

The marketing research on potential outbound tourists in Shanghai to travel in the Kuopio region

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THESIS**Abstract**

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<p>Abstract</p> <p>Despite vast researches have been made in the tourism industry, little is known about the tourism in the Kuopio region and the sport activities. This thesis aimed to seek the potential outbound tourists in Shanghai who would be interested to travel to Finland, especially the Kuopio region. The sport activities in Kuopio are popular so that the thesis is also about attitudes of sports tourism.</p> <p>The thesis is made up of two parts: the theoretical part and the empirical part. The author introduces sports tourism and consumer behaviors in the theory part. In the empirical part, the author conducted a research and quantitative approach was used to collect and analyze the data. The questionnaire was divided in three parts: the demographic part, the questions of sports tourism, and motivators and determinants of traveling to Finland. The scientific methods to analyze the data contain the Mann-Whitney test, Cross-tabulation, and the measures of shape.</p> <p>The limitations of this study focused on the data collection. Firstly, the author, as one graduating student at Savonia UAS, had no economic resources and relationships to determine the large sampling size. Then, the time was not enough to collect a large number of data. Finally, there were some biases affecting the validity and variability of data during the process of data collection. But the results of that questionnaire were still so valuable as to analyze and even make another marketing research later.</p> <p>Findings from the quantitative research in the empirical part show that most of potential outbound tourists in Shanghai are interested in Finland, especially potential sports tourists. The preference for clean lake instead of the Santa Claus indicates the potential of Kuopio to be the popular tourism attraction in the near future. Motivations and attitudes of these potential tourists are discussed in Chapter 5.</p>		
Keywords The Kuopio region, Sports tourism, Potential outbound tourists in Shanghai, Consumer behaviors		

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APPENDIX

1 INTRODUCTION

The objective of this thesis is to explore the motivations and attitudes of potential outbound tourists in Shanghai and nearby area to travel to Finland, especially the Kuopio region. Due to the tourism operators in the Kuopio region offer the sport activities, the marketing research is written in order to gain a better understanding of potential outbound tourists on both the sports tourism and their interests of traveling to Finland, especially the Kuopio region. The main expectation, after analyzing the quantitative research, is to make suggestions in order to attract these potential tourists to travel in the Kuopio region. There are several reasons why the author chose this topic below.

Firstly, most of relevant researches predicted that China is becoming the largest source market for international travel, even if the specific data of Chinese outbound tourist population is problematical. It is worthwhile to pay for the valuable information of potential Chinese tourists traveling to Finland. According to the statistics of the National Tourism Administration, there are 98.19 million Chinese tourists in 2014 traveling abroad and the scale of consumption hits a new record high, totally 128.7 billion dollars abroad (Lpsos 2014, 06). The report by Oxford Economics for IHG (InterContinental Hotels Group) shows that Chinese travelers just made over 67.5 million trips in 2014 (Oxford Economics 2014, 03).

Then, the tourism industries in European countries have a bright future. To satisfy these potential tourists in the near future, the marketing research should be prepared in advance to handle with the situation possible to occur. That is the importance of the topic of this thesis. Even though Asian countries are still the main China's outbound tourism market based on the analysis of travel destinations, European countries can be potential in the future because a small market share proof suggest plenty of room for growth. In the first quarter of 2015, the number of tourists organized by travel agencies traveling to France just accounts for 3% of the all number, even though France is one of the most popular tourist attractions in the European countries for Chinese travelers. In the first half of 2015, the number of Chinese travelers to Germany was 1.7 times that of the same period of pervious year. (China National Tourism Administration 2015) The small increase on the market share can bring enormous business opportunities to these European countries.

Finally, it is proper to select potential outbound tourists in Shanghai to explore. A rising number of tourists travelling abroad are from metropolises such as Shanghai, Guangdong and Beijing, which accounts for 15% of the total Chinese outbound tourists. (Lpsos 2014, 08) Based on the results of

the empirical survey conducted by Turku School of Economics (2014), around 33% of potential tourists are from Shanghai to Finland.

Besides, other European countries as the tourist attractions are not analyzed in this thesis. Not only for the Chinese outbound tourists, are north European countries not competitive compared with the major tourism players in Europe such as France or Italy. In 2014, there are 6 European countries appeared in the Top 10 ranking by international tourist arrivals. France was still the first on the ranking of international tourist arrivals with 84 million tourists (UNWTO 2015, 06). But the topic of this thesis is about how to attract Chinese outbound tourists to travel in the Kuopio region, Finland. People who travel to Finland are more likely to be the potential tourists to travel the Kuopio region. So other European countries were not discussed in this thesis.

Apart from the introduction of sports tourism and the Kuopio region, the theoretical study describes the outbound Chinese tourists, which are from the collected secondary data, based on three theoretical fields: Consumer behavior, Consumer behavior of tourists, and consumer behavior of Chinese tourists. It is made up of existing researches, professional books, articles and as well as the author's own thoughts in order to do the quantitative business research. There are both secondary data and primary data used to prove or disprove the main findings.

2 TOURISM IN THE KUOPIO REGION

Tourism, as the field of study has its own right. Disciplines in the tourism industry involve the social and global phenomenon from different perspectives including business, leisure, pleasure, religion, education, security and politics. Definitions of tourism are various and different based on different emphases. But all the definitions are incomplete but pragmatic. Some definitions only provide part of the explanation based on before, during and after the travel experiences respectively. A number of tourism forms are defined according to the purpose of travel. Generally, if not consider whether or not tourism includes day trips, tourism refers to the movement away from home to the other side of the world and all the activities and trips encompassed can be tourism. (Weed & Bull 2009, 61; Ateljevic & Page 2009, 10-11)

Kuopio is the eighth biggest city in Finland, located in the region of Lakeland. Known as the cultural center of Eastern Finland, Kuopio contributes to the musical and dance education. Many related events are held in Kuopio annually such as ANTI – Contemporary Art Festival, Kuopio Dance Festival, Kuopio Rockcock, or Kuopio Wine Festival. (Hakala, J., Laatikainen, J., Luoma, K. & Moisala, K. 2007, 35-54)

Sport activities are also popular in the Kuopio region. Kuopio is not only home for ski jumping, sailing and world champion ship skating, but also organizes the Finland ice marathon annually. The competition includes various sport items such as a 50-kilometre sprint race or 200 kilometres. The ice-hockey is the traditional sport activity in Finland. Kuopio has its own profession ice-hockey team called Kalevan Pallo (KalPa) since 1945. (Hakala, J., Laatikainen, J., Luoma, K. & Moisala, K. 2007, 95-100) In summer, Finnish people take part in the triathlon held in Kuopio. In 2016, the Kuopio Triathlon Competition will be open on 13th August (Kuopio Triathlon 2016).

If it is possible to attract more sports tourists to travel, Kuopio, as a tourism city, can be competitive compared with the Lapland region or Helsinki. So, the topic of this thesis focus on the attractiveness of sports tourism in the Kuopio region. The next paragraph mainly introduces the definition of sports tourism and the category of sports tourism industry.

The concept of 'sports tourism' can be explored in great details and there is no brief understanding of that type of tourism because the term, 'sports tourism', is more than the simple combination of

sport and tourism. To understand the conceptualization of sports tourism, people should know the definitions of both sport and tourism firstly. (Weed & Bull 2009, 58)

As with tourism, mentioned in the beginning of this chapter, it is also difficult to definite the term of sport because of the rules to divide activities into sport. There are some key characteristics of sport like vigorous physical activity or physical skill, competition and codified rules. Many activities can be identified as sport based on these key characteristics. But some other activities also can be classified into sport like cycling or jogging. Therefore, the definition of sport is wide-ranging and non-competitive recreational activities also involve some form of sports. These activities also have considerable tourism potential. (Weed & Bull 2009, 58-59)

Then a definition of 'sports tourism' is 'sport away from home', combined by established definitions of sport and of tourism. The drawback of that definition is that 'sports tourism' plays a subordinate role either for tourism or for sport. So the understanding of sports tourism is not just depended on definitions of sport and of tourism. Both of them are the synergistic elements to be understood. Furthermore, the term of sport should be defined by examining the behavioural patterns of these sports tourists, who are different from other tourists. (Weed & Bull 2009, 57)

Both passive participants and active participants who attend the activities such as cycling or kayaking experience other people who can be active or passive participants. Meanwhile, it is rare for tourists complete a trip without other tourists or hosts. The features of sports and tourism interact in that way and that interaction also influence the behaviour patterns of tourists. So the conceptualization of sports tourism is based on the special interaction of activity, people and place. (Weed & Bull 2009, 62-63) In addition to, particular resources are necessary to develop sports tourism including professional locations and specific facilities. For example, there are so many route ways attract potential tourists to run or cycle. To do skiing needs the professional location. (Weed & Bull 2009, 64)

The sports tourism can be classified into three types including sport event tourism, active sport tourism, and nostalgia sport tourism. The definition of sport event tourism refers to a competitive sport event like the Olympic Games. And active sport tourism is about to participate in recreational sporting such as hiking or skiing. The definition of Nostalgia sport tourism is the travel in the famous sport-related attractions such as the NASCAR museum in North Carolina. (Ross 2001, 3-4)

The Kuopio region not only offer facilities and locations with high quality, but also has the environment of sport culture. Both winter activities and summer activities are provided in Kuopio such as downhill skiing, skiing, snowmobiling, canoeing, golf, and sports (running or Jet Ski driving). . (Hakala, J. & Laatikainen, J. & Luoma, K. & Moisala, K. 2007, 95-100) This quantitative research was developed to explore motivations for sports tourism of potential outbound tourists in Shanghai and also their interests to travel to Finland, especially the Kuopio region.

