finnish Orienteering Committee was founded, the Finnish Orienteering Federation (FOF) was established and it became an independent organization (Huovila 2012, 14). The FOF gained established position in the Finnish sport and physical culture already right from the beginning. After one year of establishment in 1946, there were over 300 sport clubs registered in the federation and over 30 000 members. Orienteering has at the latest now established its position in the Finnish sport and physical culture. (Rantala 2016, 106.)

After the orienteering was organized, the official rules and restrictions were created. Also, race classes for women and elder men were created. After the Second World War the Finnish society lacked resources, which also reflected to the FOF as the economic situation was demanding. Nevertheless, the Finnish people longed for a sense of communality in an attempt to forget the horrors of war. Thus, also the orienteering community benefitted from the sense of communality, and participants were devoted to developing orienteering. (Rantala 2016, 70-71; 102; 106.)

Following some years, the international orienteering community felt need to be organized also internationally. As a result, the International Orienteering Federation (IOF) was established in 1961. Finland was among the ten founding countries of the IOF. (IOF 2016a.) Only a year later, the European Championships were organized in 1962. Followed by the World Championships which were held first time in 1966 (Kanerva &

Tikander 2012, 374). Orienteering had become internationally recognized competitive sport.

Increased competition in sport led to the third period, the age of intense competition, which was from the 1960s to the 1980s. The sport club functioned as a corner stone of municipal physical training and thus the club decision-makers had a new role as a providers of sport services. The increased availability of information led to the sectorization and professionalization of coaching. Consequently, the competitive sport preserved its dominant position, even though the request of physical fitness services started slowly to arise in the Finnish society. (Itkonen 2002, 36-47.)

On the other hand, Heikkala and Koski (1999, 14-16) argue that 1970s is called the decade of amateurism. Similar to Itkonen's (1996) idea of increased competition, Heikkala and Koski (1999) found that the activities of a sport club were mainly concentrating on organizing competitions. During the decade there were scarce resources, so in addition to organizing competition, the sport clubs tried mainly to increase the awareness of a particular sport and sport events which they organized. (Heikkala & Koski, 1999, 14.)

Similarly, in orienteering, the competition grew more intense as Itkonen (2002) and Heikkala & Koski (1999) found. At the end of 1970s the first time the average speed (minutes per kilometer) of the men in the main race class in the Finnish Championships was under 7 minutes (6.05 min) which is more than 1,5 minutes faster than in the 1950s. Even more tremendous development was seen in the average speed (minutes per kilometer) of the women in the main race class in the Finnish Championships where the average speed was 10.00 minutes in the beginning of 1970s whereas in the end of the decade it was only 7.38 minutes. (Liimatainen 1982, 140.)

Additionally, the number of orienteering competitions held increased until the beginning of 1970s, when there were almost 250 competitions held during a year. After 1971 the number of competitions began to decrease due the attempts of the FOF to stabilize the number of competitions held in a year and that smaller orienteering sport clubs had no resources to organize many competitions which was mainly the task of the orienteering sport clubs in 1970s. (Liimatainen 1981, 36.) Confirming the same that Heikkala and Koski (1999) suggested one of the main purposes of a sport club to be.

Due to the scarce resources the smaller orienteering sport clubs began also to coalesce which was seen in the decreasing number of the orienteering sport clubs. The number of

orienteering sport clubs grew steadily until the 1960s after which the number began to decline. However, the number of participants in orienteering was still increasing. This phenomenon was explained by the coalition of the orienteering sport clubs. (Liimatainen 1981, 31.)

Beside of the intensifying competition the increase towards the fitness orienteering began to strengthen also in orienteering as suggested by Itkonen (2002). There was already some interest towards orienteering for fitness already in 1940s, but the breakthrough of fitness orienteering occurred during the 1970s and 1980s (Liimatainen 1981, 35). Special orienteering courses for children were also made for the first time during the decade (Liimatainen 1982, 135). The FOF was among the first to react upon the request for fitness physical activity by starting to organize regular fitness orienteering events during 1980s (Heikkala, Honkanen, Laine, Pullinen & Ruuskanen-Himma 2003).

The fourth period, the age of divergent activity, from the 1980's onwards, can be described by the fragmentation of both sport organizations and sport culture in general. The traditional overall sport clubs began to fragment into more specialized sport clubs. Moreover, the number of associations not registered in central sport organizations started to grow. The fragmentation in the sport culture appeared in top level sport as it had transformed into business-like operation, because of the media and marketing. In addition, the division between sport and performance sport clubs and socio-culturally oriented clubs was growing. There was an on-going evolution of the physical activities which had little or nothing to do with traditional competitive-oriented sports. (Itkonen 2002, 36-47.)

Heikkala and Koski (1999, 15), on their part, classify the decade of 1980s onwards as a structural change and differentiation, following the idea of Itkonen (1996). Finland was hit by hard recession which also determined the development of physical culture. The financial resources were uneven and thus the differences in activities grew both in local and national level. Even the existence and core values of sport were questioned during the decade. (Heikkala & Koski 1999, 15.)

Additionally, Heikkala and Koski (1999, 15-16) point out three fundamental factors which have affected to the characteristics of the Finnish sport and physical culture as it is perceived today: growth, differentiation, and professionalism. The resources available grew in the whole Finnish society during the 1970s and 1980s which also gave possibility

to sport-related organizations to grow in numbers (Heikkala & Koski 1999, 15-16), which was also seen in orienteering as discussed.

The physical culture has become differentiated over the years. In the past, the Finnish sport and physical culture consisted mainly of competitive sports. The popularity of mass sports increased and new forms of physical activities were introduced, like the fitness orienteering in 1980s. Finally, the spectrum of sport in the Finnish society widened in addition to traditional competitive sports, adventure sports, health-related activities, and experimental physical exercises. The professionalism of the physical culture does not only limit to professionalization of athletes and their coaches. The professionalization occurred also in administrative level as the national level organizations together with large sport clubs were able to hire personal. (Heikkala & Koski 1999, 15-16.)

The changes that have occurred during the late 20th century have had an impact on how orienteering has evolved as a sport. The prerequisites of operation were still decent in 1980s onwards: there was adequate number of maps for orienteering in Finland, there was orienteering specific sport clubs all over the country, and considerable number of orienteering competitions were held. (Nikulainen 1994, 131.) Yet Nikulainen (1994, 131) argues that it cannot be taken for granted that these elements will always remain the same.

Nikulainen (1994, 131) claims that the main responsibility for orienteering as a sport was in the hands of sport clubs when entering to the new century. They were facing similar problems as the whole Finnish sport and physical culture with diminishing number of volunteers and aging population. The vitality of the sport required marketing of orienteering. The challenges for marketing were image of the sport, economic impacts, popularity, and maintaining and increasing the number of participants. Orienteering becomes product, like other sport services, and thus marketing was required to maintain its position in the Finnish sport culture. (Nikulainen 1994, 131.) Thus, professionalization and business-like operation had entered also in orienteering as suggested by Heikkala and Koski (1999) and Itkonen (2002).

To end the discussion of the history, it should be noted that not only has sport and physical culture its history, but sport and physical culture has had diverse dimensions and aspects throughout the Finnish history. Sport has also been used as a means to achieve desired political and social aims. The earliest sport history in Finland is strongly linked with the rising of nationalistic atmosphere. (Itkonen 1996, 15.) Further, as an example educational

and health benefits of physical activity have always been acknowledged in relation to sport and physical activity. Educational side of physical activity has had an impact to distinct dimensions of physical activity throughout the history of sport and physical activity. (Kokkonen 2015, 338.) Furthermore, there are some regional differences in history of sport culture, especially between urban and rural areas (Itkonen 1996, 266).

2.4 Postmodern sport and physical culture in Finland

Sport and physical activity are prominent individual factors among citizens in the Finnish society. More than one million Finns participate in sport or physical activity at least somehow during their leisure. (Heikkala et al. 2003.) Yet the sport culture has become more fragmented during recent decades (Tähtinen, Rinne, Nupponen, & Heinonen 2002). Especially team sports and lifestyle sports are growing in detriment of individual sport. People do not want to commit themselves solely to physical activity or sport during their leisure, but compromises are sought through involving oneself to less time-consuming sports. (Piispa 2013.) Traditional elite sport and new forms of physical activity are living side by side. Much of the sport culture is still characterized by professional elite sport even though using sport as searching for spiritual and new bodily experiences has stood out. (Tähtinen, et al. 2002.)

The definition of sport has expanded, as sport is not only considered as competitive professional sport but also as health-enhancing physical activity aiming for well-being or activities to support weight control (Zacheus 2008, 87). As physical activities can be also seen as a part of individual's identity, people are seeking experiences and entertainment from the activities that they take part in. New sports have been created or shaped, such as extreme sports, snowboarding and skateboarding, to give sport consumers experiences. (Zacheus 2008, 87; Kokkonen, 2015, 302.) These kinds of disciplines are called lifestyle sports, which are based on the joy of the sport and the shared experiences within sport (Kotro & Panzar 2005, 183-184).

Also, the sport clubs have reacted upon the expanding of the definition of sport and fragmentation of the sport and physical culture. The diversification and differentiation of the sport clubs is evident. The sport clubs are not only providing activities for the competitive elite athletes, but they have recognized the need of the activities for the other

target groups as well. Activities and services are provided for diverse groups such as those seeking health-enhancing physical activities, sport for fitness, sport for children and adolescent and even adapted physical activity. The customer orientation thinking is also applied to the sport clubs, and sport clubs are facing higher level of demand for their services. (Koski 2012a.)

Elite sport and competitive sport have become differentiated. Elite sport is directed by sport product, media and markets while competitive sport is still based on voluntary work. Furthermore, the international success in a sport discipline does not raise interest towards that specific sport anymore like it used to do. The motivation for physical activity is not arisen from international success by Finnish athletes, but it is now based on other sources such as seeking new experiences, performance and well-being. (Järvinen 2002.)

Nevertheless, sport and physical activity have become a central part of individuals' life-style and self-actualization. Sport and physical activity consist not only of individual performances and achievements but also of social and societal significances. (Tähtinen, et al. 2002.) The modern society is society of consumption which also applies to the sport and physical culture. The sport and physical activities are used as a means to express one's identity and stand-out from the mass. The consumption and need of sport and physical activity varies according to the one's age and life-situation. The question remains whether the physical culture can offer individual a way to express themselves and to build their identity. (Heikkala & Koski 1999, 52.)

Technological changes in the Finnish society have been rapid from 1980s onwards. Especially the information technology, among which media, has developed fast. (Koski 2000.) Technological developments are one of the main characteristics of our time. For some parts technology, has brought along negative effects to sport culture as it has reduced the need for physical activity. Further technology can be part of alienating us from the nature. (Koski 2009, 10.) However, technology does not only bring negative effects. The communication between sport organization has become easier. Sport organizations have also found it convenient to take advantage of advanced video and picture technology in teaching sport techniques. Furthermore, some sport disciplines utilized technology in developing the sport discipline. (Koski 2009, 11.)

The significance of physical activity to the society has been emphasized. The second Finnish Sport Act 18.12.1998/1054 stressed the importance of the sport and physical

activity as a tool to increase the well-being of the citizens together with supporting the growth and development of children and adolescent. As a result, the sport and physical activity has transformed into an instrument of welfare politics. Importance of health-enhancing physical activities has also been acknowledged in one of the criteria for government subsidies since mid-1990s (Kokkonen 2015, 255).

Additionally, sport and physical activities are part of the society which take correspondingly responsibility in themes important to society (Koski 2009, 17-18). The social inclusion was acknowledged in the second Sports Act (1998/1054), and according to it, the values of sport and physical activity are in equality, multiculturalism, tolerance and sustainable development. The state recognized its role in securing the possibilities for physical activity for those in marginal groups, such as physically disabled people. (Opetusministeriö 2008.)

As a summary, the postmodern sport and physical culture in Finland can be characterized followingly: the central changes are fragmentation of the sport, differentiation of elite and competitive sport, market-driven consumption of sports, individualism, decreasing number of volunteers, new bodily forms of physical activities such as life-style sports, expansion of the concept of sport, and finally the development of sport technology. Additionally, the significance of the physical activity to the society has been recognized and it has become a tool for social inclusion.

3 RESEARCH TASK AND METHODOLOGY

For the credibility of the study it is important to describe the research progress as openly as possible (Rasmussen, Østergaard & Beckmann 2006, 177). In the following section the research questions are presented and the study was implementation is described. Moreover, the participants of this study and the progress of the data analysis are presented. Finally, trustworthiness and ethics of the study are discussed.

3.1 Research task and implementation of it

This master's thesis addressed the changes that have occurred in orienteering. This research attempted to acknowledge the three perspectives of orienteering as a sport: fitness, competitive and elite orienteering.

This study aimed to answer the following main question:

- *In which ways orienteering as a sport has changed during 2000-2015 in Finland?*

The subsequent sub-questions were formulated to assist to answer the key research question.

- *What are possible changes that the Finnish orienteering as a sport has undergone?*
- *How have these possible changes affected the Finnish orienteering as a sport?*

This research was conducted as a qualitative study. The qualitative study aims to ask what kind and how –questions and an outcome of a qualitative study is words and interpretation of them, not exact numbers (Kvale 2007, 47). A researcher who conducts a qualitative study is affected by his/her background and situation. It is important that the researcher acknowledges this fact and carefully plans and embraces his/her part in the study. Qualitative research can be conducted with several methods and often the researchers use more than one method for their study. (Markula & Silk 2011, 4-5.)

The method of this study was phenomenological research. Phenomenological research attempts to outline the basic structures of the phenomena researched and through phenomenological study the researcher studies the phenomena through people's experiences and from different perspectives and angles (Merriam 2014, 199). The

phenomenon studied within this research was the Finnish orienteering and this study aimed to outline the possible changes and the possible effects of those changes that orienteering has undergone during the studied period.

3.2 Data

The data for this research was collected by interviewing participants in the field of orienteering. Markula and Silk (2011, 82-84) write that interviews are actually conversations with an aim and purpose. For this reason, the research questions should be in line with the topic of the research and constructed so that they will answer the studied question. Qualitative data is all about getting quotations from interviewees and comprehensive descriptions of behavior and actions supported with documents (Markula & Silk 2011, 82-84). Hence, it is reasonable to conduct interviews when studying past events and actions (Merriam 2014, 87-88). There are several types of questions for the interviews (such as semi-structured, open-ended, in-depth, standardized and so forth) and it should be carefully selected which ones to use in order to reach the best results (Markula & Silk 2011, 82-84).

For the purposes of this study, semi-structured interviews were selected. Semi-structured interviews are characterized as a mixture of more and less structured questions (Merriam 2014, 89). Semi-structured interviews allow also the researcher participate in the conversation, since it is not strictly limited by structured questions (Markula & Silk 2011, 85).

As this research aims to describe the changes that have occurred in orienteering and what are the possible effects of them, insights and perspectives of the phenomenon must be collected from the participants of the orienteering community. Since there was little literature about the Finnish orienteering during the studied period, there was a possibility that some issues might not be covered if standardized question form based on literature would be created. This is the reason why the method for data collection was selected to be semi-structured in-depth interviews. This also allowed the discussion to go further, when the interviewee mentioned something new regarding the studied issue which was not included in the pre-made questions.

The questions for the interviews were based on the literature of the Finnish sport and physical culture, orienteering as a sport, and on the researcher's previous knowledge about the studied issue. The five prominent themes of the interviews were based on the contemporary trends of the Finnish sport and physical culture. The same themes constructed the base of the interview grid (see appendix 1). The themes were subsequent:

- *The possible change, similarities and differences in elite, competitive and fitness orienteering*
- *The new technology introduced in orienteering during 2000-2015*
- *The new events and forms of orienteering introduced during the given time*
- *Commercialism in orienteering during 2000-2015*
- *The role of media in orienteering during 2000-2015*

The interview grid included questions that formed the basic structure of the interview and assisted if the conversation was not flowing. Those questions were not obligatory to ask if all the relevant information was covered otherwise during the conversation. The interview grid was evaluated by the supervisors of this research and amendments were made according to their feedback. Additionally, there was one rehearsal interview conducted to test the questions in the practice. The rehearsal interview was conducted to a person, with deep understanding of the Finnish orienteering. The person was not any of the interviewees interviewed for this study. Based on the rehearsal interview some small adjustments were made to the questions. The rehearsal interview was not included in the analyzed data.

The final issue to be addressed with interviews is sampling, in other words who to interview (Amis 2005, 117). It is argued whether the term sampling should be used in qualitative study as qualitative study is a collection of deliberately selected cases or interviewees (Flick 2007, 27). For the purpose of this study, I will continue with the term sampling. The sampling process occurs in two levels, firstly the decision on which case or theme to concentrate to is made and secondly the identification of suitable interviewees that have appropriate insights of the topic is required (Amis 2005, 117). The sampling is a prerequisite for the appropriate data.

The number of subjects required for the study, depends on the purpose of the study (Kvale 2007, 44). In this research, I aimed to as wide variation as possible with the sampling, in

a sense to try to find as diverse viewpoints. However, the number of interviews in this study was limited due to the combination researcher's time and resources available for this research.

The data was collected through recorded interviews with a sample of six participants in orienteering. The interviewees were selected on the basis that they could provide information relevant to this research, therefore reflecting a purposive or judgmental sampling technique. I, as a researcher, am an active participant in the orienteering community, hence I believe that I possess the right knowledge to select the interviewees with relevant information and representing diverse perspectives.

In the selection of the interviewees, the background and roles of the participants within the orienteering community were emphasized. The first requisite for the selection progress was that viewpoints of grassroots (sport clubs), regional and federation levels would all be covered. The second condition was that elite, competitive and fitness orienteering approaches were discussed. Thirdly, the insights of technology, media and commercialism were of advantage. Finally, the interviewees were selected so that they have extensive experience in orienteering prior the studied period and during the studied period so that they could reflect the time studied to the previous decades. Hence, the age of the interviewees became also of importance. Based on these conditions, six participants were requested for the interview. All the interviewees selected agreed to be interviewed.

It was voluntary for the interviewees to participate into the study. Before every interview, the participants were told that they can withdraw from the interview at any point. Each interview lasted approximately an hour, between 44 to 80 minutes. All but one interviews were conducted face-to-face, and the one interview was conducted over the phone. There was an interview grid to guide the direction of the themes and questions. All the interviews were tape recorded, after the permission was granted. This enabled all the interviews to be transcribed. The total amount of transcribed interviews comprehended 94 pages. The participants could read the transcription upon request. The interviews were conducted during February 2017. After this research was concluded, the recording data along with transcriptions were deleted.

As one of the interviewees wished to be anonymous, all the interviewees are treated anonymously in this research, even if the rest of the interviewees gave the interviews

under their own name. This is to respect all the interviewees privacy and to prevent any discussion about the possible identity of the one interviewee.