3 CONSUMER BEHAVIOUR AND CONSUMER BEHAVIOUR OF TOURISTS

The study of consumer behaviour is to analyse consumers' action when searching for, purchasing, using, evaluating and disposing of products and services that could fulfil their wants and needs. The core of consumer behaviour is how individuals make choices and purchase their available resources in order to satisfy their own wants and needs. (Schiffman & Wisenblit 2015, 30)

Four disciplines influence consumer behaviors, including psychology, sociology, anthropology, and communication. The first discipline, psychology, refers to the mental factors which affect consumer behaviors during the human mind, such as needs, personality traits, learned experience, attitude and motivations. Then, sociology discusses some influencing factors about the development, structure, functions, and problems of human society. Thirdly, culture and development of human society is another discipline called anthropology. Finally, communication is the process to exchange information by individuals, through media channels and even persuasive strategies. (Schiffman & Wisenblit 2015, 47)

The author explained the motivation and attitude factors that influence consumers as an individual and the motivators and the determinants of tourists, which influence their behaviours in the pre-decision stage, were followed respectively (Swarbrooke & Horner 2007, 51). It is because that the topic of this thesis is about motivations of potential outbound tourists to travel to Finland, especially the Kuopio region. Then the author discussed the influences of both culture and subculture in the theoretical part due to culture plays an important role on the international tourism.

3.1 Consumer as an Individual

3.1.1 Motivation, Needs, and Goals

Motivation, driving people to act or behave in a particular way, is different from the term of 'need' or 'objective', claimed by some psychologists. But human needs are relevant inextricably with motives. Generally, that is the simple model of the relationship between needs, motives, and objectives below. (Chisnall 1997, 40) Unfulfilled needs cause the psychological tension, which trigger the motivation of buying behaviours. After motivation is triggered, people endeavour to select goals and their needs may be fulfilled by the subsequent behaviours. (Schiffman & Wisenblit 2015, 83-84)

Condition of needs → State of motivation → Goal object

There are two general categories of needs indicated: biogenic and psychogenic. The biogenic needs are linked with the bodily functions such as hunger, thirst, sex, sleep, and exercise (Chisnall 1997, 40). Once achieving the satisfaction, the human organism is restored in a balance and human beings tend to pay heed to other desires. On the other hands, Psychological needs include the needs for self-esteem, affection, power and achievement, coming from family, social environment, and interactions with others. Both the biogenic needs and the psychological needs influence consumer behaviours. (Schiffman & Wisenblit 2015, 84) The tourism industry is obviously bounded up with these intangible products (Clow & Baack 2010, 07). So the marketers of tourism pay more attention to the psychological needs of tourists.

Both physiological needs and psychological needs are dormant much of the time. At a specific moment in time, the arousal of an individual's needs may also be caused by biological stimuli, emotional or cognitive processes, or stimuli in the outside environment. Advertisements are designed to arouse consumer needs and might remind a viewer of fulfilling a psychological desire or reduce the tension by buying products in these ads. (Schiffman & Wisenblit 2015, 85)

Moreover, the same goal may be triggered by positive or negative motivations. People reduce the tension by avoiding some object or condition whereas they may feel a driving force toward some object or condition. For example, overweight cause relevant health problems and force people to start exercising. But some persons are obsessed with sporting in order to look more attractive and dynamic. (Schiffman & Wisenblit 2015, 86)

So, it is not a simple process that from the arousal of needs to the subsequent behaviour. The same is true for the tourist decision-making process; that purchase decision in tourism industry is so complex because the goal is affected by myriad factors that are translated into the final purchase decision (Swarbrook & Horner 2007, 50-51). Factors during that pre-decision stage and decision process in tourism would be discussed below.

3.1.2 Motivators of Tourists

As mentioned above, tourism refers to the activities of moving to places different from normal places to live and people indulge in these pleasurable activities. The business tourism is not encompassed in this thesis as the main purpose of that trip is for work but not for play. (Swarbrooke & Horner 2007, 04)

The motivating factors 'push' the individual to take actions that are seen as likely to satisfy him or her (Moutinho 2011, 93). These various motivations influence a person to take a holiday and also the choice of one specific destination at a particular time (Swarbrooke & Horner 2007, 53). Different individual motivators can be combined in many ways due to potential variations on a theme. There are some of the main motivating factors in tourism categorized below. (Mahika 2011)

- Physical: the need for relaxing, doing exercise and curing and sex
- Emotional: the psychological needs such as nostalgia, romance, adventure, escapism, fantasy, and spiritual fulfilment
- Personal: visiting friends and relatives, making new friends, needs to satisfy others and search for economy if very limited income
- Personal Development: the intention of increasing knowledge, and learning a new skill
- Status: exclusivity, fashion ability, obtaining a good deal, and ostentatious spending opportunities
- Cultural: sightseeing, and experiencing new cultures

These factors mentioned above would be selected into the questionnaire for potential Chinese tourists based on secondary data. But that category cannot satisfy the requirements of the questionnaire alone in this thesis because a number of motivators affect tourists altogether at any one time. Real motivators can be subconscious or unconscious during their decision-making. The Leisure Motivation Scale, therefore, is used to improve the quality of questionnaire in this thesis. That model was developed by Beard and Raghob in 1983. Four types in that scale are shown below. (Swarbrooke & Horner 2007, 53)

- The intellectual component: learning, exploring, discovery, thought or imagery.
The author considered that potential tourists in Shanghai are probably not familiar with Finland, especially the Kuopio region. The intellectual component may be the motivation for them to travel in the Kuopio region. In addition, that component plays a role for people

who pursue experiencing new cultures in leisure tourism; that motivating factor should be more concerned by these Chinese tourists.

- The social component: needs for relationships of individuals, be respected by others. That component would be explored with the concept of materialism and conspicuous consumption by Chinese tourists, which would be introduced in 'Chinese tourists' behaviour' part.
- The competence-mastery component: the need to achieve, master, challenge, and compete in leisure activities, especially the physical activities in nature. Due to sport activities, as the main services or products for these tourists, are really challenging and mastering, the author would create relevant questions for potential consumers.
- The stimulus-avoidance component: escape and get away from over-stimulating life.

3.1.3 Attitude

Attitude is defined as a learned predisposition to respond in a consistent favourable or unfavourable way toward a given object (Moutinho 2011, 94). Favourable evaluation of the attitude object, such as a product or service, can motivate consumers to buy particular products or brands. On the contrary, consumers are motivated not to buy that product, towards which they have negative and unfavourable feelings. To keep consumers buying same products repeatedly, marketers must keep their positive attitudes toward the product, brand, or service. (Schiffman & Wisenblit 2015, 172)

Consumers have many attitudes toward different object such as products, services, advertisements, the Internet, and retail stores. Marketers can study consumers' attitudes in order to determine whether new products can be accepted by potential consumers, to find the difficulties of promotion in one market segment, or to learn the likelihood of these target consumers to react new products or services. (Schiffman & Wisenblit 2015, 173)

According to the tri-component model, attitudes are classified into three components: cognitive (what consumers think), affective (what consumers feel), and conative (what consumers do) (Noel 2009, 98). The difference between the cognitive component and the affective component is that the former is biased towards people's cognitions. The consumers create the features of an attitude object by direct experience and information sources. But the affective component contains the consumer's emotions and feelings towards that attitude object. Questions of attitudes to sport activities and to Finland were made in the questionnaire. (Schiffman & Wisenblit 2015, 176)

3.1.4 Determinants (Attitudes of Tourists)

Determinants, attitudes of tourists, influence which type of trip tourists prefer. There are variety of determinants such as the destination for the trip or the duration of the trip. And they are classified into two types: internal determinants and external determinants. (Swarbrooke & Horner 2007, 63) These two types of determinants are shown in Figures below.

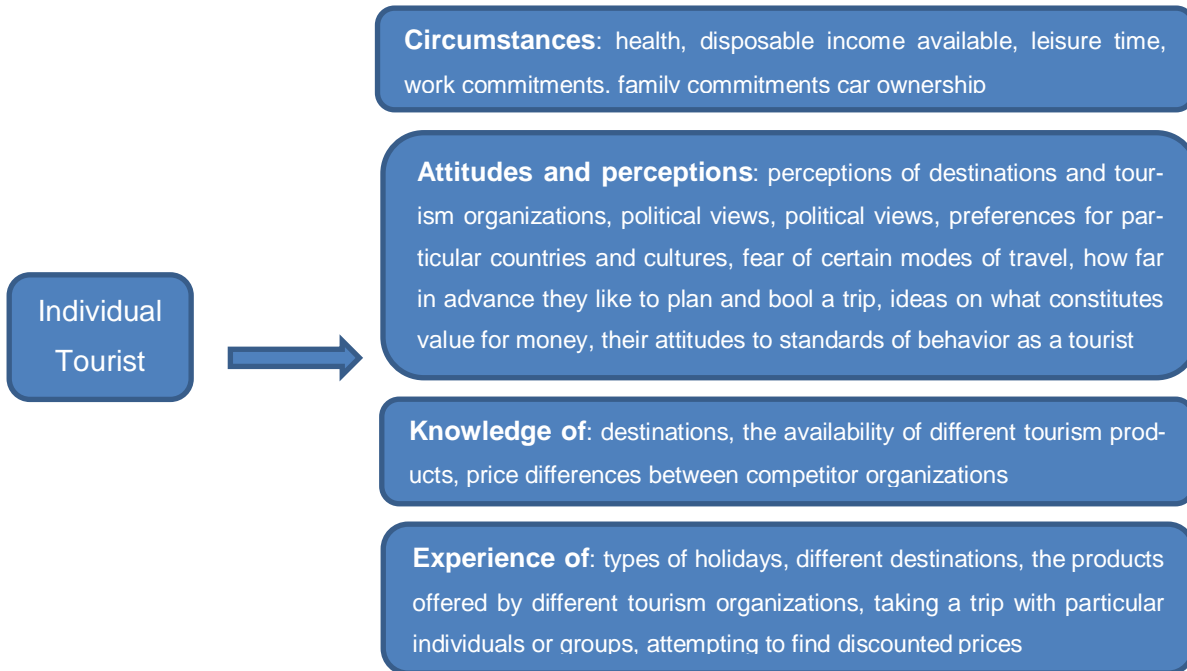


FIGURE 1. Personal determinants of tourist behaviour (Swarbrooke & Horner 2007, 63)