3.3 Interviewees

The participants in this research were selected among participants in orienteering who have insight to orienteering community and governing bodies of orienteering, have either worked as a voluntary worker or were/are employed in orienteering or both, and have understanding and prospection of the decision-making process in orienteering.

All of the interviewees possessed the above-mentioned backgrounds. The age of the participants ranged from 42 to 79. There were four men and two women interviewed. Furthermore, participants' place of residence varied, which was stressed also in the selection process as the orienteering as a sport might have diverse characteristics in various parts of Finland. Majority of the interviewees had already begun orienteering in their childhood and have actively participated in orienteering since. Only one of the interviewees had begun orienteering as an adult. Civil professions of the interviewees were either experts or managers and they belonged to higher middle class.

In the subsequent there are short introductions to the interviewees. To protect the anonymity of the interviewees, the interviewees are represented in quite a general level. Orienteering community is rather small and thus those involved with orienteering might easily recognize the interviewees if detailed information were given. Therefore, I have purposively left out some information, for example the gender.

Interviewee 1: age 69, from Southern Finland, began orienteering on family influence as child, represents three orienteering sport clubs from South-Finland and Southwest-Finland, has been part of the orienteering community for 61 years, has been elite orienteer, coach and sport club manager, has experience in orienteering and media and national and international orienteering, the role in the orienteering currently is coach and competitive orienteer, is involved with orienteering every day.

Interviewee 2: age 45, from Northwest-Finland and currently living in South-Finland, represents an orienteering sport club from South-Finland, began orienteering on own interest as child, has been part of the orienteering community for 38 years, has been elite

orienteer, youth coach, event organizer and has had diverse administrative roles in orienteering, has experience in national and international orienteering, currently the role in orienteering is administrative and competitive orienteer, is involved with orienteering nearly every day.

Interviewee 3: age 56, from Southern Central-Finland, represents an orienteering club from Southern Central-Finland, began orienteering on family influence as child, has been part of the orienteering community for 43 years, has been competitive orienteer and has had diverse administrative roles in orienteering, has experience in regional, national and international orienteering as well as major orienteering events, currently the role in orienteering is fitness orienteer and administrative, is involved with orienteering in average five hours per week.

Interviewee 4: age 63, from East-Finland, represents an orienteering club from East-Finland, began orienteering on influence of a friend as adult, has been part of the orienteering community for 34 years, has been a competitive orienteer, sport club manager and course planner, has experience in map making, regional orienteering and in event organizing in national and international level, the role in orienteering currently is competitive orienteer and course planner, is involved with orienteering every day.

Interviewee 5: age 48, from East-Finland, represents an orienteering club from East-Finland, began orienteering on family influence as child, has been part of the orienteering community for 42 years, has been a competitive orienteer, coach, event organizer and has had diverse administrative roles in orienteering sport club, has experience in regional and national orienteering and in organizing of major orienteering events, currently the role in orienteering is fitness orienteer, youth coach and administrative, is involved with orienteering in average every second day.

Interviewee 6: age 79, from South-Finland, represents an orienteering club from South-Finland, began orienteering on influence of a teacher as child, has been part of the orienteering community for 64 years, has been competitive orienteer, youth coach, and has had diverse administrative roles in orienteering in regional and national level, has experience in regional and national orienteering and in organizing of major orienteering events, currently the role in orienteering is youth coach, is involved with orienteering every day.

3.4 Data analysis

Data analysis is a process during which researcher interprets and makes sense of the data and answers the research questions (Merriam 2014, 175-176). The qualitative data is advised to be collected and analyzed simultaneously (Merriam 2014, 169-170). Hence the data analysis of this research began after the first interview was conducted. The data was analyzed while conducting interviews because some new themes or questions might have arisen from previous interviews conducted already.

The data was analyzed from transcribed interviews. The small-scale data is most of the time analyzed easiest by hand (Merriam 2014, 196). Therefore, the data of this research was analyzed manually. The data was analyzed by using the content analysis. By using the content analysis, the data is interpreted by separating, summarizing and finding of similarities and differences within the content (Kvale 2007, 105).

The transcriptions were read through several times, and the reoccurring themes were underlined and coded by assigning a short label or description of diverse aspects arising from data. Coding was followed by categorization in which bits of information were labeled and themed under greater entities. The data was first divided under the five themes presented already in the interview grid. Then under each theme sub-themes were created based on the coding. Additionally, under sub-themes some further themes were shaped if needed. The table of themes can be seen in the appendix 2. After the coding and categorization, the data was interpreted theme by theme beginning from the sub-themes. After each theme was covered, the analysis moved gradually to the larger themes until there where summarizations made of each main theme. Based on the summarizations the conclusions were drawn. During the entire analyze process, also the expertise and knowledge of the researcher were benefitted. However, the outcomes presented in this study are based only on the interviews conducted. The researcher's expertise was used in to interpret and to react to the subtle nuances of the interviews and to fill in general knowledge from the orienteering community if necessary.

The outcomes of the interviews and literature are discussed overlapping in the chapter 4. This kind of structure makes the text more fluent and the reader can more conveniently compare the existing literature to the outcomes of this study. In subsequent parts the participants of this research are referred as interviewees.

The interviews were conducted in Finnish, and thus the transcriptions were also in Finnish. The important parts and quotes were translated into English. The quotations were cleared from any grammatical mistakes and if the interviewee spoke dialect, the quotations were translated to the general Finnish and then further into English language, to standardize the text. Further, the quotations were stylized to ease the reading, in other words, any double words and other typical manners of colloquial language were clarified. I am native speaker in Finnish and fluent in English, so I possessed the necessary skills to conduct the translation by myself. Nevertheless, there is always a risk when translating from one language to another. To reduce the misinterpretations of the researcher the quotes are represented in both English and Finnish.

3.5 Trustworthiness of this research

There are no as strict guidelines regarding data analysis for the qualitative analysis as there are for the quantitative analysis for instance. Thus, the reliability of the study, in other words does the research give the same results if repeated, does not apply well to the qualitative studies. Therefore, the term trustworthiness is generally applied in qualitative studies. The central aspect of in assessing trustworthiness of the study is transparency. All the research steps should be described as detailed as possible. In this way, the reader of the study can make an estimation of whether the results are credible. (Rasmussen, Østergaard & Beckmann 2006, 116-117.) To increase the transparency of the study, the implementation of the study, the data, the interviewees and the analysis of the data were discussed as detailed as possible in the previous chapters.

The researcher is involved in the progress during the qualitative study (Rasmussen, Østergaard & Beckmann 2006, 116). The danger of the involvement is that the researcher does not remain objective and thus interferes with the study. I, as the researcher, am part of the studied community, both member of the orienteering community and the Finnish sport and physical culture which is both limitation and the benefit of this study. Limitation, because there is risk that the research might be affected by my background. And benefit since my strong expertise helped me to interpret the interviews and react to nuances that an outsider might not react to or know how to interpret.

Another issue discussed in regards the trustworthiness is the ethics of the study. The ethics here refer to that all the participants of the study are treated respectfully and with dignity (Markula & Silk 2011, 11). As already discussed in chapter 3.2, it was voluntary for the interviewees to participate to the study. Furthermore, prior the interviews were conducted, the participants were reminded that the he or she can withdraw at any point of the study, and if she or he wishes not to answer some question the person can ask to skip the question. Additionally, as the interviews were recorded, the participants were asked if they wanted to read the transcript afterwards.

The ethics also comprehend the analysis of the data. As the number of participant was small, the participants will most likely identify their replies within this research. Throughout this thesis the opinions and ideas of the interviewees are attempted to treat objectively to further ensure the respectful treatment of the interviewees. Moreover, the direct quotations presented in this paper are in both English and Finnish to decrease the possible misinterpretations and -translations conducted by the researcher and to increase the transparency.

4 THE CHANGES OF SPORT AND PHYSICAL CULTURE IN ORIENTEERING DURING 2000-2015

The postmodern orienteering during the 2000-2015 is the focus of this paper. This chapter discusses the literature and outcomes of the interviews overlapping and together. The contemporary Finnish orienteering based on the literature and the general trends in the sport and physical culture in Finland are both examined, because then the changes in orienteering based on the interviews can be reflected to the framework in which it operates. In the following chapters diverse themes of the postmodern orienteering are discussed.

4.1 The participants in orienteering

The skill of orienteering was conventionally considered as one of the civics skills, since most of the Finns lived in rural areas, and thus forest areas were natural part of people's lives. Nowadays, as the technological development has outsourced the skill of orienteering to the navigators, the orienteering skill is not required in the society in such great extends. Nevertheless, orienteering measured by the number of participants, seems to have succeeded in maintaining its position in the postmodern Finnish sport and physical culture.

Popularity of orienteering in the number of participants, has had a steady position in the Finnish sport and physical culture. According to the national survey on physical activity among adults (aged between 19 and 65) in Finland, orienteering placed 22nd out of 56 sport disciplines³ practiced as a physical activity. The data of the survey illustrates that orienteering as a physical activity has recently lost participants even though the number of potential beginners of the sport has been rather stable. There is a peak in figure 1 (below) in the number of participants in the beginning of the millennium, which indicates that orienteering has gained significantly more participants, but has lost some of them during the following years. (SLU 2010a.)

Orienteering has not fully achieved it potential popularity as figure 1 shows. Several thousand Finnish citizens claim to have interest in participating in orienteering.

³ The sport disciplines were counted that have more than 3.000 participants in Finland.

Moreover, the report of the Finnish Sport Federation, SLU, (2010a) predicted that in the future the popularity of traditional sports, such as orienteering and cross-country skiing, might grow in the following years. (SLU 2010a.)

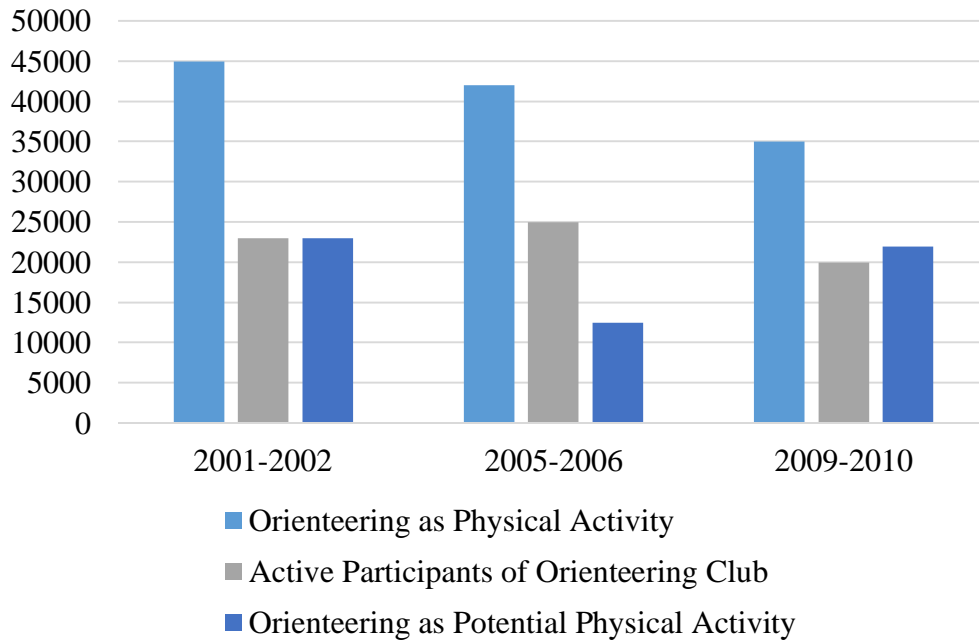


Figure 1. Participation in Orienteering during 2001-2010 among Finnish citizens, aged 19-65, (Adapted from SLU 2010a).⁴

Nevertheless, orienteering is significantly scoring less number of participants than some other endurance sport disciplines such as cycling and cross-country skiing in Finland. At the end of 2015 there were 340 registered orienteering clubs in Finland, in which over 35.500 member-orienteers. Less than half out of that number, 12.198 orienteers, had purchased the competition license. The number of athletes with valid competition license has dropped with more than 2.000 orienteers, as in the beginning of the millennium (2002) there were 14.454 orienteers who had purchased the competition license. (SSL 2011a; SSL 2016d.)

The number of orienteering participants has been increasing, albeit the orienteers do not purchase the competition license anymore. The number of fitness orienteers has raised significantly. In 2004 there were 209.967 performances registered in fitness orienteering,

⁴ During the recent years there have not been conducted a similar comprehensive study in Finland about the sport participation and thus the data is missing

whereas in 2015 the number almost doubled to the 409.000 performances⁵. (SSL 2011a; SSL 2016d.)

The increase in number of fitness participants has awoken some concerns among traditional lifestyle orienteers according to Takalo's (2015a) classification. The suspicion has been over the new participants, who question the conventional practices, such as considering orienteering as serious leisure, and thus actively attending the competition events and further being a member of a sport club and taking part into the club activities. Instead these new orienteers, might only attend the fitness events and consume orienteering as a product, in other words, not being a member of a sport club nor wanting to commit themselves to the sport too much. This may arise feelings of insecurity and suspicions among lifestyle orienteers. (Takalo 2015a, 116-117.)

Like the literature, also the interviewees agree that there has been interest mostly towards fitness orienteering. On the other hand, the interviewees also concluded that the number of competitors in orienteering has been in decrease. As presented by Piispa (2013) people are not willing to dedicate their after-work hours solely to the sport, but do engage themselves into several activities during their leisure. This might explain why individuals find it easier to commit themselves into fitness orienteering, which is less time-consuming activity than competitive orienteering. Further explanation could be as in today's sport and physical culture new experiences are sought (Zacheus 2008, 87; Kokkonen, 2015, 302), some individuals might find these experiences from orienteering.

The interviews illustrate that orienteering appears to experience similar kind of fragmentation between the fitness, competitive and elite sports, at least in some extent, as Järvinen (2002) suggested has happened in the Finnish sport and physical culture in general. The absolute elite athletes are their own separate group also in orienteering, as in any other sport. The fragmentation is further strengthened by that the elite orienteering is developed and forwarded as a product or entertainment (which will be discussed in chapter 4.5.2). Whereas the fitness orienteering and in some extends competitive orienteering have remained like a physical activity.

⁵ These numbers include all the fitness orienteering performances, and thus do not directly correlate to the number of fitness participants in orienteering. There are many orienteers, who hold the competition license, and still attend the fitness events. Furthermore, the numbers from the year 2004 do not include fitness performances from two major orienteering events (FIN5 and Kainuun rastiviikko) whereas the numbers from the year 2015 contain those.

Yet, surprisingly the interviews demonstrate that on the fitness and competitive level orienteering participants are not fragmented, on the contrary, the line between competitors and fitness participants has blurred. The interviews indicate that one of the reasons behind the inseparableness of the fitness and competitive groups could be that orienteering events are typically open to participants both in fitness and competitive orienteering and most often also for the elite orienteers as well, and hence the blurring of those groups.

“ - - it is really hard to make a distinction anymore between who is like participating in fitness orienteering, and who is participant in orienteering, and who is practicing competitive orienteering. - - “(interviewee 1)

“ - - on tosi vaikea erotella enää, että kuka on niin kuin kuntosuunnistaja, kuka on harrastaja ja kuka on kilpasuunnistaja. - - ” (haastateltava 1)

“ - - That orienteering is extremely equal form of competitive sport - - in the same sports arena, there are only few events restricted only for the elite athletes. “(interviewee 1)

” - - Että suunnistushan on erittäin tasa-arvoinen kilpaurheilumuoto - - samalla urheilukentällä, että eihän sitä juurikaan ole erikseen mitään sellaista huippujen tapahtumaa.” (haastateltava 1)

There are some factors that can be seen to demonstrate the fragmentation. Firstly, as an example the fitness orienteering resembles the conventional orienteering since mostly only long- or middle-distance events are arranged and held in forested areas. The new, shorter events have not been applied in greater extends to the fitness orienteering. Because of the evolvement of the elite orienteering the shorter distance events have been applied to the competitive orienteering. However, they have not increased the entertainment of competitive orienteering, but they have only resulted into general trend toward shorter distances in orienteering. Secondly, the recent technologies have been implemented throughout the orienteering, also into the fitness orienteering, but whereas in elite orienteering they function firstly as one of the tools to increase the entertainment, in competitive and fitness orienteering they work as a motivator.

On the contrary, the motivation to participate in orienteering seems to speak contrary on the blurring of competitive and fitness orienteers. The interviewees stated the motivation for competitive orienteers is to compete and in enjoyment of orienteering, which could

be regarded as the motivation for the elite orienteers as well. Whereas, according to the interviews, the fitness orienteers deviate from the elite and competitive orienteers as the motivation to participate in orienteering can be found in interest to nature related sport, sport technology or well-being according to the interviews. Thus, it can be concluded that there are aspects that speak for the fragmentation of the orienteering, but the fragmentation has not occurred in all the aspects of orienteering.

4.2 Volunteerism in orienteering

The changes in the Finnish physical culture have mirrored the liberalization in political and cultural systems as well as business-minded direction. However, the physical culture is not solely running according to the market mechanisms, except perhaps the elite sport. Despite increased commercialism in the field of sport, voluntarism is still the corner-stone of the Finnish physical culture. (Heikkala & Koski 1999, 50.)

Physical activity has maintained and partly even strengthened its position in Finnish culture (Koski 2009, 126). Traditionally the public sector has been in charge of organizing the physical activities to the citizens. The former strong position of the public sector is nevertheless diminishing. Finnish people are less willing to dedicate themselves to voluntary work for prolonged periods of time, but instead the voluntary work has taken the same project based perspective which is the main characteristic of today's work life. The sport sector is now moving towards privatization. (Heikkala et al. 2003; Koski 2012a.)

In sport club level, this leads to more project based voluntary activity, as people are more likely to try out different sport activities, rather than committing themselves into lifelong relationship with specific sport club. Furthermore, some of the members of the club becomes consumers rather than active participants of a club. (Kokkonen 2015, 285-286.) Heikkala and Koski (1999, 53), similarly with Kokkonen (2015, 285-286), point out that individuals are less faithful to a sport club. The individuals in post-modern society seek project which fit their life-style and self-perception. Voluntary projects are consumed and commitment to the actual organization remains light. After one project is conducted, the individual seeks another one likely from other organization. (Heikkala & Koski 1999, 53.)

This phenomenon is also seen in orienteering. There is no such drastic drop to be seen in the numbers of orienteering sport club membership as there has been in the number of participants in other orienteering sport club activities despite of trainings or events. For instance, the number of sport club participants has lessened only with 3000 members during the last five of the examined years from 38.880 in 2010 to 35.875 in 2015 (SSL 2011a; SSL 2016d). These numbers suggest, that also in orienteering, the tendency has been towards that orienteering sport club members are more likely to consume the services of the sport clubs, and not participating to the activities of the sport club as noted by Kokkonen (2015, 285-286).