FIGURE 2. External determinants of tourist behaviour (Swarbrooke & Horner 2007, 64)

Different people have different attitudes, personalities, principles, fears and past experiences. So they pay attention to different determinants. Most determinants can be the facilitators and also the constraints determined by tourists. Either internal determinants or external determinants, the tourism industry should seek to understand these external determinants for their own benefit. For instance, the health problem, the determinant which is personal to the tourist, can prevent the individual from any trip. But the tourist industry can solve that issue by designing special products or services for tourists who have particular health problems. (Swarbrooke & Horner 2007, 67) In this thesis, the author focused on the role of the tourism industry and which services offered by tourism operators these tourists prefer.

3.2 Consumers in Their Social and Cultural Settings

People have their own views of the world surrounding them. An individual's conception of the world tend to differ from the set of beliefs and attitudes of another, but members in the same community are likely to share very similar sets of cognitions, which create a certain degree of uniformity. When analysing aspects of consumer behaviours, not only the basic personal psychological factors should be considered such as cognitions, perception, learning processes, attitudes and motivation, but different patterns of culture would influence individuals as members of society.(Chisnall 1997, 103) From biological needs to psychological satisfaction, human beings can share the basic characteristics in a cohesive community(Chisnall 1997, 23).

3.2.1 Culture

There are several definitions of culture based on different fields such as psychology, anthropology, history and literature. According to the theory called 'The Cultural Background of Personality' made by Linton, culture extends to include all the activities that characterize the behaviour of particular communities of people. The definition of culture as follows: 'A culture is the configuration of learned behaviour and results of behaviour whose component elements are shared and transmitted by the members of a particular society.' (Chisnall 1997, 104)

The culture of their communities affects people's behaviour through the process of socialization or enculturation but their personal differences also play an important role on perception, motivation, personality traits, and attitudes. The result is that the value of their society can be integrated into

their personality. (Chisnall 1997, 106) As the products of the culture of their society, individuals are influenced considerably including the actions and decisions. Different culture can position product differently and people's consumption habits are likely to be affected. (Chisnall 1997, 107) For example, The collective culture in China has a long tradition based on Confucianism. Individuals in China earn the achievements by fulfilling the needs of the group. They are encouraged to attribute to the group and not to express opinions in public. (Griffin 2012)

3.2.2 Subcultures

Subculture is a group that exists within a larger society. The group may be a large regional subdivision or one small religious congregation. The difficulty of encompassing different types of subcultures causes the lack of agreement on the definition of 'subculture'. As a sensitizing concept in literature, the characteristics of subculture should be taken into consideration to describe different types of subcultures. (Yinger 2013, 04; Corte 2012, 55; Schiffman & Wisenblit 2015, 318)

Firstly, subculture is not autonomous from the larger culture but shares its own values and behavioural norms. Then, subculture is partly different from the larger culture concerning to distinctive values, behaviours, and styles. Thirdly, subcultures are distinguished by the concept of beliefs, interests, attributions, and values; these factors are interacted in the subcultural group. Fourthly, due to subculture belongs to the larger social structure, it can be characterized by a common fate or dilemma. Finally, the relationships or patterned interactions are between the subculture and larger social structure. (Corte 2012, 55)

The uses of subculture are not just related to characteristics of the individual such as shared values, beliefs, and lifestyle in a small group. Studies of subcultures related to consumption behaviours like 'Sky Divers' or 'Bikers' address a different field instead of a particular set of socio-economic circumstances. In a consumption subculture, members are probably from different social position. The primary affiliation among these members is to share common interests or consumption experiences. (Borna & Stearns & Sharma 2007, 36)

On the one hand, sport tourists represent a subculture based on their interests. Marketers must seek more information about who the potential sport-tourists are, what types of services and what they expect to get from these services. Marketing researches should focus on tourists' needs, preferences, and attitudes. The results of researches can be used to offer new events. (Ross 2001,

10) On the other hand, Chinese outbound tourists can be classified into different types of subculture. Based on the secondary data, the author would discuss the characteristics of Chinese outbound tourists who travel European countries in the chapter 4.

3.3 Andreason Model of Consumer Behaviour

Based on consumer behaviour models, the relationship of relevant factors can be simplified and described. The intention of developing various models is to control the behaviour patterns. Andreason model of consumer behaviour is one of the earliest models of consumer behaviour, proposed in 1965. (Swarbrooke & Horner 2007, 40) According to that model of consumer behaviour both intrinsic attributes, like the motivation of individuals, and extrinsic attributes, like culture, have been discussed above. For the influences of price availability, the author made a hypothesis that these potential tourists cannot be constrained by economic factors in order to focus on the motivation of target tourists to travel. And income and budget priorities, as the constraints, are also ruled out to analyze in this thesis.

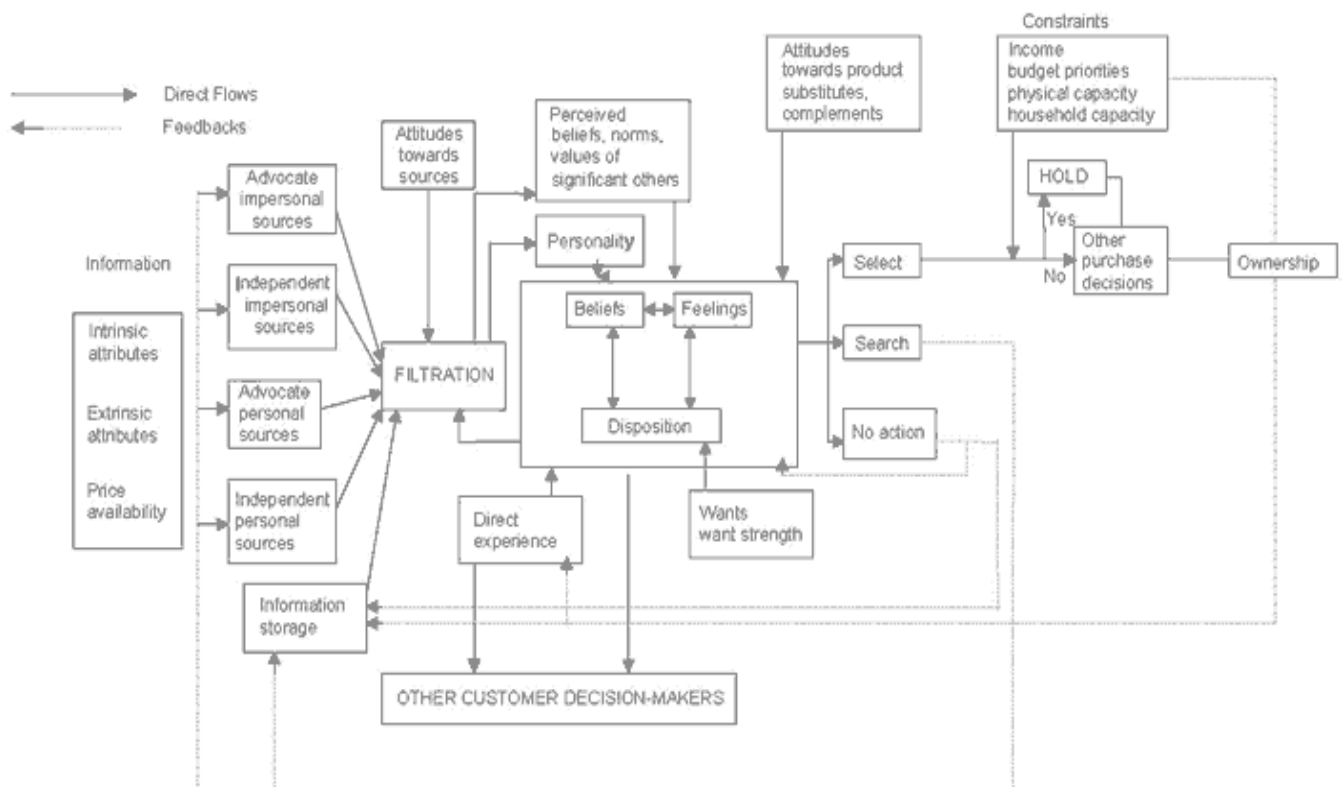


FIGURE 3. Andreason Model of Consumer Behaviour (Swarbrooke & Horner 2007, 41)

4 CONSUMER BEHAVIOUR OF CHINESE OUTBOUND TOURISTS

4.1 Secondary data

Secondary data is defined as available data gathered from other sources prior to the current needs of the researcher. And the researcher may estimate the market potential with secondary data. Secondary data searches can also avoid collecting information repeatedly. (Schiffman & Wisenblit 2015, 406; Zikmund 2000, 125) After gathering related secondary data in the field of tourism, the author reduced the survey scope and the goal of research project was focused on motivations of these tourists and their interests on traveling to Finland.

Secondary data collected in this thesis, two relevant marketing researches, are the sources outside of the firm or organization. The former provided sources about the consumer behaviors of Chinese outbound tourists and the latter was about the comparison of Chinese tourists between in Finland and in other European countries.

For the material of Chinese outbound tourists' analysis, it is from a series of intensive market research, which is called 'Market Research Report on Chinese Outbound Tourist (City) Consumption'. That research was conducted, on July 2014, by Ipsos, which is both the 3rd largest research corporation globally and the largest professional research company in China. Based on a nationwide survey by delivering questionnaire forms to 100,000 Chinese outbound tour clients, the research selected 3170 full valid respondent responses to analyze. So it is unnecessary to question the reliabilities of that market research report. (Ipsos 2014, 4)

The second survey called 'Profiling Chinese outbound tourists: an empirical survey in China' was published on the VisitFinland, which was conducted in 2014, by the Finnish Tourist Board and Turku School of Economics, University of Turku in collaboration. So the reliabilities and time-effectiveness of that survey is also not problematical. (Suomi, Li & Wang 2014, 3)

4.2 Consumer behaviors of Chinese outbound tourists

The number of outbound tourists in China continues to grow in recent years. On the account of statistics of China Tourism Research Institute, Chinese outbound visitors reached to 104, 5 million in 2015, increases of 12% compared with 2014. Chinese tourists mainly travel to Asian countries such as Thailand and Japan. (Travel China Guide 2016) Meantime, more and more tourists choose European destinations and North America to visit, but there was 'limited growth' towards European countries due to the limits to 'airline capacity' and visa availability. (ShanghaiDaily 2016) Another feature is that a rising number of tourists travelling abroad are from metropolises such as Shanghai, Guangdong and Beijing, which accounts for 15% of the total Chinese outbound tourists. (Lpsos 2014, 08) Based on the results of the empirical survey conducted by Turku School of Economics (2014), around 33% of potential tourists are from Shanghai to Finland. So, it is proper to select potential outbound tourists in Shanghai.

Based on the boost in tourists number, the author have to pay more attention to the characteristics of Chinese outbound tourists and the motivations and needs of Chinese outbound tourists shown from their consumer behaviors would be considered into the questionnaire in this thesis. The author listed several characteristics of potential outbound tourists in China followed by their motivations behind these consumer behaviors.

Firstly, the scale of consumption of Chinese outbound tourists hits a new record high due to the price gap of luxury goods between in the domestic market and in the overseas market. Chinese outbound tourists spent 128.7 billion dollars abroad in 2013, increased its share more than 26% compared with that in 2012. Shopping was the biggest consumption of Chinese outbound tourists. More than half of the respondents (57, 76%) in the questionnaire of Ipsos marketing research mentioned that they mainly focused on shopping when planning their travel budgets. (Lpsos 2014, 06; Lpsos 2014, 16)

Consumption of luxury goods shows the rise of materialism and conspicuous consumption, which is accompanied with the growth of economic power in Chinese societies. (Podoshen, Li & Zhang 2010). Based on the survey conducted by IPSOS, one of the global research firm, more than 71% of Chinese agreed that their success are measured by the things their own (Ferdman 2013). 'Mi-anZi' play an important role on Chinese interpersonal relationships. To save their face, Chinese

consumers purchase luxury products and reflect their status, background, and personality.(Xie 2014, 16)

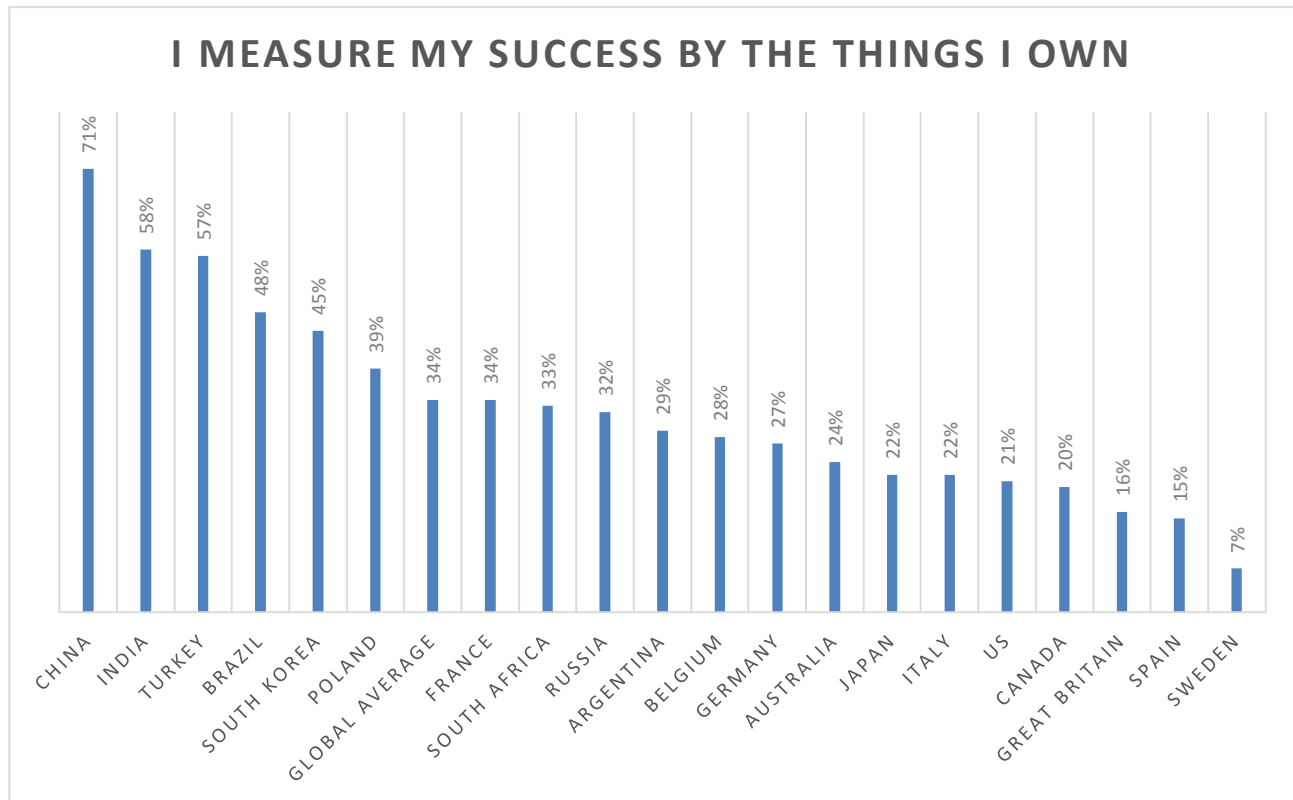


FIGURE 4. Distribution of measuring success by property among different countries (Ferdman 2013)

Then, Chinese tourists are concerned with language barriers, personal health, property safety and cultural differences before going abroad. (Lpsos 2014, 15) The largest outbound tour group was made up of the young outbound tourists aged between 25 and 34 (Travel China Guide 2015). These young tourists are so interested in beautiful views of foreign destinations and unique cultures from different countries. Different from having the sight-seeing journey, these outbound tourists currently prefer the in-depth tour experiences. (Lpsos 2014, 16)

Finally, in general, Chinese prefer to socialise in groups and form a group to attend outing activities (Weiner & Eagan 2007, 68). But the new finding of the travel pattern is that self-guided tourism is popular in the tourism industry. As a subgroup, Chinese outbound travelers become more independent and engaging. These independent tourists have higher monthly incomes. The individual monthly income of tourists traveling to Europe and US is higher than that of those visiting Japan,

South Korea or Southeast Asia. (Lpsos 2014) There was 69, 91 percentage of tourists travelling Finland self-organized their trips in 2014 (Podoshen, Li & Zhang 2010).

In addition to, outbound tourists who have traveled to Finland are more stressed to face unknown conditions compared with those who have traveled to other European countries. In front of the unknown condition with a high stress, tourists still choose Finland as the travel destination. It shows that Finland is a relatively safer travel destination in their eyes compared with other countries in Europe. There outbound tourists who choose Finland as the travel destination are more influenced by internal attributes such as ' a new experience', 'get away from pressure and stress' and 'relax'. They pay more attention to their internal feeling and travel experiences than shopping activities. (Suomi, Li & Wang 2014, 06)

5 RESEARCH FINDINGS

This thesis is divided into theoretical part and empirical part. The empirical part contains the process of gaining information through experiences, observation, or experiments. All information should be based on evidences. (Explorable 2016) Firstly, the author would explain the methodology in the empirical part. And all the important factors and the hypotheses would be described below. Secondly, the author would show the process of designing the questionnaire and select the data analysis methods. Finally, the research findings would be shown based on the objective of thesis.

5.1 Methodology in the empirical part

5.1.1 Qualitative research and quantitative research

Both quantitative and qualitative approaches are used at both the data collection and data analysis stages of a research project. Techniques in qualitative researches contain direct observation, group discussions, or individual depth interviews at the data collection stage. (Cooper & Schindler 2011, 160) They are used to understand people's hidden interpretations and understandings with the limitation of population but not aim to develop statistical association between variables. On the contrary, quantitative methods are utilized to explore statistical associations between variables or to develop the prevalence or incidence of a phenomenon in empirical studies. The sampling size is large in quantitative surveys. The results of these surveys can be descriptive such as the 'who, what and where' of a phenomenon but cannot answer the 'why' question. (Better Thesis 2016)

The objective of this thesis is to seek the potential sports tourists in Shanghai to travel Finland, especially the Kuopio region. The quantitative approach was utilized to explore their motivations and attitudes of sports tourism and interests of traveling to Finland. Firstly, the author pretended to highlight statistical associations between variables such as motivations or interests to Finland. The large sample size is another reason to use the quantitative research methodologies. Finally, managers generally suspect the data collected by the qualitative technique because of human error and bias in data collection and interpretation (Cooper & Schindler 2011, 160). Thus, the choice of the quantitative approach versus the qualitative research methodology may seem an obvious one.