The interviewees emphasized that orienteering as a sport and the orienteering events are heavily dependent on volunteers. The interviews illustrate that orienteering is facing similar tendency with the decreasing number of voluntary workers. The interviewees shared a concern about the number of voluntary workers within the sport and further diminishing of it. Additionally, the voluntary workers are getting older, and the interviewees felt that the younger generations are not as willing to commit themselves into the voluntary work as they are. Thus, the problem orienteering is facing concerning voluntary work is mirroring the larger trend in the Finnish sport and physical culture as well as in the whole Finnish society, as stated by Kokkonen (2015, 285-286), Heikkala and Koski (1999, 53) and Heikkala et al. (2003).

Within orienteering as a sport, there are many specialized tasks that requires devoted volunteers, such as the usage of the online punching system program (Emit) and orienteering route planning (interviewee 3). Hence, the interviews demonstrate that the interviewees were worried on long-term commitment of the orienteers. As many of these specialized voluntary tasks in orienteering requires some prior experience, the commitment to the sport and voluntary work within it is sought. One interviewee even felt that the orienteering community has failed in recruiting volunteers (interviewee 1).

For instance, the organizers of Jukola (the greatest orienteering event in Finland, which will be discussed in more details in the chapter 4.3.1) in 2016 had problems in recruiting volunteers for tasks that required special knowledge about orienteering or long commitment. Competition Committee, which organizes the technical procedures in start and finish, in Jukola 2016 had difficulties in recruiting volunteers, the organizers believed it was because people did not know what the tasks included. Further, the Jukola

organization had trouble in recruiting volunteers to deconstruct the competition center after the event was held. It was easier for people to commit themselves for voluntary task during the event, not prior or afterwards. (Jukola 2016.)

Furthermore, according to the interviews some of the orienteering sport clubs have been able to hire official to work for the club during the studied period. This raised concerns among some of the interviewees, whether that will intensify the decrease of volunteers, because the volunteers would be less willing to engage themselves in voluntary activities, if someone is employed to do the same tasks as those who work voluntarily.

Similar feelings can be seen in a study conducted by Koski (2012b). The study concluded that there is unclarity whether the paid officials in sport club diminish the interest of the volunteers to take part in the activities of a sport club. The study demonstrated that approximately half of the sport clubs had been able to recruit more volunteers since the employment of a paid sport club official. But on the other hand, in half of the sport clubs the development in number and motivation of the volunteers had decreased due the employment of the hired official. (Koski 2012b.)

4.3 The orienteering events

Orienteering events are somewhat unique in the field of sport as most of the competition events are open to everyone to take part in, despite of the age, gender, and fitness level. There are typically classes in which one can compete, from 8 to 10 years old children up to 85 years old competitors in the same event. There are, besides of separate fitness events, diverse fitness classes where one can attend instead of competing during competition event. (Suunnistus 2017; SSL Mediaopas 2012.)

Orienteering events are events for the whole family and in general, the orienteers attend the events with their family members. Events for the orienteers are not only considered sport for the participants, but they further have important social aspect for the orienteers. (Takalo 2015a, 140.)

There are coarsely speaking two kinds of events in orienteering: fitness orienteering events and competition orienteering events. Based on researcher's observation it appears that previously the both events typically had the same participants taking part in both events. But in recent years, the number of participants in fitness orienteering events has

increased and the number of participants in competitive events has remained somewhat the same (SSL 2011a; SSL 2016d). Consequently, there is growing number of participants who only take part in fitness events.

Through experience of over 20 years in attending orienteering events, the events are described based on the researcher's observations. The fitness orienteering events are usually held on the evenings of the weekdays, approximately from April until September-October by local orienteering sport clubs. The fitness orienteering events are typically quite near the cities or settlements, so that they are easy to reach. These events are open to everyone and no valid competition license, nor sport club membership is required for taking part in the event. There is typically a time gap during which you may freely begin your course. Moreover, there are several routes, from short 1,5 km routes to 7-9 km routes, from which you can freely choose the route you want. Typical cost for fitness orienteering is between 6-8 euros per time. Hence, the fitness events are like open practices.

The competition events, based on the researcher's observations, are on the contrary events which are typically held during the weekends. One must register for the event and hold a valid competition license to take part. The competition events are in general further away from settlement or cities, as more demanding terrains are searched for the competition. The start times are raffled prior the event, and thus one has to start on the specific raffled start time. Additionally, the route is given, hence one must run the course of the class in which one has registered for. Registration fee for competitive event is usually between 15 euros to 35 euros.

Based on the researcher's observations the orienteering competition events are typically all-day events which require travelling. Typically, orienteers will go to the competition accompanied with family, and thus the start times of the family members might vary a lot, one can have start at 10 am and other at 2 pm. Additionally, the event has been usually held in rural areas, so it might take up to several hours to travel to the event site. Hence, the entire day might be spent on orienteering.

The interviews demonstrate that there has not been any major changes to the pattern described above. All of the interviewees agreed, that this kind of competition event is old-fashioned and outdated.

“The [orienteering events] should change. They are like in danger to fall behind of the development of the society.” (interviewee 2)

“Ne [suunnistustapahtumat] saisivat muuttua. Ne ovat niin kuin vaarassa jäädä tähän yhteiskunnan muutoksen jalkoihin.” (haastateltava 2)

The interviewees felt that in this hectic society we live in, this kind of entire day events are not lucrative enough for the modern orienteers. The participants do not want to spend entire weekend in orienteering, but to just run the competition and then leave. This trend seems to correlate to the evolvement suggested by Piispa (2013) that people are less interested in engaging themselves into time-consuming sports or activities.

According to the interviews there has been several suggestions to evolve the competition events, but none of them have been executed so far. For instance, there has been an initiative made that participants of an event could choose their start time, allegedly for example family members could have their start time close to each other and thus the event would not require as much time allocated. Some of the interviewees even argued that there should be an event type between the fitness orienteering and competition orienteering events. This kind of event could be so called light competition in which for example there could be no other facilities despite of those in direct relation with orienteering, such as dated map, result service and proper routes. The interviewees believed that with these light events even the fitness participants might be convinced to begin participating in competition events. Now the interviewees criticized that decision-makers in orienteering had not succeeded in tempting the constantly growing number of fitness participants to participate in competitions.

“- - the ever-increasing mass of fitness orienteers could be get to try out something else as well. The barrier still is, even if we have repeatedly talked and thought about it, high for contemporary people to go ex tempore to fitness event in Pirkkola [district of Helsinki] compared with going to hinterlands, backwoods of Karkkila for the whole Saturday. - -
“(interviewee 2)

”- - se koko ajan kasvava kuntosuunnistajamassa saataisiin kokeilemaan vähän jotain muutakin. Että se kynnys edelleen, vaikka nyt on jankattu ja puhuttu, mietitty, siitä että vetäiset tuosta Pirkkolaan ex tempore iltarasteille, kuin että sinä menisit jonnekin tuonne Karkkilan takamaille korpeen koko lauantaipäiväksi, niin se [kynnys] on aika iso nykyihmiselle. - - ” (haastateltava 2)

However, also the interviewees highlighted that fitness orienteering events have succeeded to tempt old and new participants even if the principal concept of the fitness events has remained unchanged as well. Yet, there have been significant improvements in the fitness events which, according to the interviewees, might partly explain the growth. For instance, previously the fitness orienteering events did not have all the technology, that competition events had, such as appropriate result service or dated maps. But this has changed during the 21st century, and today the fitness events have electronic punching, dated maps and in general they are organized in high quality manner.

Further, one change was outlined by the interviewees in fitness orienteering. The season for the fitness orienteering is started earlier. Before the studied period, foot orienteering was considered as summer activity and only ski orienteering was practiced during the winter. During the 2000s-2010s the fitness orienteering season has slowly prolonged to be starting from January or February (interviewee 5). This kind of winter orienteering is conducted in city or urban areas or in green recreation areas, where the snow is ploughed. The winter orienteering started in Helsinki area, but today there are winter orienteering events held all over in Finland.

The interviews demonstrate that the quality of fitness orienteering events appears to have further improved. As the number of participants in the orienteering events has increased, so has the demand towards the fitness events. The participants require more events, up to date maps, result service on Internet with split times and effective communication. Furthermore, the interviews indicate that the number of fitness events has increased in tact with increased number of participants in fitness orienteering. This reflects the changes of overall trend of consumption in the society as noted by Zacheus (2008, 86-87) and Kokkonen (2015, 332-334). Even if the fitness orienteering events are provided by third sector actors, the quality services are demanded and consumed.

The interviewees emphasized that nowadays the quality of the fitness events might be even higher than of competition events. It appears that the similar demand for quality is not experienced in the arrangement of orienteering competitions. One reason might be that the participants, who require high quality, are those who have recently began orienteering, and thus only participating in fitness orienteering. It seems, according to the interviews, that those who have been orienteering for several years, and are lifestyle orienteers or competitive orienteers among Takalo's (2015a) classification, are not

requesting as high quality for the competition events. This might be one of the reasons, why the competition events have remained almost the same during the studied years. The orienteers might not request better quality as they are used to the competition events and would take part nevertheless the quality.

Due to the general commercialism in the Finnish society the request for demand has increased, and thus it seems to have occurred in orienteering as well. The organizers of fitness orienteering events seem to have begun to organize events of higher quality, because of the request. Consequently, it has even further bettered the quality of the fitness events.

The interviewees highlighted that the challenges the orienteering events face today are mainly caused by growing number of participants and in some extends technology. For instance, the fitness events must be hold in places with adequate parking possibilities. For example, in East-Finland, the number of participants in fitness events has increased from around 60 to approximately 200 during the studied period (interviewee 4). As the events are still held in places where there is rather demanding to go by anything else but car, the logistics arrangements have caused trouble for the organizers.

4.3.1 The Jukola relay

Throughout this paper the Jukola relay is mentioned both as an example of the development of orienteering or the general evolvment of the Finnish orienteering is mirrored to the development of the Jukola relay. This is because, first, it is the greatest orienteering event in Finland. And second, it reflects the changes in overall Finnish orienteering as it is organized and participated by the members of orienteering community. To give the overview for the reader, short introduction to Jukola relay is given. Further the contemporary from of Jukola relay is discussed.

Jukola relay has was established in 1946 (Jukola 2017a). The relay wanted to honor the memory of Aleksis Kivi, a Finnish author who lived in 19th century. Kivi wrote the first significant novel in Finnish language called *Seitsemän Veljestä* (English: Seven brothers) which tells the story of seven orphan brothers living in their farm called Jukola in rural Finland. (Aleksis Kivi kansalliskirjailija 2017.) The established relay was named after the farm Jukola and the seven legs of the competitions represents the brothers. Later as

women were able to participate in the event for the first time in 1951, the relay for women is called Venlojen viesti (Jukola 2017a), named after the female character in the novel *Seitsemän Veljestä*.

Today, Jukola is a unique orienteering relay because average sportsmen and women can take part in the same event with the best athletes in the sport. Jukola relay is significant since it is the greatest orienteering relay event in the world. It is held annually in diverse locations in Finland. (Avikainen, Kostiainen, Nuuros & Uljas 2009, 52.) The relay has established its position in orienteers' hearts and gathers nowadays more than 18,000 runners to the Finnish forest from more than 20 nations (Jukola 2015). The development of the Jukola has been tremendous, as in 2000 there were approximately 10 700 participants in Jukola event (SSL 2011a). Despite of growing participation of fitness orienteers, Jukola has maintained its position as event for also elite athletes, (Tala 2010, 242).

In many respects Jukola relay can be seen as the forerunner of orienteering and it is considered to be already a phenomenon within the orienteering community and in the Finnish sport and physical culture (interviewee 1; interviewee 3). The interviews illustrate, that Jukola relay might be the illustration of what orienteering could be at its best. Jukola has, perhaps because of its established position within the Finnish sport and physical culture, had somewhat distinctive development compared with orienteering as a sport in general according to the interviewees. As an example, the interviewees found Jukola relay to be the most commercialized and media friendly event. Through Jukola's well-known reputation it has been able to attract both national and international media and sponsors. As one interviewee explained:

“That brings to my mind that Jukola relay is its own phenomenon in a sense that Jukola relay is a different matter so to say... it has broken through similarly like Vasaloppet⁶ - - “(interviewee 1)

“Tuosta tulee tietysti mieleen just se, että Jukolan viesti on niin eri ilmiössä eli, Jukolan viestihän on niin kuin asia erikseen... se on niin kuin lyönyt läpi niin kuin samalla tavalla kuin joku Vasa-hiihto - - ” (haastateltava 1)

⁶ The world greatest cross-country skiing event held in Sweden annually

Jukola relay has succeeded in creating partnerships from early on. From 1948 onwards Helsingin Sanomat (the leading Finnish newspaper) began supporting the relay by donating the trophy and printing the maps (Avikainen, Kostainen, Nuuros & Uljas 2009, 153). From 2005 the main partner of the Jukola relay has been the Finnish Defense Forces (Jukola 2017b). It supports the event by tens of thousands by enabling the means of communication in Jukola (interviewee 6).

Even if the organizers of Jukola aim to control the commercialism, it has become evident during the studied years. The partnership between the organizers of Jukola and private sector has increased steadily. The partnership can be seen with selling of naming rights for the legs as well as for the name of the Jukola, such in Valio-Jukola held in 2012. (Jukola 2017b.)

Today the entry fees of Jukola relay covers only approximately 30 percent of the expenses. (Jukola 2017b.) The expenses of Jukola are nowadays estimated to be over one million euros (Jukola 2016). And the incomes for the organizers comes from merchandise on the site, as the registration fees or sponsors assist only in covering the expenses (Jukola 2016). Despite of the increased expenses, there has been only one unprofitable year (2016) for Jukola since 1970s (Viljanen 2010; SSL 2016e).

Moreover, Jukola has been able to attract individuals who feel calling for the extreme sports (interviewee 1; interviewee 3). By offering night in the forest experience, Jukola and somewhat orienteering, has been able to answer the demand for nowadays call for new experiences outlined by Kokkonen (2015, 302) and Zacheus (2008, 87). There are growing group of participants, who only take part in the Jukola to survive it through (interviewee 1). Jukola is relay orienteering, which addresses additionally those participants, who are not so enthusiastic about individual sports. Jukola offers orienteering in a form of team sports which is a growing form of sport disciplines as suggested by Piispa (2013). More, the Jukola has not only tempted participants to Jukola event, but it just because Jukola is broadcasted online on the Finnish television, it has significantly increased the number of participants in fitness orienteering in general.

“- - well the actual reason, why the number of fitness orienteering participants is increasing, is already just because the broadcasting of Jukola, the annual broadcasting. It has resulted into the general interest towards the sport.” (interviewee 4)

” - - niin tämä oikeastaan syy, miksi kuntosuunnistusmäärät lisääntyvät, jo pelkästään Jukolan televisioinnista, vuosittaisesta televisioinnista. Sen seurauksena on ollut yleinen kiinnostus lajiin.” (haastateltava 4)

4.3.2 The diverse distances in orienteering

New events have been introduced to orienteering as well as old events have been altered during the examined time. The interviews outline that the progress began already in late 80s and early 90s, and it has continued over the studied period. According to the interviews the progress has even strengthened, in some levels, as many of the changes in event types or distances have occurred after the millennium.

The shortest distance in orienteering, sprint distance, was first officially introduced in Orienteering World Championships in Tampere 2001 (Takalo 2015a, 21), although sprint distance was conceived from orienteering in park already during 1990s. In 2004 the previous short distance, was altered to the middle distance due to lengthening of the guideline time for this specific distance. Additionally, in 2014 sprint relay was introduced in orienteering. (SSL 2015.)

At present individual orienteering competitions can represent four different events: ultra-long distance, long distance, middle distance and sprint distance. The distances are determined by the given winning time by the IOF since the course varies every time. Like in any other endurance sport, also relay events are held in orienteering. In addition to long distance relay, there is sprint relay event. (Savolainen, Lakanen & Hernelahti 2009, 126; IOF 2017.)

The interviewees agreed that orienteering has followed, by introducing shorter distances, the example set by other endurance sport, such as cross-country skiing or biathlon. It seems to be the general tendency of the endurance sport to introduce shorter distances, the interviewees summarize. Further the example was not only seen to be followed, but also copied (interviewee 1). Orienteering seems to have followed the distances introduced typically in cross-country skiing and applying those to orienteering (interviewee 2). The interviewees believed that this general tendency of the endurance sport was mainly guided by the search for media attention, which was somewhat seen as the factor behind the new distances introduced in orienteering. And as the long distances are considered long and

unpopular among the media and audience, the shorter and more energetic distances have become more popular.

“ - - and now that this televising has come to this [sport], yes it has been, whether we want it or not, it has been one factor, - - which has affected that there have been new diverse models to orienteer [new events] introduced, because one has tried to make them [new events] perhaps more interesting for the audience. - - “(interviewee 3)

“- - sitten kun tämä televisiointi on tähän [lajiin] tullut, kyllähän se on ollut, haluttiin tai ei, niin se on ollut yksi sellainen, -- joka on sitten vaikuttanut, että on tullut tällöisiä erilaisia malleja suunnistaa [uusia kilpailumatkoja], koska niistä [uusista kilpailumatkoista] on yritetty tehdä ihmisille, enemmän ehkä yleisölle kiinnostavia. - - ” (haastateltava 3)

Furthermore, the interviewees emphasized that another reason for introducing the new distances is the aim of decision-makers in orienteering to be for inclusion for the Olympics (see chapter 4.5.3). It was agreed among interviewees that the longer distances are nearly impossible for some countries to organize, and thus shorter distances are required in search for reaching the Olympic sport -status. One of the criteria for the Olympic sport is that the sport discipline has to be international, and practiced widely across the world (IOC 2017). Yet, in many countries there are no large forest areas, or the forest areas are too dangerous (such as jungle), or difficult to orienteer in because of the vegetation (interviewee 4). To tackle this barrier, shorter distances were introduced which could be conducted in urban or recreational green areas. Additionally, it was perceived that it is easier for the new nations, to enter to the orienteering competition through shorter distances. Through the new events, mainly sprint, the interviewees concluded that orienteering has truly been able to internationalize.

The interviews indicate that since the introduction of the short events, sprint and middle distance, there has been growth in organizing of those event in detriment of long distances and relays. There are only few long distance events held during the orienteering season. The interviewees stressed that in one point it seemed that there were almost only middle-distance events held during the competition season. The interviewees explained this by two reasons. First, for the event organizers, the shorter distances are easier to organize as the events can be held in smaller areas and the time required for the event can be shorter. Second, the event participants are more eager to take part in the shorter events.