5.1.2 Independent and dependent variables

Theories or rationales in the beginning of the thesis not only provide clues to solve the issues, but also give a deeper understanding of the topic, which readers take into consideration. Then relevant factors should be identified. In this thesis, the topic is about the attitude and motivations of these tourists. They are building blocks of theories (Turk, Uysal, Hammitt & Vaske 2011, 08-09). So, the theoretical part of this thesis is mainly about consumer behaviors and consumer behaviors of tourists. Then, factors about the attitudes and motivations of tourists were listed for the empirical part.

Questions and purposes are derived from these factors, which are translated into the measurable indicators, called variables. Variables are classified into independent variables and dependent variables. In a scientific experiment, researchers change or control an independent variable to test the effects on the dependent variable (Helmenstine 2015). Independent variables influence the dependent variable while dependent variables are the outcome variables. To operationalize these variables, a hypothesis should be formulated, which can point out the possible outcome of the test between variable. After designing an experiment to test the hypothesis, researchers can take and analyze data and then develop the unexpected or expected relationship between these variables. (Turk, Uysal, Hammitt & Vaske 2011, 09)

5.1.3 Hypotheses generation

There are three major steps in the survey: prediction, discovery and verification. Prediction is about the formulation of hypotheses. In the scientific study, a hypothesis is in null form, which means that no relationship between stated variables because the null hypothesis is a prediction of equality. (Turk, Uysal, Hammitt & Vaske 2011, 25) In this thesis, the null hypothesis is that there is no relationship between interests of sports tourism and preferences to travel to Finland.

5.1.4 Validity and reliability

During the process of designing the research, researchers have to consider whether the results are true. Validity is defined as whether the measure accomplishes its claims (Cooper & Schindler 2011, 217). According to the principle of validity in the book called 'Business Research Method'

(Zikmund 2000, 251), Validity is made up of internal validity and external validity. Both of them influence the choice and evaluation of experimental research designs.

Internal validity refers to the sole cause influence other dependent variables in the experimental treatment. Internal validity influences experiments heavily because it concerns whether an observed relationship is a true causal relationship (Turk, Uysal, Hammitt & Vaske 2011, 165). If confounding effects come from extraneous factors, valid conclusions can be problematical to test that relationship. (Zikmund 2000, 251) There are six types of extraneous variables that should be taken into consideration: history, maturation, testing, instrumentation, selection, and mortality. In this thesis, the author mainly discussed the maturation effect and the mortality effect because these variables may affect the results of the questionnaire in this thesis.

Maturation is the variable related to time. People always change over time. The maturation effect is defined as the change caused by a function of time but not a specific event. Maturation can affect internal validity because when the respondents become more experienced and increase knowledge, they may change their attitudes to the same event. The author would explain the influences in the conclusion. (Zikmund 2000, 251)

A mortality effect occurs when some subjects withdraw from an experiment instead of completing the questionnaire; that is the sample attrition. Subjects who are not from one experimental treatment group may also influence the results of the survey. (Zikmund 2000, 251)

There are two core features to rule out these extraneous variables: control and randomization. Control means to manipulate the main independent and dependent variables by keeping as many other variables as possible constant. These extra variables play a role of statistical controls. (Turk, Uysal, Hammitt & Vaske 2011, 165) In the questionnaire of this thesis, the author ruled out the influences of property, the third variable, in order to focus on the factors of interest: motivation of tourists and their attitudes to travel to Finland. But there is still one question concerning to their spending on traveling as the statistical control.

Randomization may be used where control cannot be achieved in some particular situation. Random assignment means to assign test units to different conditions randomly. Test units can be survey respondents, organizations or settings. Random assignment can be implemented by the combined effect of extra variables, such as age, gender, or other any other characteristic of the test

units. (Turk, Uysal, Hammitt & Vaske 2011, 165) These kinds of questions were also in the questionnaire of this thesis.

The external validity mainly concerns the process of transforming the results from the experiment to the external environment. For example, if most of experimental subjects are college students, there may be a sample bias due to students cannot provide an accurate prediction of other populations. Even though students are easily accessible but they cannot represent the attitudes of the total population. (Zikmund 2000, 254) During the process of designing the questionnaire in this thesis, the author avoided the bias caused by student surrogate and delivered the questionnaire online and also through the local travel agency in Shanghai.

In statistical study, reliability refers to the extent to which measures are error-free and the ability of producing consistent results. That concept may be similar with this example: people generally describe their friends to be reliable because of their consistent manner. (Shao 2002, 242)

During the measuring process, the test units are influenced in different ways such as misunderstanding a question. Any researcher may either not understand the real reason totally based on the answers in the questionnaire. Measurement therefore cannot be free from error and constant over time. (Zikmund 2000, 280) To make internal consistent, the test-retest method can be used to measuring the same subjects at several times. The results show the degree of reliability by the differences between these results. (Shao 2002, 242) In the conclusion, the author would explain that method used in the questionnaire.

5.2 Quantitative Research Method

5.2.1 Data collection method

A survey is the process of measuring collected data and interpreting the attitudes, motivations, intentions, and expectations of the chosen sample. Firstly, questions are chosen or crafted and then asked of each participant. Then the survey results should be analyzed and interpreted. Finally, survey findings and conclusion are projectable to large and diverse populations. (Sincero 2012; Cooper & Schindler 2011, 240-243) The communication approach involves surveying people while in this thesis the author choose to do the self-administered survey. There are several reasons to

explain the advantages of delivering self-administered questionnaires below. (Cooper & Schindler 2011, 250)

Firstly, questionnaires can collect large amounts of information from a large number of people in a short period of time. Compared with the face-to-face interviews, questionnaires are relatively cost effective. (Sincero 2012). As a graduating student in Savonia University of Applied Sciences, the author had limited resources but the object of study is the potential tourists in Shanghai, the second major city in China. So it is suitable to collect data by computer-delivered questionnaires.

Then, researchers prefer questionnaires to collect data about knowledge, beliefs, attitudes, and behaviors. Through questionnaires, gathering information is unique to individuals. (Evaluation Brieds 2008, 01-02) In this thesis, the core is to understand the consumer behavior of tourists such as motivations, attitudes, or interests. So the author designed the questionnaire to collect data.

Finally, questionnaire can reduce bias because all the questions are uniform and have no middle-man bias and then the opinions of researchers cannot influence the respondent to answer questions (StatPac 2014).

Non-response bias, however, is the limitation of that statistical method. Experience dictates that the number of responses will be less than initially required numbers. The response rate will generally not exceed 30%. So the study of these non-respondents plays an important role in the conclusion. It is necessary to determine that the non-respondents do not differ much in terms of how they respond to these questions. One way to contact these non-respondents is via telephone or email. (Turk, Uysal, Hammitt & Vaske 2011, 98) The author, however, was not able to do that separate study for these non-respondents. To avoid the biased sample, the author conducted a paid questionnaire and sent the questionnaire to a famous work-provider website in China, called Witmart; the intention was to increase the response rate.

5.2.2 Determining sampling and related limitations

In order to determine the sample size, many population elements should be taken consideration to minimize the potential errors. Confidence intervals describe the precision involved in the estimation of these variables. Although confidence intervals contain a range of values, as the estimates of the unknown population parameter, the interval involved in a typical sample do not need to include the

true value of the parameter. In general, confidence intervals are particularly stated at the 95% confidence level. For example, if someone states that he or she is 95% confident that the true value of the parameter is in our confidence interval, he or she means that 95% of the hypothetically observed confidence intervals will hold the true value of the parameter. (Turk, Uysal, Hammitt & Vaske 2011, 97)

One of the limitations of that study is the conflict between limited resources and the large population in Shanghai, over 23 million (World Population Review 2016). Based on 95% of the confidence level and the total population, the theoretical population size cannot in practice. But in the tourism industry, most researchers decide the sample size according to previous similar studies. (Turk, Uysal, Hammitt & Vaske 2011, 97) The survey, which is called Profiling Chinese outbound tourist: an empirical survey in China, mentioned in the chapter of secondary data above received 176 responses in Guang Dong (Suomi, Li & Wang 2014, 05). So considering the limited resources and similar topic with that survey, the author decided the sampling size about 150 responses.

5.2.3 Survey instrument design

As mentioned above, survey instrument needs to firstly determine dependent variables and independent variables to design questions. (Turk, Uysal, Hammitt & Vaske 2011, 102) In the questionnaire of this thesis, independent variables measured contain interests of sports tourism and interests of traveling to Finland, especially the Kuopio region. That intention needs to develop multiple constructs and relevant dependent variables are at multiple levels and from different aspects. For example, one question is about asking the factors potential tourists are interested in Finland such as Santa Claus or clean lake. According to these interests, the author can determine the popularity of Kuopio region among these tourists compared with other region in Finland. The specific analysis would be shown in the research findings.

The structure of this questionnaire is divided into three parts. The first part contains two types of questions. The purpose of questions based on some extra variables including age, gender, spending on traveling, or other any other characteristic of the test units is the random assignment. On the other hand, there were some questions to achieve the control. For example, 'do you live in Shanghai?' that question is to rule out the respondents who do not live in Shanghai currently.