This might be caused by the general tendency of people not wanting to spend the entire day for one leisure only, but instead do several activities during their day. The middle distance and sprint distance require only half a day, and thus participants have time to allocate to other activities as well. Furthermore, the shorter distances introduced are more lucrative for the participants in competitive level, as they are easier to complete with lesser endurance training due to the shorter length. Both of these reasons strengthen the phenomenon and thus some of the interviewees felt that long distance events are in danger of disappearing from all other events but prominent competitions.

The interviewees confirm that there was a general belief within orienteering community that due to introduction of these new events, the elite athletes would specialize either to shorter distances (sprint and, in some cases, middle distances) or long distances. Yet, the interviewees agreed that this kind of specialization has not happened among elite orienteers. The athletes typically take part in all the events, only some athletes have chosen to take part in only one or two distances. This had surprised the interviewees, as they believed that the specialization would eventually happen, as it has happened in other endurance sports, like in cross-country skiing.

“- - But no, I would formulate my answer like, that this kind of specialization [in diverse events] has happened much less than I expected, what could have happened.” (interviewee 3)

“- - Mutta ei, minusta sanoisin vastauksen näin, että semmoista erikoistumista [eri kilpailumatkoille] on tapahtunut paljon vähemmän kuin minä luulin, mitä voisi tapahtua.” (haastateltava 3)

There is somewhat strong division within orienteering community on how people accepted the events introduced during the studied period. The same division was seen in the opinions of the interviewees. There are those who view orienteering traditionally and whose essence of orienteering is that the skill of orienteering has to be the core. Namely, the skill of orienteering is best tested at the long distance according to their perspective. Some of the interviewees seem to identify themselves into this group. As one interviewee explained:

“- - I perceive orienteering as that orienteering is demanding endurance sport - - (interviewee 1)

*“ - - miellän suunnistuksen niin, että suunnistus on vaativa kestävyyslaji - - ”
(haastateltava 1)*

The traditional orienteers seem to think that orienteering is only copying after other endurance sports or search for acceptance of the media or audience. Thus, the new events might be interpreted negatively.

“That these [new events] might be like, perhaps because the [sprint relay] became mixed relay, it was kind of demonstration of weak self-esteem of orienteering. Didn't it [sprint relay] first come to the biathlon? - - Somewhere the idea was mimicked, that we must do it this way.” (interviewee 1)

”Että nämä [uudet kilpailumatkat] ovat vähän ehkä semmoisia, ehkä niin että siitä [sprinttaviestistä] tuli sekaviest, että se oli vähän sellainen osoitus niin kuin suunnistuksen heikosta itsetunnosta. Että eikö se [sprinttiviesti] ensin kuitenkin tullut ampumahiihdon puolelle? - - Jostain se idea apinointiin, että meidän täyty tehdä tällä tavalla.” (haastateltava 1)

” Well those [new events] have become precisely to the shorter end. And with that we address audience and television. There is no other reason.” (interviewee 6)

*“No nehän [uudet kilpailumatkat] ovat tulleet nimenomaan sinne lyhyempään päähän. Ja sillähän me kosiskellaan yleisöä ja televisiota. Ei siinä mitään muuta syytä ole.”
(haastateltava 6)*

On the contrary, there are those members of the orienteering community who are willing to develop orienteering to match better the postmodern sport and physical culture by creating shorter, dynamic and innovative events. Typically, these orienteers perceived the new events positively. Some of the interviewees appeared to identify themselves to this group.

“Well how many events do you have in swimming? - - And if we only have relay and the good old classic distance, nowadays known as long distance in Finland, there were new elements to be offered [to orienteering], and on the other hand the urban area offers it as an arena of sprint. - - “(interviewee 4)

“No kuinkas monta matkaa uinnissa on? - - Ja jos meillä on ainoastaan viesti ja se vanha kunnon normaali matka, nykyään Suomessa nimeltään pitkä matka, niin kyllähän siinä

oli tarjolla aivan uusia elementtejä [suunnistukseen] ja toisaalta sitten kaupunkiympäristö tarjoaa sitä sprinttiympäristöön. - -” (haastateltava 4)

”- -So, the answer is good, it is a good thing [in regards of new events], that there has become differentiation and diverse disciplines. Or they are not disciplines but diverse events. - -” (interviewee 2)

”- -Eli vastaus on hyvä, hyvä juttu [uudet kilpailumatkat], että on tullut erilaistumista ja eri lajikirjo. Tai siis ei ne ovat olleet erilajeja vaan eri matkamuotoja. - -” (haastateltava 2)

Those who perceived orienteering events traditionally, would like orienteering concentrate on its traditions. For instance, the start intervals in competitions used to be up to six minutes to reduce pacing (which is prohibited in orienteering), in other words that the orienteer would follow the fellow competitor and not doing an independent performance (interviewee 1). They claimed that as the start intervals have become shorter (now generally from one to two minutes) there is a possibility that one might win medals just by pacing, as it is easier to catch the previously started athletes. This claim is also supported by some of the elite orienteers (IOF 2016b).

Overall, the interviewees agreed that in general it is desirable that orienteering as a sport does have several diverse distances and events. Yet somehow, and confusingly, those who perceived orienteering traditionally, and thus new events negatively, complained against these new events and valued them less than for example long distance. It seems that those who are not willing to accept the changes in the sport, are still struggling with the adaptation to the new events, and perhaps they fear that the essence of orienteering from their perspective might be lost.

4.4 Sport technology in orienteering

Sport technology can be defined as human-made means to meet the goals in or connected to sport and is aimed to improve an athlete’s performance (Loland 2002), and thus term can be interpreted widely. In traditional perspective sport technology is associated with equipment technology, test technology and coaching technology used in sport participation. (Moilanen 2014.)

Equipment technology has created a platform for many sports to be developed. Furthermore, sport technology design may be aimed towards preventing injuries and

protection of an athlete. Sport technology or coaching technology can be designed to improve performances of athletes. However, it is not restricted that technology must serve only for one purpose, but it usually works for more than one purpose. (Loland 2009.)

The usage of sport specific technology modifies the nature of sport experience. Taking advance of sport technology emphasizes individual aims and goals, which have already, at the individual level, replaced nationally and internationally recommended aims of physical activity. (Kokkonen 2015, 360.) Some individuals have even begun to exercise with the encouragement of health-enhancing technology such as heart rate monitors and pedometers (Koski 2009,11). Hence the sport technology is perceived as one of the tools to increase health-enhancing physical activity among citizens (Pyykkönen 2014).

Today the sport technology is widely used in orienteering and the technology implemented in orienteering has developed over the years. For instance, the controlling of the qualified performance was previously done manually since the punching system has developed through color chalk to rubber stamps via press-together needle punch, until the introduction of electronic punching systems eased the controlling. (Avikainen et al 2009, 20; Huovila 2012, 165; Svensk Orienteeringsförbundet 2015). There are two competing electronic punching systems in orienteering, SPORTident-system and Emit-system. In Finland, the system used is Emit. It was first introduced in the Finnish orienteering couple years before the millennium. The breakthrough occurred some years later, in 2000 when it was deployed at Jukola relay. The decision-makers of the Jukola relay waited some time to assure that the system is functioning properly and that orienteers already had purchased the Emit cards. In addition to the reducing the manual controlling, the electronic system enabled also online split times, since previously noting of split times used to be done by field phones or radios. (Avikainen et al 2009, 20-21.)

Another example of sport technology is the introduction of the Global Positioning System (GPS) devices in orienteering. The deployment of the GPS in 2006 at Jukola relay made it easier for spectators to follow the relay. The competitors are tracked on a huge screen or screens (introduced earlier during 2000-2001 in orienteering events) at the event site and in TV-broadcasts. (Avikainen et al 2009, 20-21; Takalo 2015a, 21.) An example of GPS-tracking can be seen in figure 2. It should be noted anyhow that GPS-devices deviates from the rest of the technology presented in this chapter. According to the orienteering competition rules the usage of GPS-enabled devices with map-display are

restricted. GPS-devices can be carried for tracking purposes, but they cannot be used for navigation. (IOF 2017.)

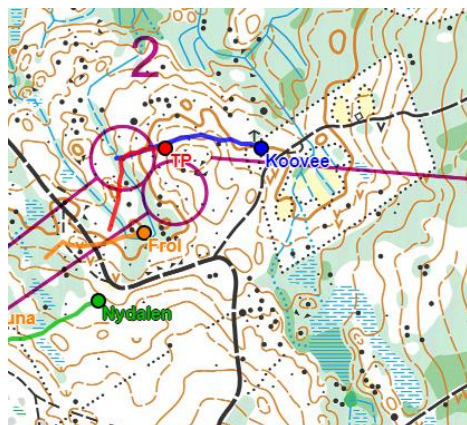


Figure 2. GPS-tracking. Screenshot from the GPS-tracking of Jukola relay, leg 4, 2017 (Jukola 2017c).

Additionally, orienteering has benefited from the growth of Internet. Online registration became possible for the Jukola in 2003 (Avikainen, Kostiainen, Nuuros & Uljas 2009, 20) and today all the registrations for the competition events are conducted online. The maps and routes can be uploaded online together with split times and results combined with the GPS-tracking stating where the athletes are at the exact moment. The growth of Internet has enabled participants in orienteering to share information about their performance in unforeseen way. (Huovila 2012, 168).

More towards the organizational side of orienteering – yet essential part for the orienteering is the mapping project. Previously most of the work had been conducted manually but recently new innovations have altered the mapping project. Novel technologies make it easier to draw maps for trainings and for competitions with shorter time spend in the terrain. This benefits the organizers, as they can hold competitions in previously unmapped areas or the maps are updated conveniently. (Petrovič 2014.) Nowadays most of the maps for competition events in orienteering are drawn by OCAD-software for cartography (OCAD 2016).

On crucial factor in the mapping project has been the evolvement of the office printers. Previously all the maps had to be printed in printing houses, which naturally added the cost of the map creation and updating. Currently the regular office printers are of such a quality that orienteering maps can be printed using them. Only maps of the prominent competitions are required to be printed anymore. The evolvement of printers has further

made the creating, updating and printing of maps more convenient and cost effective. (SSL 2017c.)

Most recent application among map constructing is called Karttapullautin. It is a toolbox which allows to generate orienteering maps by computer, without the need to go to the terrain. The National Land Survey of Finland has, in recent years, made its map database open to all, and the program uses the data. Therefore, the open database played a significant role in enabling software like this to be created. Karttapullautin has enabled sport clubs to organize training sessions in terrains without the need of ordering the map from specialized mapper. (Route gadget 2016.)

It can be concluded by the recent technological deployments presented above that the usage of technology is significant among orienteers (Takalo 2015a, 112). Orienteers tend to be rather eager to try new out technological innovations (Kari 2011). Therefore, it is suggested for the upcoming years in Jukola relay, and in orienteering in general, the technology will take even a greater role (Viljanen 2010).

According to the interviewees the technological changes are suggested to be the other of the significant changes in orienteering during the studied period, together with increased visibility of the sport. The interviewees perceived that these three technologies discussed above, the electronic punching and timing system Emit, the GPS-tracking and new possibilities in map technology, have affected orienteering as a sport during the studied years.

Firstly, the interviews indicate that the electronic punching system Emit has first and foremost increased the credibility of the sport. As the punching is conducted electronically, the possibilities of cheating became almost impossible. Also, the instant resulting service has been possible because of the Emit. Both increase the reliability of the sport, as the human error in controlling the punches and the electronic evidence of punching in a control demonstrate also to the general audience that the orienteer has completed the route.

Furthermore, the interviews demonstrate that orienteering routes can be planned in smaller areas due the deployment of Emit. Previously the routes had to be planned so that there would not be temptation to cheat, in other words to run controls in some other order as marked, to win time. Today the routes can be planned crossing or in diverse loops (see fig. 3). Orienteering events do not require such large forested areas anymore, and can be

organized much closer to the cities. Consequently, orienteering has become more accessible for the participants.

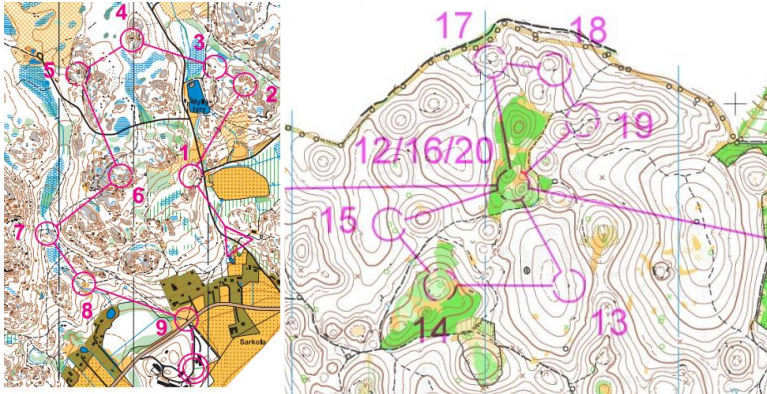


Figure 3. The first figure from right: the controls are arranged so that no time would be won if the control would be run in another order than indicated by the numbers. The second figure: with the needle punch there should have been someone controlling that the athletes run the loops in order, as the time would be reduced significantly if the athlete would run the controls in different order (cheat). With the deployment of Emit, this kind of butterfly loops have become common. (SSL 2014a; Kocbach 2010.)

The interviews suggest that Finland was among the forerunners in deploying the electronic punching system in orienteering. The interviews demonstrated that the FOF received significant funding to introduce the system from Ministry of Education and Culture, which aided the deployment. This might have speeded up the change, but the deployment of electronic punching system would have happened nevertheless.

Secondly, some of the interviewees considered the deployment of GPS-tracking in orienteering to be the most significant technological step. According to the interviews, the GPS-tracking was deployed for the spectators to follow the race at the first hand, not for the analyzing purposes for the athlete for example.

“It [the GPS-tracking] is the most significant out of these, how could one put it, technological advancements. - - Yes, at that time when GPS [tracking] came, then it was the breakthrough of visibility and also this kind of, that orienteering was transpired to the great audience.” (interviewee 6)

“Se [GPS-seuranta] on merkittävin näistä, tuota miten voisi sanoa, tekniikan edistysaskeleista. - - Niin silloin kun se GPS [seuranta] tuli, niin silloinhan se oli näkyvyyden läpimurtoa ja myöskin tällainen, että suunnistus tuli suuren yleisön tietoisuuteen. - -” (haastateltava 6)

The interviews indicate that GPS-tracking, together with electronic timing, has enabled orienteering to be broadcasted. Previously, it was not reasonable to broadcast orienteering

events, at least not live, as one had no possibility to follow the athletes during the race and the results could be published only some hours after the race was completed.

Moreover, some of the interviewees pointed out that the GPS-tracking and broadcasting of orienteering, has attracted new spectators to follow the sport. It has also aided the spectators to understand the sport better.

“ - - And I think that it [GPS-tracking] has been kind of, what is then with those people, who have not participated in the sport, it [GPS-tracking] has changed it, that it has certainly decoded little bit it to the people, what this sport is all about. - - ”(interviewee 3)

“ - - Ja minusta se [GPS-seuranta] on ollut sellainen, mitä on sitten sellaisten ihmisten kanssa, jotka eivät harrasta lajia, sehän [GPS-seuranta] on sitten muuttanut sen, että se on avannut varmasti ihmisillä vähän sitä, että mistä tässä on niin kuin kysymys. - - ”(haastateltava 3)

The deployment of GPS-tracking has additionally assisted orienteering coaching according to the interviews. Due to the GPS-tracking the athlete and the coach can see where the athlete has gone reliably. Previously one had to rely on the memory and interpretation of the athlete. The interviewees stated that GPS-tracking has changed orienteering technique, in a sense that it has personalized the orienteering training. Hence the competition has become tighter among elite orienteers, which have increased the level of commercialism of the sport since the tighter the competition the more attractive the sport tends to be in the mind of sponsors and partners. As the interviews indicate the sport technology in orienteering have served for several purposes as suggested by Loland (2009).

Thirdly, the interviews demonstrate that the major technological steps have been taken in the map technology. The modern map technology has reduced the time of event organizers as one has not to spend hours of updating the map manually. It seems that the developments of map technology are not as well recognized as the developments in other technology, as many of the interviewees could not give any exact examples. Map technology also requires special knowledge to be understood correctly, which might also reduce the evaluation of its impact to the changes. Yet, all the interviewees agreed that it has the sport changed significantly.

“- - And all [the mapping] was conducted manually, that it [the new mapping technologies] has changed right explosively, the way the mapping work is conducted. They are not for the same, definitely are not from the same century, as they are not.” (interviewee 3)

“- - Ja käsipelillä kaikki [kartoitus] tehtiin, että kyllä se [uudet kartoitusteknologiat] on muuttunut aivan niin kuin räjähdysmäisesti se asia, miten sitä kartoitustyötä tehdään. Eivät ole samalta, todellakaan eivät ole samalta vuosituhanelta, niin kuin eivät olekaan.” (haastateltava 3)

One of the interviewees considered that the data of the National Land Survey of Finland has the most significant role in recent map technology, because basically anyone can draw a map today. Additionally, the possibility of printing out the map with office printers was mentioned to be crucial. Instead of having maps printed, the evolvement of office printers has reduced the costs of making the maps and enabled making of orienteering maps more conveniently from the areas not mapped yet.

“So that indeed one has not to do it [map] by oneself, nowadays one can get the whole map of Finland... This is incredible!” (interviewee 1)

“Että niinkään ei tarvitse tehdä itse [karttaa] tosiaan, nykyäänhän sitä saa kartan koko Suomesta... Tämä on ihan ihmeellistä!” (haastateltava 1)

Yet, these deployments of map technology do not replace the mapper since the way humans interpreted the terrain differs from the computer calculated map data (interviewee 4). Thus, to avoid the confusion, the mapper has still to fine tune the map to match the human interpretation (interviewee 4). Nevertheless, the work of the mapper has alleviated significantly.

The interviews illustrate that all of these recent technologies combined have made orienteering more accessible for the old and new participants. In agreement with conclusions of Koski (2009), people might have engaged themselves in participating in orienteering due to technology. Especially the participating of fitness orienteering has grown due to the Emit online punching.

“- - and then especially, what has affected centrally to the masses of fitness participant, has been this electronic punching system. - - because people want to compare themselves

with all kind of gadgets. And it will just grow, you check out the routes afterwards and see where you have been.” (interviewee 2)

“- - ja sitten erityisesti vielä, mikä niin kuin kuntourheilijamassoihin on vaikuttanut keskeisesti, on ollut tämä sähköinen leimausjärjestelmä. - - koska ihmiset haluavat kaikenlaisilla härveleillä vertailla. Ja se vaan kasvaa, katsotaan reittejä ja nähdä missä on ollut. ” (haastateltava 2)

Koski (2009, 10) suggested that technology has somewhat alienated the people from the nature. The interviews demonstrate this is somewhat seen in the orienteering as well, as the nature might not be the first motivation for new participants to begin orienteering, but technology would be the driving force. Since orienteering is done in the nature one could see it as a combination of technological testing and nature experience.

“But this technology has perhaps brought people there, who are not necessarily searching for the nature experience, but... The playing with the technology, so that you know where you have been and so. - - “(interviewee 2)

”Mutta tämä teknologia on varmaan tuonut ihmisiä sinne, jolle se välttämättä se luontokokemus ei ole se ensimmäinen, vaan niin kuin... Se laitteella vempulointi, että sinä tiedät missä sinä olet ollut ja muuta. - -” (haastateltava 2)

The interviewees agreed that the technologies introduced in orienteering during the studied period have not changed the principles of the sport. There seems to be a general understanding within the orienteering community that the core of orienteering remains unchanged.

“- - Of course, in a way one could dilute, with these [technological] devices, the core of the orienteering, but it has not been done. - - “(interviewee 3)

“- - Tietysti tällä voidaan tavallaan tietynlainen suunnistuksen niin kuin ydin, voidaan näillä [teknologisilla] laitteilla myöskin vesittää, mutta ei semmoista ole tehty. - -” (haastateltava 3)

Nonetheless, some negative aspects were raised during the interviews. The interviewees claimed that in the beginning some athletes considered that GPS-tracking does not to belong to orienteering, as it made the performance of (elite)athletes public and thus distract the athlete. Displaying the GPS-tracking at the event site was also considered unfair. Especially during the first years after the deployment of GPS-tracking, some parts

of the map were revealed too early on the screens and some athletes might have seen it prior their race. However, the interviewees emphasized that these problems have been overcome by separate start areas and athletes getting used to the GPS-tracking.

Further, according to the interviewees the new technologies have increased the costs of organizing an orienteering event. For instance, the organizers have to possess several equipment for the events, such as GPS-devices and Emit cards, and purchase the needed software. Additionally, the TV screens at the event sites in greater orienteering events increase the total cost. However, according to the interviews the event organizers have succeeded in tempting sponsors or merchants to cover the increased expenses, and hence the participation fees have sustained approximately on same level during the studied period.

Some interviewees were also concerned about the dependence on the technology. As the orienteering competition centers are typically temporarily build in forest areas, the capacity of the phone network might not be able to support all new devices and the connections might crash (interviewee 5). Further, the modern orienteering technology requires special expertise from volunteers, which was perceived difficult in recruiting volunteers (interviewee 3; interviewee 5).

Overall, the interviews illustrate that these slight negative connotations were outweighed by the positive aspects of the technology. The interviewees interpreted the changes occurred in technology positively in general. They considered that orienteering community perceived the changes positively as well. The interviewees found that there was little or no resistance towards the deployment of the modern technology within orienteering community.

“Well, we orienteers are well... We are not, we might be social conservatives in many aspects, but not in regards this kind of [technical] renovations. - - “(interviewee 4)

“No kun me suunnistajat ollaan tuota... Ei me niin, me olemme ehkä arvokonservatiiveja monessa mielessä, mutta ei tämmöisten [teknisten] uudistusten suhteen. - - ”
(haastateltava 4)

The interviewees perceived the modern technology not as specific to orienteering only but in the development of the entire Finnish sport and physical culture as well as the Finnish society.

“ - - This is nothing but the procession of the society, and on top of all slow, the breach of the technology.” (interviewee 4)

“- - Eihän tämä ole kuin yhteiskunnan kulku, ja hidasta vielä kaiken lisäksi, teknologian murros.” (haastateltava 4)

The interviewees acknowledged that orienteering has mostly gained from the breach of the technology. Hence, they experienced the technology almost as a gift to the sport and its development.

“They [technologies] have been a blessing to this sport in general. And I would sum it up so in every way. So it has to be perceived.” (interviewee 6)

”Kyllähän ne [teknologiat] on yleisesti olleet lajille siunaus. Ja sen tuota kaikin puolin summaisinkin niin. Niin se on pakko nähdä.” (haastateltava 6)

4.5 The sport-media triangle

Sports, media, especially television, and sponsors have had intertwined connection since the development of TV. However, the triangular relationship has evolved during the 21st century to dominate the economic structure of contemporary sport. (Boyle & Haynes 2009, 43-45;47;50.) The elite sport is suggested to interest the general audience. This is the reason why media broadcast or write about it. The attraction of the general audience interests also commercial companies. As a result, the triangular relationship is created and the international elite sport is part of the entertainment industry which is regulated by the economic principles. (Itkonen, IImanen, Matilainen & Jaskari 2008, 36; 69.)

The modern sports rely on commercial sponsorship for its survival. As the sponsors desire to secure the media exposure, the sports are anxious to achieve time in media for their sport and their sponsors. Consequently, governing bodies of the sport are willing to go rather far in an attempt to accommodate the television. This leads to the fact that television becomes the driver of the elite sports and it has the power to dictate in which forms, where and when sport can take place. There are several examples of major sports accommodating their sport to the requirements of the television, such as making rules that a match cannot end in a draw to increase the excitement. (Boyle & Haynes 2009, 43-45;47;50.)

The commercial sponsors tend to follow the successful, high-profile sports and thus, international success and the image of the sport becomes of importance. As the sports become increasingly dependent on the commercial sponsor money, the negative side-effects come along, such as cheating, medicalization and corrupted deals. Further, as the sport governing bodies are dependent on the money, the power over the sport might easily slip to the hands of commercial sponsors. (Boyle & Haynes 2009, 59-61.) In the following chapters, the angles of the sport-media triangle are discussed separately and in the chapter 4.5.4 they are concluded together to the sport-media triangle of orienteering.

4.5.1 Commercialism

Sport and physical culture has become commercialized and internationalized, and further even more and more international (Koski 2009, 18). The former competition between two athletes has shifted towards competition between sport clubs or sport organizations. The demand for sport clubs and organizations to provide sport services has increased. (Koski 2000.) Yet the third sector has somewhat succeeded to maintain some of its position as a sport service provider in the Finnish sport and physical culture (Koski 2000). Even if sport organizations have drifted towards a change, which is described by medicalization and commercialism (along with also negative side effects), bureaucracy and becoming conditioned from market followed (Heikkala et al. 2003).

This has directed sport and physical activity more towards business type operation. There is a growing demand for sport services and sport sector must provide them in order to satisfy the demand. As an outcome sport and physical activity has transformed to a product or service which is sold to customers. (Zacheus 2008, 86-87.) The productization of the sport does not only cover existing sports, but further to creation of new forms of sport and products (Itkonen & Salmikangas 2015).

Physically active people are now more likely to consume sport, similar to the consumption of goods and demand good service even if the services would be provided by third sector (Kokkonen 2015, 332-334). Consumption, leisure and physical activity are emphasized in today's lifestyles (Tähtinen, et al. 2002). Moreover, sport and physical activity are used as means to meet the requirements of life in 21st century. Sport can be seen as training for living flexibly in a capitalist world. (Horne 2006, 165.)

Some sports have gained more media attendance than others, which has led to increased interest of sponsors. This has resulted to more commercialized sports and greater professionalism of single athletes. As a consequence, there can be seen a polarization effect in elite sport. Rural areas are not able to attract athletes for team sports and only larger cities are able to compete in leagues of team sports. Nonetheless individual athlete could succeed regardless of residence. Therefore, citizens of small town come across a decision whether to exercise individually, or not to exercise at all or move to another city. (Zacheus 2008, 88-89.)

The negative effect of commercialization is that the division between solvent customers and insolvent individuals grows stronger also in sport sector. The services provided by the private sector are growing, leaving those unable to pay without comprehensive sport services. (Heikkala et al. 2003; Itkonen & Salmikangas 2015). The division between solvent and insolvent individual is not the only restricting factor in the sport culture during 2000's. Also, the division between rural and city areas in Finland is notable as most of the rural areas are yet again left without sport services, and physical activities of the individuals living in rural areas are dependent on their own activity and motivation, as was the case in 1960s. (Zacheus 2008, 90-91).

Even if commercialism in orienteering has been somewhat limited throughout its contemporary form, there has been some signs of it already in past few decades. There are few examples of selling the name rights within orienteering in Finland. Already in 1977 Helsingin Suunnistajat (orienteering sport club in Helsinki) began arranging weekly fitness orienteering events sponsored by Iltasanomat (a Finnish tabloid) and thus the name Iltarastit (English: evening controls) were established. These weekly fitness events were first of its kind and further on the name Iltarastit has been rooted all over Finland despite of the determined sponsorship. (SSL 2017b.)

Further example from the history is the orienteering schools organized for the children. In 1980 established Oravanpolku (English: Squirrel path) was named due the sponsoring of subsequently disband bank Kansallis-Osake-Pankki⁷. (SSL 2017b.) After the disband

⁷ Squirrel was in the logo of Kansallis-Osake-Pankki, hence the name

in 1990s the name was changed to Hippo-koulu (English: Rhino-school) to mark the new sponsorship relationship with Osuuspankki⁸.

All the interviewees agreed that orienteering is not extremely commercialized sport. The interviewees emphasized that orienteering has commercialized intact with the overall commercialization of the Finnish society, but one cannot say that orienteering is commercialized. For instance, the costs of participating in orienteering are still low, if compared with other sports in general and even to other endurance sports such as registration fees for marathons or long distance cross-country skiing. Additionally, the interviewees concluded that orienteers do not require many equipment for the sport. One only need special orienteering shoes, compass and the Emit-card to compete. For the fitness orienteer the regular sport gears and compass is enough to begin with. Thus, the selling of orienteering equipment might not be a lucrative business for international corporations.

Anyhow, most of the interviewees considered that there are some signs of commercialism within orienteering which have mostly appeared during the studied period. There have been some elite orienteers who have managed to reach a status of professional orienteer by getting enough sponsors and partners to fund the orienteering career. Yet, the interviewees agreed that orienteering has gained some characteristic of professionalization during the studied period, but is not a professional sport. This was explained by mostly so that, for instance, the elite athletes have professional expenditure, but merely no income from the sport.

” - - But this is not that kind of sport, in which one could talk about professionalism, perhaps about some degree of professional character.” (interviewee 3)

“- - Mutta ei tämä sellainen, ei tämä sellainen laji ole kyllä, josta voisi puhua niin kuin ammattilaisuudesta, ehkä jonkinlaisesta ammattimaisuudesta.” (haastateltava 3)

Additionally, due to the tightened competition within orienteering, the elite athletes have begun to exchange the sport clubs (interviewee 4). The motivation for exchange of sport clubs derived from elite orienteers, as they pursued to improve their training facilities, such as quality of trainings and elite training companions (interviewee 4). The concentration of orienteering sport clubs has been somewhat strong, according to the

⁸ Rhino is the symbol of Osuuspankki's youth program, targeted to children under 13-years-old, the orienteering school was named accordingly

interviews. Only a few sport clubs seem to be successful, the elite athletes coalesce in those sport clubs. This has led that especially smaller, rural orienteering clubs appear to have wilted away, supporting the findings of Zacheus (2008, 88-89).

This effect is further seen in Jukola relay as Tala (2010, 242) points out. During the 2000s, the number of teams which have a chance to win Jukola has been decreasing. Prior the millennium, the elite orienteers tend to represent their first orienteering sport club during their whole career as the relay events were seen as secondary aims in one's career. Today, there are only few orienteering sport clubs who can win the Jukola relay, due the concentration of the elite athletes in few orienteering sport clubs. (Tala 2010, 242.)

The commercialization is not limited to the professionalization only, but the signs of commercialism appears in diverse ways in orienteering according to the interviews. Firstly, the commercialism appears in orienteering within the advertisement of greater events and in broadcasting of them. Both of them hold in advertisements invested by the private sector. The interviewees conclude that ten years ago the organizers of an orienteering event would not gain any or only little income from advertising. Towards the end of the studied period, the organizers received some income from selling space for advertisement. The change is most clearly seen in Jukola relay, the interviews highlight.

Secondly, the interviews indicate that the demands towards orienteering, and especially towards standards of orienteering events seem to have increased as discussed also in relation to the orienteering events (chapter 4.3), following the general trend noted by Koski (2000) in the Finnish sport and physical culture. One interviewee stated:

“ - - yes, the participants [in orienteering] are demanding more than they used to. They want maybe easiness and effortlessness and to forget that this is an outside sport.”
(interviewee 5)

”- - kyllä [suunnistukseen] osallistujat ovat entistä vaativampia. Ne haluavat niin kuin ehkä helppoutta ja vaivattomuutta ja unohtaa sen, että tämä on ulkolaji.” (haastateltava 5)

Thirdly, there has been some development in orienteering equipment (interviewee 3). During the past years, the orienteering clothing has in some ways began to follow general trends in sport clothing market. For instance, there used to be more or less one color and

style for the orienteering shoes, but today there are diverse types and colors offered for orienteers.

These above presented signs of commercialization have been enabled through the increased media interest, the interviews indicate. As the recent technology (which was discussed in the chapter 4.4), improvement of the training facilities and the new events (discussed in the chapter 4.3) have made orienteering events more dynamic and intense, and the media interest has grown accordingly. Hence, the interviews demonstrate that the business value of orienteering appears to have fairly increased. Nevertheless, some of the interviewees were skeptical whether orienteering could receive substantial amounts of money through allocated time in media.

“ - as a sport, the business value of orienteering has like increased, certainly. One can build a business around orienteering.” (interviewee 1)

“ - lajina niin kuin suunnistuksen kaupallinen arvo niin kyllä se on noussut, varmasti. Suunnistuksen ympärille voi rakentaa kyllä bisnestä.” (haastateltava 1)

” But, would there be some euros to be sold with that visibility [of orienteering], especially when the group of people, who participate in orienteering or watches orienteering, so in my understanding, that group is extremely deliberate about their usage of money.” (interviewee 4)

”Mutta, että tuota olisiko, sillä sitten euroja myytävissä, sillä [suunnistuksen] näkyvyydellä, niin varsinkin, kun se porukka, joka itse suunnistaa tai katsoo sitä suunnistusta, niin se on minun ymmärrykseni mukaan varsin tarkasti harkitsevaa omaa rahan käyttööän.” (haastateltava 4)

Further, some of the interviewees seemed to think that at some level recruiting sponsors is necessary, but they did not see the value what orienteers as a customer segment could bring to the sponsors of merchants. As one of the interviewees claimed:

” - - It is not worth it for Volvo to start [sponsoring] in our sport, we are deliberate, we buy the car that we need - - “(interviewee 4)

“ - - Ei meillä kannata Volvon lähteä meidän lajissa [sponsoroimaan], kyllä me ollaan harkitsevia, me ostetaan se auto minkä me tarvitsemme - - ” (haastateltava 4)

The interviewees found also some negative aspects in commercialism. First and foremost, some interviewees criticized that there has been compromises made in the level of orienteering challenge. For instance, there might be easier terrains selected for the competition in an attempt to increase the speed of the competition. There have also been occasions when the competition route is planned so that athletes run through the competition center during the race. This decreases the level of difficulty in orienteering, as there are marked passages and thus the distance orienteered by the athlete decreases. The interviews also concluded that this kind of running through the competition center during the route is not required anymore, as one can follow the race of the orienteer in the forest with the help of technology.

Second, the interviews demonstrate that as the expenses of orienteers have increased, the sport clubs have become more dependent on sponsors and partners than previously. When funding is received from the third party, naturally, the sport clubs are expected to do things in return. Currently the interviewees did not perceive the sponsoring money too problematic. Yet it might cause some trouble in the long run, if the amount of sponsor money increases and sport clubs become even more reliant on it, the interviewees concluded.

The interviewees perceived the non-commercialization of the sport both negative and positive. Negative in a sense that the Finnish elite orienteers cannot solely concentrate on training as they need to gain income from some other source. And positive in a sense that without great flows of money, the negative side effects are extremely rare in orienteering such as medicalization (substance abuse) and fixing of results.

To conclude orienteering still is today an ideological sport. Despite of all the commercial changes and signs of it, one can still participate in orienteering without the high technology equipment and fashion sport wear. Orienteering is above all considered by the interviewees as good and educative hobby. And they would like to remain the status.

”- - we would like to make orienteering a sport discipline, from which, as our children head to orienteering practices, so the neighbor’s man says, oh I wish our children would have such a good hobby! In my opinion orienteering has retained it very well, that it has an image of being a good hobby. - - “(interviewee 1)

“- - me haluamme tehdä suunnistuksesta lajin, josta kun meidän lapset lähtevät suunnistamaan niin naapurin isäntä sanoo, voi kun meidänkin lapsilla olisi noin hyvä

harrastus! Suunnistus on minun mielestä säilyttänyt sen tosi hyvin sen, että se on hyvän harrastuksen maineessa. - -” (haastateltava 1)

4.5.2 Media

Sport is not only consumed by taking part in it, but also as an entertainment. The sport organizations and federations are taking new forms not only in the limits of resources which they possess, but also by creating novel resources, for example by amending the rules of the sport to be more entertaining. This might cause conflicts between the federation and athletes as the interest is not always shared. (Itkonen & Knuuttila 1992, 149.) The dynamic, fast sport disciplines are gaining more interest in media, in detriment of the long endurance sport disciplines. Additionally, the development of technology allows the competition event to be conveyed even more intensively, which increases the assumed entertainment. (Kokkonen 2015, 363.) For instance, traditional Finnish sports, such as cross-country skiing have been adjusted to be more suitable for the television by adding shorter distances (Itkonen et al. 2008, 72).

During the 20th and 21st century on the side of conventional media, TV, radio and newspapers, there has been new media channels introduced. Internet slowly started change also the sport media from 1990s onwards. During the 21st century Internet has become a sport media channel and one of the key factors in sport and physical culture. The sport is followed and consumed online. The majority of result services are on the Internet. Similarly, the speculation and discussion about sport has moved somewhat online. Further, the actors of sport and physical culture can produce media material online about the sport and events without the requirement of professional equipment. (Kokkonen 2015, 332.)

There has always been an interest in the Finnish national media towards orienteering, even though the discipline has not been really spectator friendly. The Finnish National Broadcaster (YLE) radio broadcasted reports of Jukola in 1969 and first report of Jukola in television was broadcasted in 1976 (Jukola 2017a). However, after the deployment of GPS tracking the media interest has increased significantly. According to Takalo (2015a, 21) World Orienteering Championships held in Tampere 2001 can be considered as a milestone towards more spectator friendly orienteering. World Championships in

Tampere was the first event to introduce the wide screen at the event place, where the spectators could follow the race. Furthermore, it was the first orienteering event to be broadcasted directly. And on top of that the race could also be followed from mobile phones devices. (Takalo 2015a, 21.) Recently the new forms of media, such as social media and Internet, have also been deployed in orienteering. For instance, the FOF and the Finnish major orienteering events all have social media accounts and YouTube-channels, in some cases even intended for direct broadcast from the event. (Jukola 2016d; SSL2016d.)