Secondly, questions were designed for the test units who are interested in sports tourism. The first question was to explore which sport activities are most popular. The second one was to understand the consumer behavior of these tourists if they attend the sport activities.

Finally, there are two types of test units: tourists who like sports tourism and tourists who dislike sports tourism. Comparison between these two groups would be done in the analysis of data. The questions contain 'which activities the tourists are interested in when they travel to Finland?' 'Which services the tourists prefer when they travel to Finland?', and 'do they consider traveling Finland?' All of these questions are about the motivation and attitudes of tourists to travel to Finland.

5.2.4 Online Internet surveys

With the tremendous increase in Internet use, researchers try to communicate with research subjects through computer technology. Computer-assisted interviews, voice-activated telephone interviews or online self-administered questionnaires become so common data collection devices currently. Online Internet surveys are speed and cost-effective. They are much faster than these traditional printed surveys. In general, the test units will reply to online surveys in 48 hours. Besides, online surveys provide the chance to research a large audience. (Turk, Uysal, Hammitt & Vaske 2011, 104-105)

Moreover, Internet users are commonly young people with better education and more affluent than the general population (Turk, Uysal, Hammitt & Vaske 2011, 105). These people can be the scale of population in this experimental study due to their similar characteristics compared with that of targeted test units.

So, online Internet surveys were the data collection device in this experimental study. There are two channels of distribution and data collection. On the one hand, the author contacted the staff of one travel agency, called 'Beijing Pipikou International Travel Agency, Shanghai Branch', and sent the link of questionnaire to the potential travellers in Shanghai. On the other hand, the author spent 80 dollars to put the questionnaire on a work-provider website called 'Witmart', where the users can bid the task online. The number of responses before the deadline, 15th April, 2016, was 273 but there were only 143 valid questionnaires due to the living of residence. Respondents should be live in Shanghai and their responses are valid in this statistical study.

The technical problems, however, of online surveys may occur during the process of collection. If the survey is long so as to across several pages, then respondents may be not able to fill out the survey due to a browser freeze or crash. (Information Technology Services 2016)

Another technical glitch is the programming error in the survey. Errors may be triggered when respondents fill out the questionnaire. (Information Technology Services 2016) The author met that technical problem. Due to the bug of Webropol, the software package used for statistical analysis, the Webropol skipped some questions automatically and respondents missed these questions when filling out the survey. That is the reasons why the number of respondents (N=121) who answered the questions of sports tourism is different from the following questions for these potential sports tourists (N=100). There are 27 responses from potential outbound tourists who dislike sports tourism.

5.2.5 Data analysis methods

A hypothesis is defined as an unproven proposition in order to explain some facts or phenomena in statistical studies. As mentioned above, hypothesis testing starts with the specification of a null hypothesis. (Turk, Uysal, Hammitt & Vaske 2011, 219) A null hypothesis in this quantitative research is that Potential sport tourists in Shanghai are not interested in traveling to Finland.

To determine the probability or significance level, researchers usually use a 'p' to design the data. If the 'p' for one test is 0, 05, it means that there is only 5% of chance to determine that the null hypothesis is true. In general, the number of '0, 05' is guarded as the cut-off point for significant relationships. (Turk, Uysal, Hammitt & Vaske 2011, 219)

The Mann-Whitney test is used to test the null hypothesis in this thesis. In the Mann-Whitney test, the two samples are independent and the data are both ordinal (Cooper & Schindler 2011, 673). The latter limitation results in the use of Mann-Whitney test, unless it is an alternative to the t-test. The ordinal scale is one of scales of measurement. In the ordinal scale, variables are divided into such a way to indicate differences according to ranking criteria such as distance, importance or size. There is no absolute zero point and no equal intervals. (Turk, Uysal, Hammitt & Vaske 2011, 61) The calculated value ('p' value) in the Mann-Whitney test would be compared with the critical

value (0, 05). When the calculated value is smaller than the critical value, the null hypothesis can be rejected. (Cooper & Schindler 2011, 674)

Moreover, the author chose the technique of cross-tabulation to compare data from two categorical variables. In general, cross-tabulation is used with demographic variables and the target variables in the study. The purpose of cross-tabulation is to determine the form of relationship between two or more variables and clarify the research findings. The table based on that technique has rows and columns based on the cross-tabulation of two survey questions. Numbers are shifted to the percentages in rows and columns. By calculating the percentages, researchers would understand the nature of relationship by making the comparison. (Cooper & Schindler 2011, 444; Zikmund 2000, 440)

The last method of data analysis is the measures of shape. The description of the shape of distribution is bound up with the measures of central tendency, which contains the 'average' or 'center' value of a distribution. There are two measures of shape: skewness and kurtosis. (Turk, Uysal, Hammitt & Vaske 2011, 206) In this thesis, the kurtosis was not considered according to the results of the survey.

Skewness describes the asymmetry of a distribution. Researchers can determine the skewness by comparing the mean and the median values. The skewness is zero when the mean, median, and mode of the data are in the same location. If the mean is less than the median, the distribution is negatively skewed. On the contrary, if the median is less than the mean, the distribution is positively skewed. (Turk, Uysal, Hammitt & Vaske 2011, 207-208)

Another way to determine whether a distribution is skewed or not is to compare the numerical value for skewness with twice the 'standard error of skewness'. That method can examine whether the difference between that mean and median is caused by error of skewness. If the value for skewness does not falls within the range from minus twice the 'standard error of skewness' to plus twice the 'standard error of skewness', the distribution is described to be significantly skewed. (Turk, Uysal, Hammitt & Vaske 2011, 207)

5.3 Research Findings

5.3.1 What are their demographics?

Firstly, the number of potential male outbound tourist accounts for 55% and the percentage of potential female outbound tourists is 45%. The balance of gender distribution indicates that there is almost no gender gap on preference to travel abroad. Meanwhile, that proportion shows the validity of data collected by this questionnaire. Besides, around 80% of potential outbound tourists are the post-80s and post-90s. So most of respondents are the target group to explore in this thesis.

Then, it is the data of gender and marital and family status of these potential outbound tourists in Shanghai. More than 80% of potential outbound tourists are below 35 years old. Given the Figure 6. , it shows the distribution of marital and family status, around half of potential outbound tourists have not married. Compared with the data of age distribution, it is reasonable with that large proportion of single tourists because Shanghai is one of the most populous cities in China. Young people from other provinces are turning to Shanghai to chase the dream and the success. (World population Review 2016). The number of both couples without children and couples with children accounts for 35%. That kind of potential tourists possibly come from the Chinese core family in urban, including husband, wife, and children or just one couple.

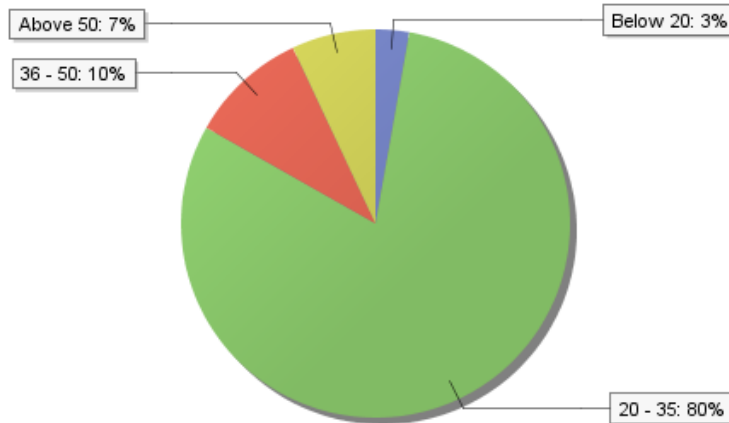


FIGURE 5. Age distribution of respondents in the questionnaire (N=143)

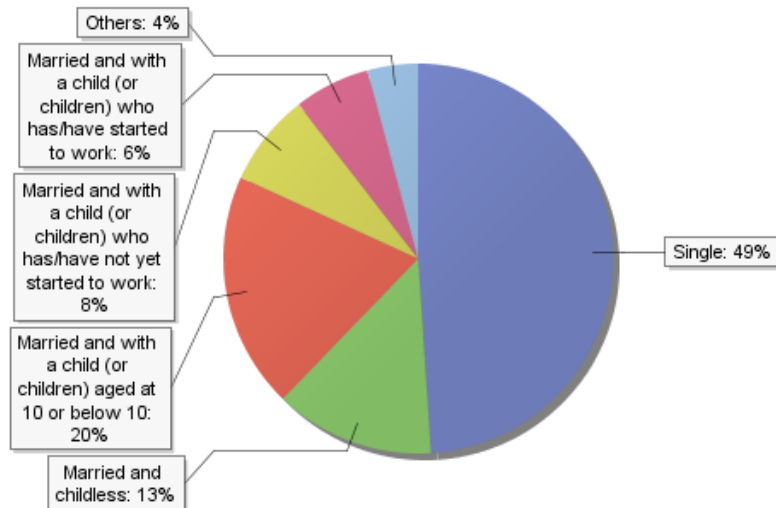


FIGURE 6. Marital and Family Status of Respondents in the Questionnaire (N=143)

Thirdly, according to the capita spending of these potential outbound tourists in Shanghai, it is more profitable to attract these young couples or couples at middle age to travel to the Kuopio region. More than 60% of potential outbound tourists who are married with children who have not started to work will spend over 20000 yuan per person (about 2700 euro) to travel abroad for one week. Tourists who are married and childless and who are married with a child at age 10 or below, have considerably higher purchasing power when compared to potential single tourists; 4% of single tourists per capita spending reaches above 20000 yuan, whereas with the two married groups mentioned above it is 21% and 17% respectively.

In addition to, the number of these three types of couples (married and childless, married and with children aged at 10 or below 10, and married and with children who have not yet started to work) accounts for 31% of the population. And these groups of potential outbound tourists probably travel with families so that their spending would be much more than individuals.

TABLE 1. Cross table between per capita spending and marital and family status of potential outbound tourists in Shanghai

	Which of the following best describes you?						
	All	Single	Married and childless	Married and with a child (or children) aged at 10 or below 10	Married and with a child (or children) who has/have not yet started to work	Married and with a child (or children) who has/have started to work	Others
	%	%	%	%	%	%	%
How much the per capita spending (RMB) in the outbound tour is reasonable in your opinion?(one week)	N=143	N=70	N=19	N=28	N=11	N=9	N=6
Below 5000 yuan	11,89	17,14	0	7,14	0	11,11	33,33
5000-9999 yuan	41,26	47,14	31,58	42,86	9,09	66,67	16,67
10000-19999 yuan	31,47	31,43	47,37	32,14	27,27	11,11	16,67
20000-29999 yuan	10,49	2,86	10,53	10,71	45,45	11,11	33,33
Over 30000 yuan	4,9	1,43	10,53	7,14	18,18	0	0

Finally, there are more than 80% potential outbound tourists used to travel individually. That finding is similar with the results of relevant researches as the second data: Self-guided tourism is popular for Chinese tourists who travel abroad. Chinese outbound tourists are independent, especially those who travel the US and European countries (Lpsos 2014, 07).

5.3.2 Attitudes to nature tourism and sports tourism

Most of potential outbound tourists in Shanghai show interests on the natural environment and even natural tourism. And the proportion of potential sports tourists accounts for 85%. The result, however, of preference on natural environment and natural tourism is just for the reliabilities of this survey. That is the use of the test-retest method. Sport activities offered by tourism operators are always the outdoor activities. So, the percentages of tourists between these two groups should be similar. And that is what happens. The possible reasons include high working pressure in Shanghai and the terrible natural environment such as the air quality. Chinese tourists start to pursue healthy lifestyle and improve their quality of life.

5.3.3 Requirements on sports tourism

For this part, the author explored the most popular sport activities firstly. The top three activities include downhill skiing, dog sled rides, and snowmobile driving; all of them are winter activities. More than 70% of potential outbound tourists show strong interests on downhill skiing. Apart from that finding, cycling is unexpected to be popular. The author predicted that it is because that cycling has been the popular sport activity in China. One of famous cycling forms is called 'Cycling Tieba of Baidu' and the number of members is over one million. (Tieba of Baidu 2016) Besides, respondents wrote drift and swimming as the other choice.

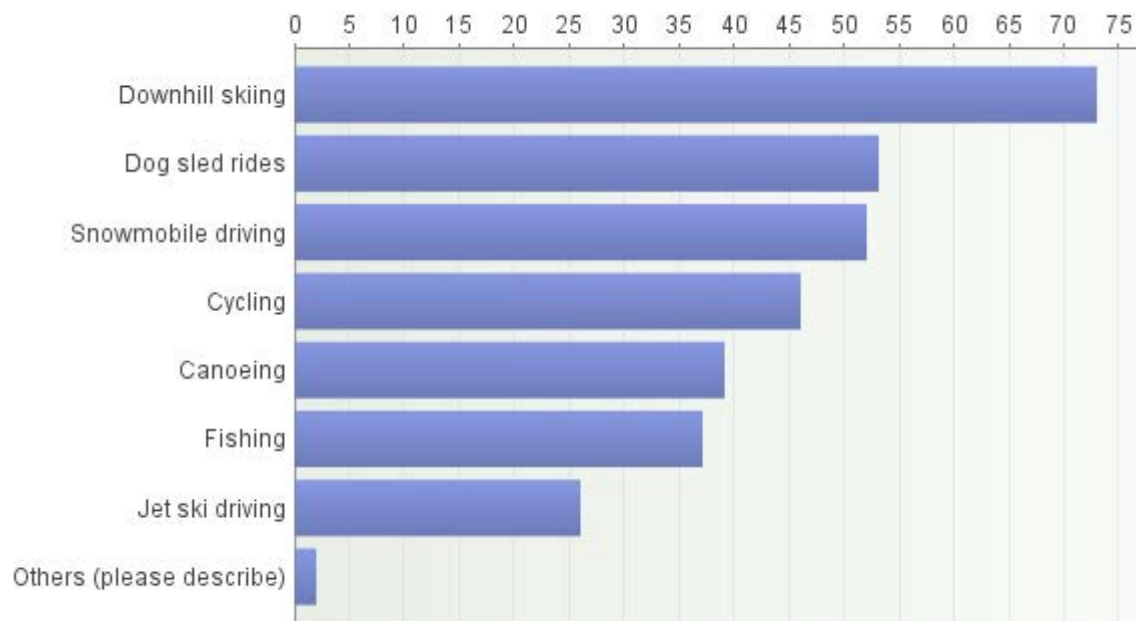


FIGURE 7. Favorite activities of potential sports tourists in Shanghai (N=121)

The second point was to understand the consumer behavior of these tourists if they attend the sport activities. The results of preferred services by potential sport tourists in Shanghai are based on the question below. There are six different aspects of services on sport activities such as the professional equipment or safety of these activities. The author measured that distribution by measures of central tendency in order to determine which services are needed significantly by potential sport tourists in Shanghai.

Q1: Finland and specially Kuopio region is packed with great activities. In winter for example activities could be downhill skiing, snow mobile driving, dog sled rides and in summer canoeing, fishing and jet skiing. Please rate on a scale of 1-5 the following statement.

TABLE 2. The results of attitudes of these sports tourists on services and products

	Disa- greement entirely	Disa- greement partly	Indif- ferent /neutral	Agree- ment partly	Agree- ment entirely	I hav e no ide a.	To- tal	Aver- age
I would like to have the staff to provide the professional equipment.	10 %	2 %	5 %	16 %	64 %	2 %	121	4,30
I would like to have the specialist to guide me to do the activities.	12 %	2 %	4 %	19 %	60 %	2 %	121	4,17
Sport activities are the most attractive part of my journey.	12 %	2 %	8 %	31 %	45 %	1 %	121	3,99
It is worth spending money and time joining these activities.	12 %	5 %	15 %	29 %	39 %	0 %	121	3,77
I am worried about the safety of these activities.	8 %	8 %	29 %	31 %	22 %	1 %	121	3,54
Activities can occupy the time when I travel Finland, if I plan to travel.	15 %	15 %	21 %	31 %	17 %	1 %	121	3,23
Total	12 %	6 %	14 %	26 %	41 %	1 %	726	3,83

The distribution of the variable 'Activities can occupy the time when I travel Finland, if I plan to travel.' is not significant skewed due to the numerical value of skewness is not in that range (from -0,32 to 0,32). So the difference between that mean and median is caused by error of skewness. Other variables are significant negative skewed due to the comparison between the means and the medians, which were shown below.

It is worth mentioning that the numerical values of variables about the professional guide and the professional equipment is bigger than that of other variables. Potential outbound tourists hope that operators are able to provide these two services and have high requirements on that. That result can also be shown from the initial data. The averages of potential outbound tourists who agree with these comments entirely reached 4,30 and 4,17 respectively.

TABLE 3. Central tendency of the results of attitudes to sports services among potential sports tourists in Shanghai

Variables	count	average	confidence_interval	unique s (num- ber of values)	medi- an	stand- ard devia- tion
It is worth spending money and time joining these activities	121	3,770	3,5287-4,0085	5	4	1,35
Sport activities are the most attractive part of my journey.	121	3,99	3,7577-4,2258	6	4	1,31
I am worried about the safety of these activities.	121	3,54	3,3251-3,7493	6	4	1,19
I would like to have the specialist to guide me to do the activities.	121	4,170	3,9272-4,4199	6	5	1,38
I would like to have the staff to provide the professional equipment.	121	4,3	4,0645-4,5306	6	5	1,31
Activities can occupy the time when I travel Finland, if I plan to travel.	121	3,23	2,9937-3,4691	6	3	1,33

5.3.4 Comparison between two potential tourists groups

Based on the data collected by the questionnaire, both potential tourists who dislike sport tourism and potential sport tourists know the country, Finland. There is nearly no difference between these two types of tourists. So even though Finland is not a popular country to travel compared with France or Germany, potential outbound tourists in Shanghai know that Finland, this country, is on the planet.

The result of services and products both two tourists prefer is that they provide the high requirement about 'Good wifi in the restaurant and hotel' and 'unionpay POS'. They also more care about whether the traveling place has the Chinese labels than English labels. Moreover, these potential tourists whether like or dislike sport tourism more take 'waiter or waitress services' into consideration than 'hot drinking water in the hotel'; less than 20% of potential tourists think that service is important. That is a new finding. To require drinking water in the hotel is almost the characteristic of Chinese outbound tourists, but the results of this questionnaire show that potential outbound tourists in Shanghai do not mind that service seriously.

Potential sport tourists think that high quality of tourist routes, which is in the top three choices, is so important. But potential tourists who dislike sports tourism consider their property safety seriously. Although potential tourists who dislike sport tourism think that Unionpay POS is most important but no one clicked the choice of 'Finding the right style in the shopping mall (luxury goods)'. The author predicted that these potential sport tourists have more purchase power.