There is a notable peak in the interest among spectators on site during 1997 to 2002 as can be seen from figure 4, after which the number of spectators has remained somewhat the same. During those years occurred both the introduction of Emit online punching system and the introduction of the large screens on event sight (Avikainen et al 2009, 20-21; Takalo 2015a, 21), which probably are the reasons behind the growth. However, orienteering is still far from the most popular sports among Finnish people, such as ice-hockey (850.000 spectators in 2010) and football (604.000 spectators in 2010). Yet orienteering has been among the top six sport disciplines in Finland that have succeeded to grow interest of spectators. (SLU 2010b.) The number of spectators seems to follow similar trend as the number of participants in orienteering (see figure 1 in chapter 4.1) and some of the participants might have a double role as both spectator and participant.

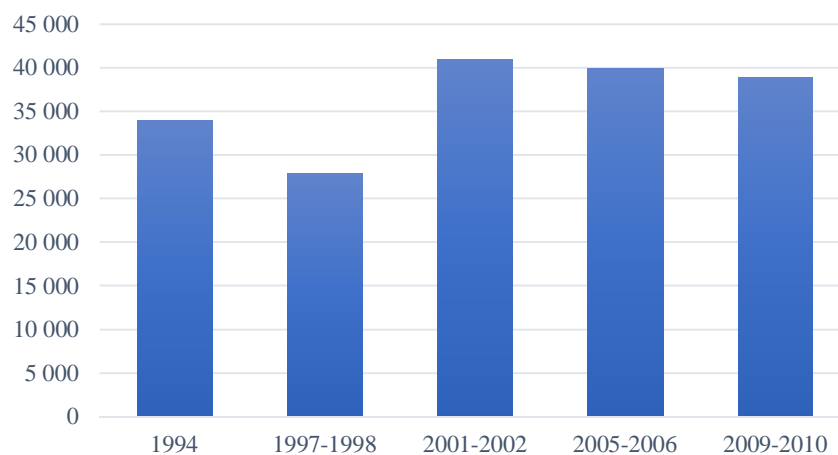


Figure 4. Orienteering spectators. The number of 19-65 aged Finnish who visit at least once a year on site to see orienteering event (Adapted from SLU 2010b).⁹

⁹ During the recent years there have not been conducted a similar comprehensive study in Finland about the sport participation and thus the data is missing

Finnish Orienteering Federation has followed the time allocated for orienteering in diverse media in Finland. The number of appearances in the Finnish TV has increased from 68 to 135, the top score was set during 2013 which was the year when World Orienteering Championships were held in Finland. From 2008, there has been substantial growth in TV appearances resulting the top years of media appearances in 2013 and 2014, followed by a drop in 2015. Similarly, the number of viewers has grown until 2014, which indicates that the audience is interested in the sport nowadays (SSL 2016d.) The broadcasting of the competition has affected the organizers so that they are planning the routes now to ease the televising of the competitions. These changes have also helped orienteering to raise awareness for the audience. (Persson 2010.) It should be noted that the time allocated in TV has increased greatly, whereas in some other media, such as print media, orienteering has not succeeded in gaining more entries. Orienteering has barely managed to maintain the level. The media space in print magazines experienced a drop from 254.608 cm² to 122.514 cm² in nine years (200-2015)¹⁰ (SSL 2016d).

Most of the interviewees stated, when asked about their first impression, how orienteering has evolved during examined years, that orienteering has gained more visibility and media coverage. Orienteering can now be perceived as a spectator sport according to the interviewees. They also acknowledged that the media phenomenon is restricted to the TV only.

“ - - in my opinion, it [orienteering] is anyhow to some extent, this is a matter which divides the opinions of people, it [orienteering] has come out of the very forest, now the past fifteen years and - - yes, this sport discipline has come out of its den.” (interviewee 3)

“ - - minusta se [suunnistus] on nyt kuitenkin jossain määrin, tämä on sellainen, joka jakaa ihmisten mielipiteet, tullut pois sieltä ihan metsistä, nyt viimeisen viidentoistavuoden aikana ja - - kyllä tämä [suunnistus] on tullut niin kuin tähän ihmisten ilmoille tämä laji.” (haastateltava 3)

¹⁰ The number of 2007 was measured from 36 newspapers in Finland, whereas the number from 2015 covers only 20 greatest newspaper in Finland, thus the numbers are not directly comparable, but they indicate the trend.

” Well, certainly the viewability of the sport [orienteering] has been getting better all the time. - - That maybe in elite level, it has become more like spectator sport.” (interviewee 5)

“No varmasti lajin [suunnistuksen] seurattavuus on parantunut koko ajan. - - Että ehkä se huipputasolla, että siitä on tullut enemmän tällöinen yleisölaji.” (haastateltava 5)

Many of the interviewees highlighted that orienteering has come forth and gained recognition in the Finnish sport and physical culture. After orienteering has been broadcasted in television, the interviewees felt that orienteering has stepped out of its own old image of a group of people wandering in the forest. The interviews demonstrate that perhaps only after the millennium orienteering reached the status of an international, competitive and spectator sport in the minds of general public in Finland.

“- - And the image of it [orienteering] was back then Nokia-wellingtons and Hankkija-cap¹¹. - - That I am extremely pleased that the image is not exactly the same anymore. - - (interviewee 3)

” - - Ja se mielikuva [suunnistuksesta] oli silloin Nokia-kumisaappaat ja Hankkija-lippis. - -Että kyllä minä olen aivan hemmetin tyytyväinen, että se mielikuva ei enää ole ihan sama. - -” (haastateltava 3)

”- - when one can follow it [orienteering] from TV and accordingly it has become familiar as a sport.” (interviewee 5)

”- - kun TV:stä pystyy seuraamaan [suunnistusta] ja sillä tavalla se on lajinakin tullut tutuksi.” (haastateltava 5)

The increased time in media appears to be distinctive to the Finnish orienteering only (interviewee 1). The interviewees considered that not even in other countries, where orienteering has long traditions such as Sweden and Norway, the media interest has been so strong. The interviews further demonstrate that also the work towards the media-friendly sport in Finland has been strong, even stronger than in other Nordic countries. The FOF has put effort in increasing the media interest. They have produced material for the usage of the media. For instance, the officials of the FOF have filmed clips of the

¹¹ Hankkija-cap is an orange cap with black plastic peak, which was given as a complimentary product to the farmers and janitors in 1970s. Thus, the cap is strongly linked to the hillbilly-image in Finland.

competition events to be sent to the media. The interviews emphasize that the media is served well by the federation.

The interviews show that the increased media coverage has helped orienteering to gain interest among the Finnish general audience and thus more people have participated in fitness orienteering. On the other hand, it appears the increased media coverage has not significantly increased financial investments to the sport.

“Well, perhaps in some scale, the televising of the sport [orienteering] increases interest of the partners, in regards of the visibility. - - It is not necessarily as great as we think it is.” (interviewee 5)

”No varmaan, jossain mittakaavassa, se [suunnistuksen] televisiointi lisää kiinnostusta yhteistyökumppaneiden suuntaan näkyvyyden osalta. - - Se ei välttämättä ole kyllä niin iso, kun me ajatellaan.” (haastateltava 5)

The interviewees believed that the reasons why orienteering has gained media attention during the studied period are the technological advancements and new, shorter, events introduced in orienteering. Especially the GPS-tracking was considered as the main cause behind the media interest. The interviewees stressed that many people who had not watched orienteering prior the GPS-tracking, found watching the orienteering competition extremely interesting, and especially following the GPS-tracking marks on the screen. Likewise, the deployment of online timing system and electronic punching were mentioned to be necessities for the media, and in receiving media time.

“Well it [the GPS-tracking] has specifically brought along that, it [orienteering] is familiar to the general audience. Through that, one can say, we got in to the television. If we not had it, we would have enormously less TV-coverage compared to what we have now. - - “(interviewee 6)

”No se [GPS-seuranta] on nimenomaan tuonut sen, että se [suunnistus] on suuren yleisönkin tuntemaa. Sitä kautta voi sanoa, että pääsimme televisioon. Jos ei sitä olisi ollut, niin meillä olisi suunnattoman vähemmän TV-aikaa, kuin mitä meillä nyt on. - - ” (haastateltava 6)

Moreover, interviewees brought up the importance of personalities in receiving media time. During the studied period, the Finnish orienteering has gained media attention especially because of Minna Kauppi, who have won several World Championships in

orienteering (interviewee 2). She is acknowledged and liked by the media due to her personality, one could call her orienteering super star. The career and international success of Minna Kauppi, first World Orienteering medal in 2004 and retirement from sport career in 2015 (Minna Kauppi 2017), has influenced positively in the time allocated for the orienteering in media.

“- - strong and upfront personalities are always interesting for the media and through exposure in media of the persons like Minna [Kauppi] it makes good for the sport [orienteering] and for its visibility.” (interviewee 2)

“- - vahvat ja näkyvät persoonat ovat aina mediaa kiinnostavia ja sitä kautta Minnan [Kauppi] kaltaisten henkilöiden esillä olo tekee hyvää lajille [suunnistukselle] ja sen näkyvyydelle.” (haastateltava 2)

Furthermore, the interviewees believed that through these kind of personalities and single events like Jukola relay, orienteering has the possibility to gain media interest and to increase the commercial value of the sport in the future as well.

Media seems not to have caused too much trouble for the organizing of the orienteering and orienteering events, according to the interviewees. For example, the routes are not planned in the terms of media, instead some small adjustment are made because of the media. But it seems that sportsmanship of the sport has not suffered because of the media (interviewee 4). Nevertheless, the interviewees stated that TV broadcasting has caused some demands towards the event organizing. For instance, the TV equipment are transported to the forest for broadcasting. As one cannot simply carry the TV cameras, there ought to be roads on which one can drive a car near the place where the athletes run and will be filmed. This must be considered when planning the routes. On the other hand, TV technology has developed during the studied time, for example the TV equipment has become lighter and more easily transported (interviewee 1). It has assisted both the organizers of orienteering events and the broadcasting of orienteering greatly, hence the problem is not as great as it used to be.

Based on the interviews, the interviewees perceived media conventionally, and they were mainly concerned about the orienteering's media coverage in print media, TV and radio. Social media and internet have not been taken advantage of during the studied period as much as they could have been. Only some small-scale usage of the social media was mentioned during the interviews. Apart from communication related to Jukola relay,

which deployed the social media accounts as part of the communication in 2012 (Jukola 2012) and have had some successful social media campaigns since, like charity fundraising campaign Jukolatiimi (English: Jukola team). According to interviews, the organizers of Jukola have fairly succeeded in social media communications.

The interviews indicate that Internet appears to mainly be used as a platform for result and archives, not as medium. The interviews demonstrate that there were some attempts in using the Internet as medium, like broadcasting events online, but it was not considered as major media yet. Though online result service has assisted the conventional media, as the results are found online and hence the attendance on event site is not obligatory anymore (interviewee 3). In the beginning of 21st century the Finnish orienteering has settled to the position of being online and having result service online, but not really uses or masters the new media possibilities, such as social media. Even if many interviewees agreed on that orienteers are active on social media and discussing online, so the prerequisites for using the new media channels exists.

All the interviewees perceived media positively, namely none of them perceived orienteering being in media in itself bad. They admitted, that in order orienteering to maintain its position in Finland, media attention is one of the tools for that. The interviewees also recognized that orienteering has not undergone any major scandals in media, and thus they concluded that media has treated orienteering kindly. Hence, the criticism was not placed towards media per se, but towards the decision-makers in orienteering regarding the development of sport to raise media interest, as will be discussed in next chapter 4.5.3.

According to the interviews what orienteering has undergone during the studied period regarding media and addressing of it, is somewhat similar to what most of the endurance sport disciplines have undergone in general. The difference is that the decision-makers in orienteering carried out the strategic media decisions approximately a decade or two later than most of the endurance sports. This is because only the development of the technology made orienteering suitable and interesting for the media, and specifically for the TV.

4.5.3 The IOF in pursue of evolving the sport

There has been an ongoing debate about prerequisites of the operation for orienteering. The question within orienteering community is whether there should be some strategic development work conducted or not. The debate has been bubbling under for several decades now, and it strengthened, yet again, in 1996 when the IOF reconfirmed the decision for its principal goal to be the inclusion for the Olympics. The goal followed serial of decisions to develop the orienteering as a sport to step up the requirements of Olympic Games. (IOF 2001.) These decisions have affected the orienteering in Finland throughout the 21st century, since the international development of the sport reflects to the national level. This has raised the question on how to make orienteering more interesting in the eyes of sponsors, spectators, and media without losing its essence (Jacobson 2001).

One of the predominant aims of the IOF throughout the studied period has been improving the image of orienteering. As the IOF considers the image to mirror the orienteering's exposure in media, they have decided on several initiatives to increase attractiveness of orienteering events. (Jacobson 2001.) The decision was made to reformulate the distances competed within the World Orienteering Championships (WOC) to meet the requirements of multi-sport Olympic games. Also, the decision was made that WOC and World Cup will be held annually since 2001. (IOF 2001; SSL 2017b.) The orienteering events were discussed in more details in the chapter 4.3.

The FOF was not pleased with the new WOC formula in 2001. The FOF claimed that the value of the championship will decrease as the number of championships increases. Further, the FOF argued that it will be demanding to adjust the national competition calendar together with international competition calendar with increased number of events. (IOF 2001.)

Some further proposals and initiatives to evolve orienteering towards Olympic sport were made during the following years. Some of proposals were accepted by the orienteering community, but some of them arouse resentment inside the community, especially one recent proposal faced confrontation. After the General Assembly of 2010, the representatives of the IOF Leho Haldna and Björn Persson (2011) introduced proposal for yet another new program for the WOC event, including among others chasing start.

The elite orienteers together with some national federations showed strong resistance towards the proposal, and the athletes even made a petition against it. More than 100 elite orienteers signed the petition. The athletes further claimed in the petition that they would also like to contribute to the reformation of the WOC program. (Kocbach 2011.) The renewing of the WOC program was then declined¹².

The interviews clearly demonstrate that the interviewees were aware of that there are two main aims that the IOF, and guided by the international federation the FOF, are pursuing towards: arousing media interest together with gaining visibility for the sport, and orienteering to be for the inclusion to the Olympics. The interviewees were unanimous that to be in the Olympic Games, is the overarching aim and the media interest secondary aim, perhaps one of the means reaching for the Olympic sport status.

The interviewees seemed to agree on the aim, to make orienteering more attractive to the media, at least to some extent. Nonetheless some of the interviewees criticized that in some respects the IOF has gone too far by including too many competition events in one season in an attempt to arouse media interest, so that the schedule for the athlete becomes too tight. This was in line with the accusation of the FOF on the IOF in 2001 (IOF 2001), and thus the interviews suggest that what the FOF feared in 2001 has become the reality in orienteering.

“In my opinion, the greatest challenge of orienteering is namely that the International Orienteering Federation does not comprehend the development of this sport in a big picture. - - (interviewee 1)

“Minun mielestä suunnistuksen yksi suurin ongelma on nimenomaan se, että kansainvälinen suunnistusliitto ei ymmärrä niin kuin tätä koko lajin kehitystä. - - ” (haastateltava 1)

For instance, the interviewees claimed that it was nearly impossible for the international elite athletes to attend competitions in their home countries. Since the international competitions take most time and effort of the athletes and the national teams have to organize several qualifications in one season for these events, the interviewees concluded that the value of the national competition events has decreased due to poor participation

¹² Thus, later the decision was made to renew the WOC program and decision was made to divide the WOC into two events, forest and urban WOC weeks, which are arranged alternating years starting from 2019 (IOF 2015b). This will be discussed more in the chapter 5.6.

of the elite athletes. Some of the interviewees claimed that the competition calendar is not considered from the athlete's perspective, but only from the business-like perspective.

“ - - As an example, the Finnish Championships, the elite is not taking part [in them] anymore. In the Finnish Championships of night-orienteeing, the medals of the men's class are worthless, since only one out of the top five athlete participates. - - ” (interviewee 4)

” - - Esimerkiksi SM-kilpailu, niin eihän meillä enää osallistu parhaimmisto [niihin]. Siellä SM-yössä [yösuunnistuksen Suomen mestaruus kilpailuissa] ne mitalit, ne ovat ihan arvottomia miesten sarjassa, jos viiden parhaan joukosta rankilta osallistuu yksi. - - ” (haastateltava 4)

The competition calendar has tightened specifically internationally, as the number of orienteeing competitions held in Finland in 15 years has dropped from 177 competitions in 2000 to 141 competitions in 2015 per year (SSL 2011a; SSL 2016d).

The interviews suggest that because of tight competition calendar and characteristic of the professionalism (as discussed in chapter 4.5.1), the expenses of the sport clubs have risen tremendously. As the athletes are unable to cover the increased cost of the training, the bill is usually left for the sport club to pay. Further, due the concentration of the elite athletes in few orienteeing sport clubs, some sport clubs have high expenses to cover (interviewee 6).

Moreover, the interviewees agreed that the IOF has suggested changes in orienteeing in order make competition event more attractive for the media and spectators. The discussion regarding increasing the attractiveness of the events has been vivid and in some cases, as the interviewees claim, that some of the initials have been outrageous. As one example, the orienteeing labyrinth was especially one that the interviewees protested strongly. The idea behind the labyrinth was that the orienteers would have orienteered through built maze. The interviewees perceived that the labyrinth would change the essence or orienteeing and thus, the idea was opposed strongly.

The interviews indicate that strategic development of the sport has further extended also to consider orienteeing as a product. The interviewees stated that according to the business world, the IOF has searched ways to make orienteeing a product, which is lucrative for the advertisers and sponsors. Moreover, the product-like thinking does not

only comprehend orienteering as an object for investment, but also how it could be sold to the end customers, participants in orienteering. Consequently, the sport clubs have begun, for instance, to organize Top League for the elite athletes and fitness orienteering events in more easily accessible places (interviewee 2).

“Well this TV-sport status is as well significant [change in orienteering]. - - It was among the first things what they [in the Finnish Orienteering Federation] attempted to improve. To make the sport visible for the people, and already in 2004, they set up Top League. From that moment, we have started to build up the sport in the terms of broadcasting time, the advertisement of the sport, and sponsors, so that the sport would be more lucrative. “(interviewee 2)

“No kyllähän merkittävä [muutos suunnistuksessa] on tämä tuota TV-laji. - - Sehän oli ensimmäisiä asioita, mitä siellä [Suomen suunnistusliitossa] pyrittiin kehittämään. Saadaan niin kuin laji näkyväksi ihmisille ja 2004 laitettiin jo pystyyn Huippuliigaa. Sitä alusta asti lähdetty rakentamaan niin kuin TV-näkyvyyden, lajin markkinoinnin ja sponsoreiden ehdoilla, jotta lajista tulisi houkuttelevampi.” (haastateltava 2)

Accordingly, as the interviews demonstrate that the strategic development of orienteering has been evident, orienteering is not an exception in the sport world. Kokkonen (2015, 243) says that many other sports have similarly undergone changes in aiming to gain more media attendance. To reach the media, the competition events are required to be more compact and dynamic, filled with action. This evolvment began already in 1980s in the field of sport. For instance, Biathlon has been developed towards more media-friendly sport by switching the previous gun to a rifle and by making the targets flip, change target color from black to white, when hit, giving the audience as well as the athlete instant visual feedback. (Kokkonen 2015, 243.) The interviews suggest that the strategical development of orienteering towards media friendly sport, has increased after the deployment of modern technologies.

“- - that it seems that in orienteering, there has been conscious decisions made on how to actually serve and assist the media.” (interviewee 2)

” - - että suunnistuksessa on varmaan ollut sitä, että on tehty ihan tietoisia päätöksiä siitä, että miten sitä mediaa palvella.” (haastateltava 2)

The interviews indicate that there appears to be some concerns within the orienteering community that the decision-makers in orienteering are developing the sport more towards entertainment for the audience, and not considering enough the perspective of the athletes. There has been somewhat strong conflict between federation and athletes or orienteering community, as Itkonen and Knuuttila proposed might happen (1992, 149). For instance, some of the interviews claimed that the IOF has increased the number of events in detriment of athletes' wellbeing and recovery.

4.5.4 The sport-media triangle of orienteering

This chapter draws together the outcomes of the interviews presented in the chapters 4.5.1, 4.5.2 and 4.5.3. After the deployment of modern technology and introduction of the new shorter distances, the decision-makers in orienteering have had a possibility to start developing the sport more towards media friendly sport. Especially when the GPS-tracking was introduced, the media interest of the sport took a giant leap forward. It was the moment when orienteering finally break through the image of old fashioned sport to become lucrative and interesting sport in the eyes of the Finnish audience and media.

Therefore, only in 21st century it has been reasonable to begin to talk about the sport-media triangle of orienteering. Below the figure 5 summarizes the outcomes of the interviews in relation to commercialism, media and governing bodies of orienteering.

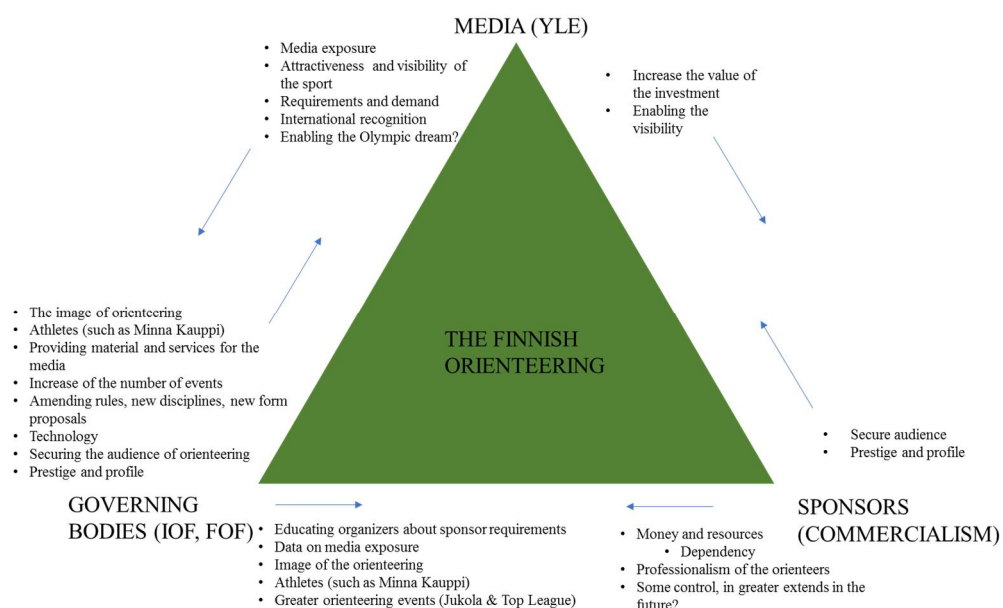


Figure 5. The sport-media triangle of the Finnish orienteering based on the interviews.

4.6 Insights of the future

All the interviewees considered that orienteering has a bright future, at least for the next ten to twenty years. They agreed that the number of participants in fitness orienteering will still grow. On the contrary, the decreasing number of competitive orienteers might cause some problems, unless some solutions are created to attract the fitness participants to take part also into the competition events, they claimed. Despite of the good prospects of orienteering, there seems to be some issues to be resolved according interviewees.

The interviews demonstrate that orienteering, as so many other sports, is struggling with how to attract youth to begin orienteering. Additionally, the challenge was perceived to be in how to keep children interested in orienteering after they started. As explained above, orienteering is a family-sport and a child typically begins orienteering after parents' decision (Ottosson 1995; Hogg 1996). Thus, the interviews highlight recruiting of children is not, at least yet, as demanding as keeping them within the sport during their teen-age and adolescent years which is considered to be the crucial moment for sport participation due to the so-called drop-out phenomenon. The phenomenon in which typically the teen-agers drop out from the sport club activities to the spontaneous exercise (Suomi, Mehtälä & Kokko 2016).

The interviews suggest, that the main challenge in orienteering is how to be attractive among youth. Since the nature aspect of the sport seems to address mainly middle-aged (interviewee 4), the motivation factor for the youth to orienteer should be something else. Orienteering must compete of the participants with other sports (Koski 2000). Especially lucrative and popular team sports, such as football and ice-hockey tend to interest young people (Piispa 2013). As the general tendency in the Finnish sport and physical culture has been towards favoring team sports, the individual sports must to come up with innovative solutions on how to attract new participants.

One of the interviewees suggested one solution for a first try to be indoor orienteering (interviewee 6). The outdoor sports are affected by the weather conditions, and thus the barrier to take part in indoor sports is much lower than participating outdoor sports (Kokkonen 2015, 362). This is specifically emphasized in the Northern conditions, like in Finland, where the summer season is short. By creating possibilities to orienteer indoors, one might increase the awareness of the sport, and thus attract youth to try

orienteering also outside. According to the interview there has already been indoor orienteering introduced in the schools during studied period, where short orienteering route is set up in the school gymnasium.

Additionally, the interviewees saw the importance of the sport events in increasing the awareness of the sport. Especially they considered Jukola relay, the flagship of orienteering, to be highly important for the existence of orienteering. As long as the event succeed in attracting masses, also orienteering as a sport sustains some level of interest among general audience, the interviewees concluded.

The interviewees agreed that orienteering will still continue taking advantage of technological developments. In the future, fitness orienteers might conduct the punching with GPS sport watches, and thus separate punching card would not be required to purchase (interviewee 2). Moreover, the paper maps could be replaced with smart papers, which would be like a light screen (interviewee 4). The smart paper would function as regular map, but instead of printing the maps for the trainings and competitions, the organizers could just upload the map on the smart papers. Finally, virtual mobile application might be used in the future orienteering (interviewee 5). The application would allow the orienteer to conduct trainings when he or she wishes, as one could upload the map and training instructions through the application.

A downside might be the cost of the technology. As more advance technology is applied, the price of participating in orienteering might increase, which can increase the barrier to begin orienteering. Moreover, the decision-makers in orienteering should be aware of what kind of technology increases the awareness and somehow benefits the sport, like Emit electronic punching system did. And which technologies might be risky for the essence of orienteering, for instance if the smart paper would be applied in the orienteering and it would become too smart, showing for example the orienteers whereabouts.

As the aim of the governing bodies of orienteering is to be for inclusion for Olympic Games, also the interviewees considered what would happen in the future if orienteering would be included in the Olympics. The Olympic sport -status divided the opinions of the interviewees. They acknowledge the fact, that the funding would probably be more secured if orienteering was included in the Olympics. Firstly, the interviewees believed

that as an Olympic sport, the subsidies for the sport could be more ensured. Secondly, the sponsors and partners could be more interested in the sport due to the Olympic status.

On the other hand, the interviewees were worried about the negative side effects that the Olympics would bring along. The over-commercialization of the sport could be possible. The increased money could also increase the negative aspects. Until now orienteering has not suffered, at least in great extent, of substance abuse, result fixing or cheating. These aspects could arise with Olympic sport -status, which is a matter of consideration.

After all, orienteering is a part of the Finnish sport and physical culture, and thus it is affected by the general trends in our society. In some parts, orienteering has enjoyed the growth because of the trends in the sport and physical culture, such as people searching for new bodily experiments which one can find in orienteering. Further, the new sport technologies have assisted orienteering to attract participants as one can get accurate data on his or hers whereabouts during the route due to the GPS-tracking which is available in most of the sport watches today. Without these changes, orienteering probably would not have enjoyed similar general interest which it has today.

5 DISCUSSION AND CONCLUSIONS

The purpose of this study was to determine the possible changes of the Finnish orienteering during 2000-2015. Additionally, the reasons behind the possible changes were investigated together with how the possible changes have influenced the orienteering in Finland. In the following is the summary of the outcomes of the interviews. Then in the subsequent chapters, 5.1.-5.4., the outcomes are discussed and conclusions are drawn. Finally, reflections are made on this research process and suggestions for the future research are given.

The changes that orienteering in Finland has undergone during the studied period can mostly be perceived positive from the perspective of the sport's growth and vitality. There are few changes that are characteristics to the Finnish orienteering during 2000-2015: the increased media coverage together with visibility, the increased interest towards orienteering and the technological developments.

The technological developments have facilitated the improved media coverage. For its part, the improved media coverage has been one of the factors behind the success of the orienteering during the examined years. In many respects, orienteering appears to have evolved from the sport of which targets specific group of people into the sport which attracts Finnish people in a larger-scale as well. There are three aspects which have risen along the growth in interest towards the sport and the better visibility of the orienteering. Those aspects are the sport-media triangle, the boom of the fitness orienteering and the fragmentation of the elite, competitive and fitness orienteering.

The attractiveness of the orienteering has growth due the media coverage. There has been some interest in sponsoring and partnering with orienteering. Nonetheless, the commercialism of orienteering has been somewhat limited. One may question the strength of this change, as the interviews suggested that there is a tendency to overestimate the return of investment from the advantages of the visibility regarding the commercial value.

The attractiveness of orienteering is best seen in the increasing number of fitness orienteers. There has been a steady growth of new fitness participants throughout the studied period. The media and established position of Jukola relay within the Finnish sport and physical culture have been the key factors to facilitate the growth

The elite orienteering has shifted towards functioning under the laws of commercial market forces, which has been the tendency of the other sport disciplines as well for some decades now. As the elite orienteering has transformed towards product, the fitness and competitive orienteering have remained like a physical activity. The fragmentation of the elite, competitive and fitness orienteering has occurred during the examined years.

5.1 The postmodern orienteering

The postmodern Finnish sport and physical culture is defined by the expansion of the definition of sport (Zacheus 2008, 87), the consumption of the sport (Zacheus 2008, 86-87), diversification and differentiation of the sport club activities (Koski 2012a), change towards less time-consuming sports (Piispa 2013), individualism and self-actualization (Tähtinen, et al. 2002; Zacheus 2008, 87; Kokkonen, 2015, 302), the developments of technology (Koski 2009) and acknowledging the significance of the physical activity to the society (Koski 2009).

Similar characteristics were found also in postmodern orienteering. In orienteering the expansion of the definition of sport has occurred during the 2000-2015. The new participants in orienteering appear to have shaped and broaden the definition of orienteering to cover fitness, competitive and elite sport whereas earlier the orienteering as a sport appeared to cover only competitive and elite orienteering. These new participants seem to consume the orienteering as a product and not take actively part to the other sport club activities. Additionally, the governing bodies of orienteering forward and develop orienteering as an entertainment product for the spectators and physical activity product for the participants.

In the orienteering, the trend of devoting less time to the sport seems to be one of the characteristics of the postmodern orienteering. This is seen all over in orienteering: in the popularity of shorter distances and fitness events, in the decreasing number of competitive orienteers and in the pressure of amending the competition events to become less time-consuming. As the society that we live in appears to only go towards more hectic lifestyles, even less time might be devoted to the orienteering in the future.

The individualism and self-actualization are not only seen among the fitness participants in orienteering as presented in the chapter 5.1. Also, the lifestyle orienteers seem to seek

new experience within orienteering. For instance, the ultra-long orienteering distances have increased their popularity in recent years within orienteering community.

The technology introduced appears to have one of the key roles in the postmodern orienteering. It has not only enabled the media interest but also it has tempted new participants to try orienteering. The orienteering community seems to be aware of technological developments in the society, and orienteering as a sport has benefitted from the modern technological possibilities.

The societal importance of the physical activity has been emphasized in postmodern sport and physical culture (Koski 2009, 17-18). The FOF has understood that also orienteering must take part to the society and thus has raised points in which orienteering can participate (SSL 2014b). In this study, the significance of orienteering to the society was not evident. It seems that on the grassroot level the idea is not well established.

I suggest that in orienteering the societal importance of the sport could be acknowledged even stronger. Orienteering is an outdoor sport which does not require any special facilities. Moreover, by participating in orienteering one typically established a strong relationship with the nature. Both aspects are central ideas of sustainable development and thus could be taken into the consideration.

The postmodern orienteering appears to have bridged the gap to the other endurance sport and to the sport and physical culture in general during the 2000-2015 in regards of vitality, media coverage and attractiveness. Prior the millennium orienteering seemed to have challenges to be interesting for the media and sponsors, but nowadays it is equally competing with other sports. It seems that orienteering is now equally attractive sport, as any other endurance sport, in the competition of the media coverage and resources which were not available for it previously.

Overall orienteering as a sport appears to have succeeded in modernizing the sport. However, the sport is still the same, as the principal of orienteering (to navigate through a course with the help of map and compass) has remained untouched. The Finnish orienteering at present can be considered as a postmodern sport, which has all the possibilities to maintain its vitality within sport and physical culture and even still grow.

5.2 The boom of fitness orienteering

The growth of fitness orienteering participants has been one of the key changes during 2000-2015. It is clearly demonstrated by the number of the FOF (SSL 2016d) and by this study. Some of the factors behind the growth appeared to be, according to this study, the increased media coverage, technological developments and general attractiveness of orienteering. However, I suggest that besides of as suggested by the interviews, one of the major factors behind the increased amount of fitness orienteering participants can be found in the general trends in postmodern society.

One of the megatrends during the 21st century has been the individualism and self-actualization (Tähtinen, et al. 2002; Zacheus 2008, 87; Kokkonen, 2015, 302). The individuals try to distinguish themselves from the masses and orienteering has been one of the sport disciplines taking advantage of this trend. Formerly orienteering had a reputation of being somewhat old-fashioned sport. During the studied period the sport disciplines exercised in nature have increased their status, among which orienteering.

Orienteering further alienates itself from other disciplines conducted in the nature, for instance cross-country running, by its extreme-aspect perceived by new participants. The extreme in relation with orienteering means that one 'survives' through the orienteering course only with the help of map and compass. Thus, individuals also find new bodily experiments within the sport. This phenomenon is especially seen in the Jukola as the motivation to participate for just to complete or make through the route, is increasing within the participants. In this regards orienteering can be considered an extreme health-enhancing sport.

What is further interesting in regards the fitness participants, is the attitude towards the increasing fitness orienteering within this research. Throughout the interviews, it appeared that the interviewees considered the increased attractiveness of orienteering good, but simultaneously they seemed to emphasize that the orienteering community has failed in tempting these new participants to become competitive orienteers. It seems that the interviewees only considered the growth of the orienteering to happen through those who attend the competitions and thus purchase the competition license, even if the fitness orienteers tend to be rather devoted to the sport.

In 2011 the FOF conducted a study of those who participate in fitness orienteering events. Almost half of the respondents identified themselves as fitness orienteers. However, more than 90 % of the respondents had participated in orienteering for more than one year and those who regarded themselves fitness orienteers more than 70 % of them participated at least once a week to an orienteering event. (SSL 2011b.) This study demonstrated that the fitness orienteers participate in orienteering actively.

The idea of competitive orienteers being the ones to ensure the growth and the vitality of the orienteering might derive from the economic. The competition license is directly purchased from the federation whereas the fee for fitness orienteering has traditionally brought more money for an orienteering sport club than to the federation. Thus, the central idea might have been that there must be as many licenses purchased as possible to secure the economic input to the federation.

Moreover, it seems that in the orienteering community, there is a conceit that an orienteer is only active participants if they attend the competitions and that the vitality of orienteering is only measured or demonstrated by the number of competitive orienteers holding the competition license. However, it might be changing as the FOF has reacted upon the increased number of fitness orienteers by shifting the strategical point of view from competitive orienteering to fitness orienteering (SSL 2016d). The change of attitude was not yet seen in the outcomes of the interviews, and also the strategical decision was made in the last years of studied period. It might take same time before the idea of that also a fitness orienteer can be active orienteering is implemented. For now, in orienteering community there is still a paradox which seems to be prevailing: participant who actively takes part in fitness orienteering, is not considered an active participant.

5.3 Opinion conflicts in orienteering

Throughout this thesis, the two conflicting opinions have been present regarding some changes in orienteering community. Especially, there are two opposing opinions in regarding the orienteering events and specifically the status of the long distance orienteering as discussed in the chapter 4.3.2. These above presented opinions were also present among the interviewees of this study. Based on such a small sample, it is

impossible to make any generalizations on the opinions. However, it would be fruitful to understand where this conflict of opinions derives from.

One aspect that might affect the opposing opinions found in orienteering is the age. In this study, it appears that the older the person the traditional the perspective. The younger interviewees seemed to perceive the evolution of the orienteering natural. On the contrary, the older interviewees seemed to appreciate more the orienteering in forested terrains and longer distances. Further, if the interviewee had strong international relationships or networks it seemed to encourage the person to perceive changes positively. The other demographic information seemed not to influence the opinions, such as gender, the years participated in orienteering or whether the interviewee had begun orienteering by influence of a family member.

In a larger scale, what possibly might cause the conflict of opinion is the general feeling of frustration. Some participants of the orienteering community appear to feel that the IOF does not listen to their opinions. On the other hand, the IOF seem to think that some participants of orienteering community do not appreciate their efforts they make for maintaining the vitality of the orienteering.

There have been many changes occurred in relatively short amount of time, and new participants who have shaped the sport during the beginning of the 21st century. It is only natural for the human to feel uncertainty and resist the change. As the resistance still seems to be rather strong, it can be questioned whether the changes have been thoroughly explained to the participants of the orienteering community? Further have the governing bodies of orienteering arranged enough of possibilities for participants express their opinions? In general these two aspects, if conducted properly, lower the feeling of resistance.

Another aspect that raises widely discussion and opposing opinions in orienteering community, is the predominant aim of the IOF, the inclusion for the Olympics. As within this study, also in the orienteering community it seems to divide opinions. I would like to raise the question that if the aim of the IOF would not be in reaching the Olympic sport - status, what it would be then? If a competitive sport wishes to be internationally credible what other options it has than aim for the Olympics? I believe this aim has lot to do in increasing the credibility of the sport both within the sport world and in the eyes of the possible sponsors and investors. Even in the case if the aim would never be reached.

However, the discussion about the essence of orienteering is nothing new. Already during 1930s there was discussion whether orienteering should consist of shorter routes in easier terrain in an attempt to attract people. Further topic for the discussion during those years was whether orienteering should be a competitive sport or just leisure activity, without the competition aspect. Even the discussion about orienteering being some day Olympic sport has been present already in 1940s. (Rantala 2016, 52; 80.) In these regards it might be concluded that it is good for the orienteering that there is discussion about the possible changes and developments that are to be implemented. And at present it seems that within the orienteering community the aim, to sustain the vitality of the sport, is agreed on but the means to reach the aim are diverse. In regards the discussion it should always be evaluated: does the discussion move the ideas forward and through that benefit the sport or does it only tread the water?

5.4 The next controls of orienteering

It is plausible that orienteering will experience rather great upheavals also in the future. Another one is just around the corner. From 2019 onwards, the WOC event will be split into two events alternate years: the forest and urban championships. The forest event includes long distance, middle distance and relay. The urban event will consist of sprint distance, sprint relay and a new event, which will be decided later. (IOF 2015b; Helsingin Sanomat 2015.) As already some consider that the sprint distance is slowly turning to separate discipline, the future might hold even stronger division between the forest disciplines and urban disciplines. By creating two events for the World Championships, the outcome might be increasing specialization into diverse distances. The greater the specialization among athletes, the more likely it is that the orienteering will divide into two disciplines.

A further strengthening factor of division into two disciplines, would be the nomination to the Olympic Games. As already stated, the long distance orienteering probably is not suitable for the Olympics. First, because of the difficulties in some countries to find suitable forested areas for the competition. And second, because the Olympics are typically held in the cities, and thus the competition center of the orienteering should be placed in the rural area, far from the rest of the Olympic Village.

One of the factors speaking for orienteering to be included in the Olympic program is that orienteering could be a sport that supports sustainable development in the Olympic Games. Orienteering events do not require any special facilities to be built. The competitions are held in existing terrains or urban areas and thus no white elephants would be built in vain. In this sense, orienteering could be a pioneering discipline to demonstrate to the other Olympic sports, that elite sport events can be organized following the principles of the sustainable development.

Consequently, if orienteering would be included in the Olympic program, the possible events would be sprint distance and perhaps the middle distance. This could reduce the interest of elite orienteers to participate in long distance competitions. If this was the case, orienteering might, in the future first divide into two separate disciplines, namely urban and forest disciplines. This might lead the forest discipline losing its value as competitive discipline, and turn into a fitness sport practiced more in orienteering for fitness occasions. In the worst-case scenario, the entire forest discipline would be in danger to vanish.

To finish, orienteering must tackle some great questions in the future to secure its existence. The global megatrend of urbanization can affect orienteering also in Finland. As ever-increasing number of people are living in the cities now, the accessibility of the orienteering events comes to the question. Are the orienteering events in the forested areas long way from cities accessible anymore and how do orienteers travel to the orienteering events given the transportation in cities will probably change from private cars to public transportation? If transportation question is not addressed thoroughly, orienteering might turn to only its urban form.

5.5 Reflections on this research process

In this chapter I reflect this research project. Additionally, I attempt to evaluate this research. This Master's Thesis process has been invaluable project for me, since I have learned quite a lot about conducting a research while doing it. However, there are some things that I would have done differently if I had to do this process again.

I was very lucky in that the topic I presented was eligible for this research. Orienteering is a hobby of mine, and thus the interest towards the studied matter kept me going even

during the hardest time. Additionally, I think I succeeded in restricting the topic since I did not feel, at any point, that the studied topic was too wide nor not cognizable.

Nevertheless, the issue related with the topic was the literature. Most of the studies in orienteering have been conducted in the past, and thus the recent literature was lacking. While this was a problem that I had to overcome by finding sources of other kind, such as magazines and reports. It still might be one of the limitations of the study, as the theoretical background of the studied topic could have been somewhat stronger. Right at the beginning I could have been more active in gathering the literature. I could have thought outside the box and not only rely on written sources, but also use other kind of material.

Another limitation of the study is the interviews. The interviewees represented mainly one perspective of the development of orienteering, the organizational side of orienteering. Thus, the viewpoint of the study might be one sided. Also, the average age of the interviewees was rather high. Even if the interviewees had had several diverse roles in orienteering, during the studied period they all were engaged with the background work of orienteering. For example, by interviewing athletes the outcomes of the study might be slightly different. Thus, if I would do the process again, I could include some viewpoints of elite, competitive or fitness orienteer or interview also younger participants.

The translation of the interviews from Finnish to English might include also risk, that I have misinterpreted or mistranslated some parts of the interviews. Words might have various meanings, interpretations and nuances for diverse readers. Further, as I am not native in English, some of my word choices might not exactly correspond to the Finnish word even if the words were carefully selected. Thus, to reduce the risk of misinterpretation the quotes were represented in both languages.

I found the most demanding part with this process to be the study and analyze the interviews as objectively as possible, and not be affected by own opinions, assumptions or perspectives. I believe that I succeeded fairly well in the analysis and objectivity of it. Through the analysis I learned how to embrace the role of the researcher and to keep distance to the matter analyzed.

Overall this Master's Thesis process has been extremely educational project. Above all the learning outcome has been that I am capable of conducting a study and writing an

academic paper, even in my second language. Additionally, I think that I maintained the objectivity throughout the paper, and thus I learned how to interpret studied phenomenon in academic manner. Additionally, I have learned new perspectives of the Finnish orienteering.

In the beginning of this process my perception of the development of the Finnish orienteering was slightly different what it is now, at the end of this process. Previously, I thought that orienteering kind of drifted forward, and was in a right place at the right time, so to say with the technological development and such. After this process I became aware how much work there has been conducted within orienteering and for orienteering to reach the status of orienteering what it is today.

5.6 Suggestions for future research

In this closing chapter I will give some proposals for the future studies. First, it would be interesting to investigate what is the role of the Finnish National Broadcaster (YLE) within the increased media coverage of orienteering. It is clear that if YLE had not begun broadcasting orienteering in the extends what it broadcasts now, orienteering would not have attained such an interest.

Second, the motives of the new fitness orienteering participants to begin orienteering could be examined thoroughly. This research could only cover the insights of the interviewees and thus no firsthand data was gained through this study. Especially, as the fitness phenomenon is growing stronger in orienteering, this matter is of importance to study.

Finally, the evolvement of orienteering prior this studied period should be examined. The 1980s and 1990s set the beginning for the interest towards orienteering. Orienteering was among the first sport disciplines to begin organizing fitness events in 1980s. It would be exciting to know how this fitness phenomenon affected orienteering and were there also similar discussion about the essence of orienteering as there has been during this studied period.

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APPENDICES

Appendix 1 - The interview grid

Main theme	Sub theme	Supporting questions
<p>Change in orienteering as a sport</p>	<p>Elite orienteering Competitive orienteering Fitness orienteering Organizing of orienteering events</p>	<p>How do you think orienteering as a sport has change during 2000-2015? <i>Miten koet suunnistuksen urheilulajina muuttuneen vuosina 2000–2015?</i></p> <p>In which ways do you think elite orienteering has changed? In which ways do you think fitness orienteering has changed? <i>Miten/millä tavoin koet, että kilpasuunnistus on muuttunut?</i> <i>Miten/millä tavoin koet, että kuntosuunnistus on muuttunut?</i></p> <p>Do you consider that orienteering has become more professionalized during the given time? In which ways orienteering has or why it has not professionalized? <i>Onko suunnistus mielestäsi ammattimaistunut kyseisenä ajanjaksona? Millä tavalla suunnistus on tullut tai miksi ei ole tullut ammattimaisemmaksi?</i></p> <p>How has the nature of participating in orienteering changed during 2000-2015? How have the reasons and motives why people participate in orienteering changed during those years? <i>Miten suunnistuksen harrastamisen luonne on muuttunut vuosina 2000–2015?</i> <i>Miten ihmisten suunnistuksen harrastamisen syyt tai motiivit ovat muuttuneet annettuna ajanjaksona?</i></p>

		<p>How have orienteering events changed during the given time? <i>Miten suunnistustapahtumat ovat muuttuneet annettuna ajanjaksona?</i></p> <p>Which kind of changes (benefits or challenges) there has been in organizing orienteering events during the years 2000-2015? <i>Millaisia muutoksia (hyötyjä tai haittoja) suunnistustapahtumien järjestämisessä on tapahtunut vuosina 2000-2015?</i></p>
<p>New technology</p>	<p>EMIT GPS Mapping programs</p>	<p>How the new timing system, EMIT, was introduced in orienteering? How it was received by orienteers? <i>Miten uusi ajanottojärjestelmä, EMIT, otettiin käyttöön suunnistuksessa? Millaisen vastaanoton se sai suunnistajien keskuudessa?</i></p> <p>How do you see the timing system in orienteering now compared to old systems? <i>Millaisena koet eron nykyisen ja vanhan ajanottojärjestelmän välillä?</i></p> <p>How have the new mapping programs changed the way how to organize orienteering events (practices, competitions)? <i>Miten uudet kartoitusohjelmat ovat muuttaneet sitä, kuinka suunnistustapahtumia (harjoituksia, kilpailuja) järjestetään?</i></p> <p>How the GPS-tracking was introduced in orienteering? How it was received by orienteers? <i>Miten GPS-seuranta otettiin käyttöön suunnistuksessa? Miten suunnistajat ottivat sen vastaan?</i></p>

		<p>Which kind of aspects GPS-tracking has brought to orienteering as a sport? <i>Millaisia näkökulmia GPS-laitteisto on tuonut suunnistukseen urheilulajina?</i></p> <p>How orienteers are taking benefits of GPS-tracking? <i>Miten suunnistajat hyödyntävät GPS-laitteistoa?</i></p> <p>What kind of benefits/challenges new technologies introduced in orienteering have created? <i>Millaisia haasteita/hyötyjä uudet suunnistusteknologiset tuotteet ovat luoneet?</i></p> <p>Have these new technologies changed orienteering as a sport in some ways? How or why not? <i>Ovatko nämä uudet teknologiatuotteet muuttanut suunnistusta urheilulajina jollain tavalla? Miten tai miksi ei?</i></p>
New events	Sprint distance Middle distance Sprint relay	<p>How do you experience the new events of orienteering? <i>Minkälaisiksi koet suunnistuksen uudet kilpailumuodot?</i></p> <p>How do you see the balance between these new events and older, longer events? <i>Miten koet uusien ja vanhojen, pidempien kilpailumuotojen olevan tasapainossa keskenään?</i></p>

		<p>Why do you think these new forms were introduced to orienteering? <i>Miksi luulet, että nämä uudet kilpailumuodot otettiin käyttöön suunnistuksessa?</i></p> <p>How these new events introduced have affected the elite orienteers or their training? (For ex. is there some kind of specialization.) <i>Miten nämä uudet kilpailumuodot näkyvät huippusuunnistajien keskuudessa tai heidän harjoittelussaan? (Esimerkiksi onko jotain erikoistumista tapahtunut.)</i></p> <p>Which kind of challenges or needs of improvement there are in orienteering in relation to diverse distances? <i>Millaisia haasteita tai kehittämisehdotuksia mielestäsi liittyy eri kilpailumatkoihin?</i></p>
<p>Commercialism</p>		<p>How would you describe orienteering as a product? <i>Kuinka kuvailisit suunnistusta tuotteena?</i></p> <p>In your opinion, is orienteering a commercialized sport? And how does it appear/does not appear in orienteering? If not, please motivate. <i>Onko suunnistus mielestäsi lajina kaupallistunut? Jos on, niin miten se näkyy tai on näkymättä suunnistuksessa? Jos ei ole, niin perustele.</i></p> <p>How do you see commercialism has appeared/developed/changed in orienteering during examined 15 years (2000-2015)?</p>

		<p><i>Miten kaupallisuus on näkynyt/edistynyt/muuttunut suunnistuksessa tutkittavina olevina 15 vuotena (2000-2015)?</i></p> <p>What kind of benefits/challenges commercialism has brought to orienteering as a sport? <i>Minkälaisia haasteita/hyötyjä kaupallisuus on tuonut suunnitukseen urheilulajina?</i></p> <p>What kind of benefits/challenges commercialism has brought to orienteering events? <i>Minkälaisia haasteita/hyötyjä kaupallisuus on tuonut suunnistustapahtumiin?</i></p>
<p>Media</p>	<p>TV Internet Social Media</p>	<p>In your opinion, has orienteering become media friendly during 2000-2015? How it can be seen or not seen? <i>Onko mielestäsi suunnistuksesta tullut mediaystävällinen laji vuosina 2000–2015? Miten se näkyy tai on näkymättä?</i></p> <p>In your opinion, is orienteering suitable as a TV sport? Why or why not? <i>Sopiiko suunnistus mielestäsi TV-urheiluksi? Miksi tai miksi ei?</i></p> <p>There has been some media attendance in some orienteering events. Which kind of extra challenges, benefits or demands it sets towards event organizers or towards orienteering as sport?</p> <p><i>Joissain suunnistustapahtumissa on ollut mediaa paikalla. Millaisia haasteita, hyötyjä tai</i></p>

		<p><i>vaatimuksia se asettaa suunnistustapahtumia tai suunnistusta lajina kohtaan?</i></p> <p>What benefits and/or challenges media attention creates or can create to orienteering? <i>Mitä hyötyä ja/tai haittaa median kiinnostuksesta on tai voi olla suunnistukselle?</i></p> <p>How have the new technologies (for ex. EMIT and GPS-tracking) affected the media's interest towards orienteering? <i>Miten uudet teknologiat (esim. EMIT ja GPS-seuranta) ovat vaikuttaneet median kiinnostukseen suunnistusta kohtaan?</i></p> <p>How have the new events affected the media's interest towards orienteering? <i>Miten uudet kilpailumuodot ovat vaikuttaneet median kiinnostukseen suunnistusta kohtaan?</i></p> <p>How do you see the role of media in internationalizing of orienteering? <i>Minkälaiseksi koet median roolin suunnistuksen kansainvälistymisessä?</i></p> <p>What is the role and which kind of role do you think is the role of Internet in orienteering? Or in the following of orienteering? <i>Mikä ja minkälainen on mielestäsi Internetin rooli suunnistuksessa? Tai suunnistuksen seuraamisessa?</i></p> <p>In your perspective, what is the role and which kind of role is the role of social media in orienteering?</p>
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		<p><i>Mikä ja millainen on sosiaalisen median rooli mielestäsi suunnistuksessa?</i></p> <p>What kind of benefits/challenges social media and/or Internet has brought to orienteering? Why?</p> <p><i>Minkälaisia haasteita/hyötyjä sosiaalinen media ja/tai Internet on tuonut suunnistukseen? Miksi?</i></p>
Future		<p>How do you think the near future of orienteering looks like?</p> <p><i>Miltä suunnistuksen lähitulevaisuus mielestäsi näyttää?</i></p> <p>How would you describe orienteering as a sport in 2027?</p> <p><i>Miten kuvailisit suunnistusta urheilulajina vuonna 2027?</i></p>

Is there something that you would like to discuss and/or add in some question or theme?

Haluaisitko kertoa ja/tai lisätä jotain johonkin kysymykseen tai teemaan liittyen?

Is there something that you would still like to discuss in regards of orienteering?

Haluaisitko keskustella vielä jostain suunnistukseen liittyen?

Background information

Gender/ *Sukupuoli*

Age/ *Ikä*

Civic occupation/ *Ammatti*

Place of residence/ *Asuinpaikkakunta*

Are you a member of orienteering club? If yes, please name it. / *Oletko suunnistusseuran jäsen? Jos olet nimeäisitkö minkä seuran jäsen olet?*

When and how did you start engaging yourself with orienteering? When and how did you begin orienteering? / *Milloin ja miten aloitit suunnistamisen?*

How many years have you been participating in orienteering? In which ways have you participated in orienteering during those years (as an athlete, coach, in sport club, in orienteering federation, internationally and so forth)? / *Kuinka monta vuotta olet harrastanut suunnistusta tai toiminut suunnistuksen parissa? Millä tavalla ja tasoilla eri aikoina olet toiminut (kilpailijana, valmentajana, seurassa, liitossa, kansainvälisesti jne.)?*

In which kind of role do you have in orienteering now? / *Millaisessa roolissa/rooleissa toimit suunnistuksen parissa nyt?*

How involved do you find yourself with orienteering? How much time do you allocate to orienteering in a regular week (during winter/summer)? / *Kuinka aktiivinen olet suunnistuksen saralla? Paljonko käytät siihen aikaasi viikoittain (kesällä/talvella)?*

Appendix 2 - The themes of the content analysis

Main theme	Elite, competitive and fitness orienteering	Technology	Orienteering events	Commercialism	Media	Future	Background information
Sub-themes <ul style="list-style-type: none"> • sub-theme of the sub-theme 	Fragmentation	Emit <ul style="list-style-type: none"> • accessibility 	Events in the competition calendar	Professionalism	The influence of the technology and events	Attracting youth to participate in orienteering <ul style="list-style-type: none"> • indoor orienteering 	
	Participants in orienteering <ul style="list-style-type: none"> • Motive to participate in orienteering 	GPS-tracking <ul style="list-style-type: none"> • Entertainment • Coaching 	Views on the events	The relation of technology, events and media	The personalities	Technology Olympics	
	Competition calendar	Map technology <ul style="list-style-type: none"> • accessibility 	The challenges and improvements in relation to the events	Orienteering as a product	The role of federations		
	Specialization of the athletes	General perceptions on the technology	Volunteerism in orienteering	The role of the federations	Internet as a tool and social media <ul style="list-style-type: none"> • international vs national 		
	From top to bottom <ul style="list-style-type: none"> • the FOF and the IOF • Amending the sport • The influence of other endurance sport disciplines • 2 main aims 	Impacts of the technology	Background work in orienteering <ul style="list-style-type: none"> • Organizing of events • The demands towards organizing • Media and events • Technology in events • Commercialism in events 	The sport-media triangle	The sport-media triangle		
			Jukola relay	The benefits and challenges of commercialism	The role of media in orienteering <ul style="list-style-type: none"> • benefits and challenges 		