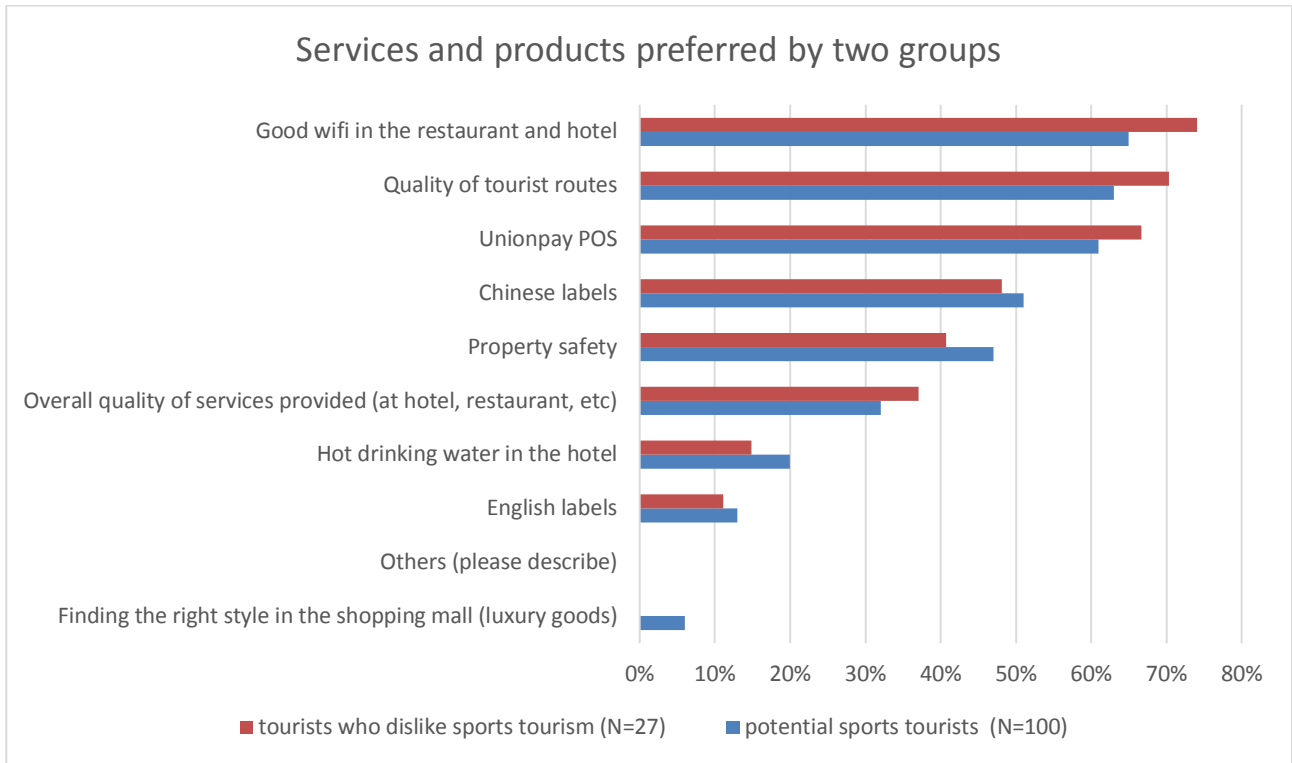


FIGURE 8. Services and products preferred by two groups (N=127)

All of these potential outbound tourists are interested in aurora borealis, clean lakes, and midnight Sun. They are the top three choices. Aurora Borealis is always the most attractive factor to tourists in China. More than 70% of potential outbound tourists look forward to seeing aurora borealis.

It is surprised that 'clean lakes' was ranked as the second attractive factor. Considering the high percentage of potential outbound tourists who like natural environment, the author indicated that that result is not problematical. In potential outbound tourists' eyes, midnight sun is so rare that many potential tourists in Shanghai chose that option. In addition to, most of these potential outbound tourists do not focus on Santa Claus, that popular sign of Finland. There are less than 20% of potential tourists chose the 'Santa Claus' option. These two findings indicated that the Kuopio region is competitive and potential compared with other regions in Finland. In addition to, that peo-

ple is not familiar with some factors may be the reason of these factors at low proportion such as 'Finnish brand', 'Finnish design', or 'Good Service'.

The difference from potential tourists who dislike sport tourism to potential sport tourists is the percentage of 'Finnish culture', 'Finnish Foods and Drink', and 'Ski Resorts & Routes'. Potential sports tourists are full of passion to try delicious and healthy food and skiing activity; More than 40% of them chose these two options. That is reasonable because sport fan is generally their diets. But potential tourists who dislike sport tourism pay more attention to the Finnish culture.

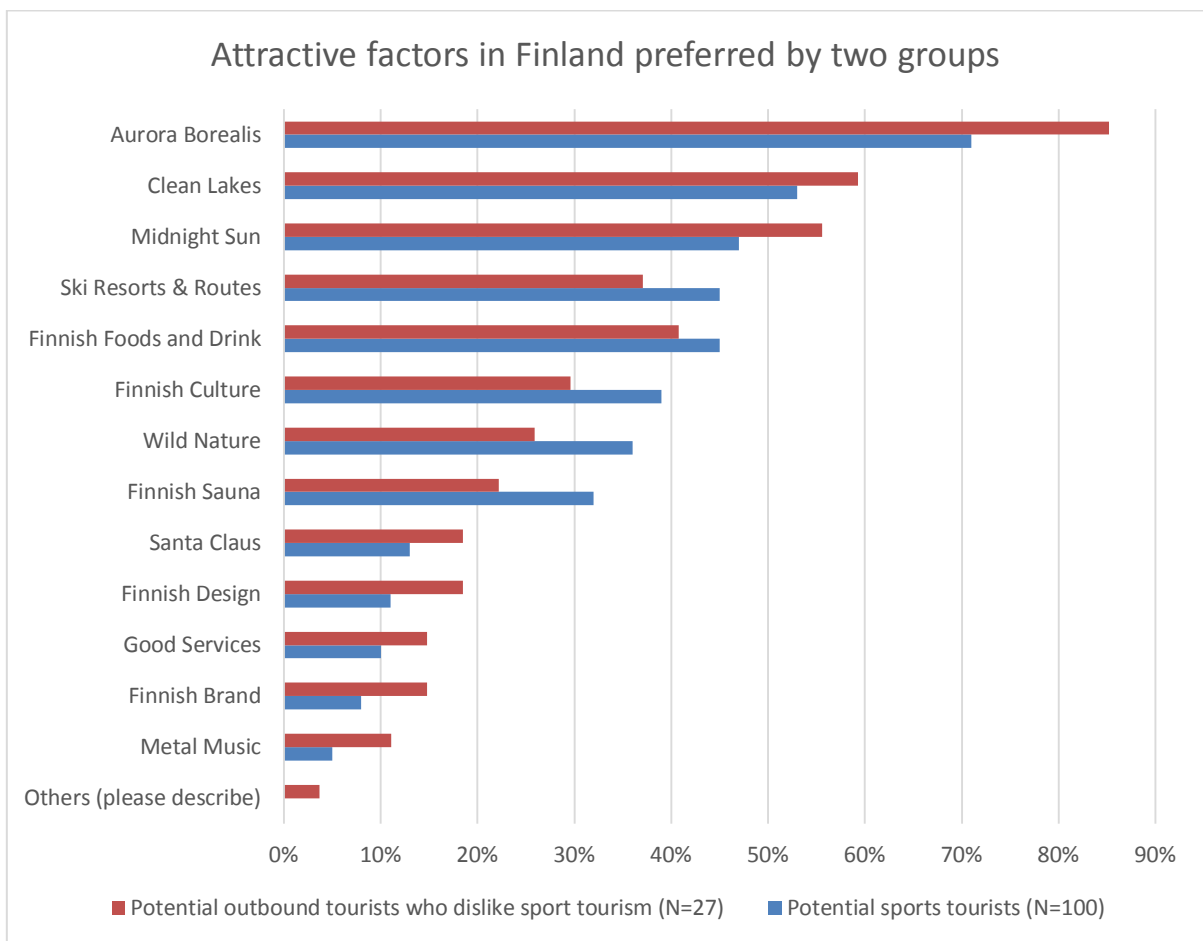


FIGURE 9. Attractive factors in Finland preferred by two groups (N=127)

The null hypothesis has been mentioned above; that is no relationship between interests of sports tourism and preferences of traveling to Finland. The p -value of the Mann-Whitney test is $0,029 < 0,05$. So the null can be rejected. Therefore, interests of sports tourism is related to preferences of traveling to Finland.

Given the cross-tabulation of these two survey questions, potential sports tourists show more interests on traveling to Finland because average of that group is bigger than the group of potential tourists who dislike the sports tourism ($4,27 > 3,89$). Moreover, the percentage of potential tourists who dislike sports tourism chose the neutral option accounts for about 15%. But only 3% of potential sports tourists are neutral.

TABLE 4. Cross tabulation of two variable based on the null hypothesis

	All	Are you interested in sports tourism?			
		Yes, I am interested.		No, I am not interested.	
		%	N	%	N
Would you consider revisiting /visiting Finland if you travel to European countries?	N=127		N=100		N=27
Highly unlikely	2,36	2	2	3,7	1
Somewhat unlikely	0,79	0	0	3,7	1
Neutral	5,51	3	3	14,81	4
Somewhat likely	58,27	59	59	55,56	15
Highly likely	33,07	36	36	22,22	6
Average		4,27		3,89	

6 CONCLUSION

The tourism industry must meet the customer needs and demands (Swarbrooke & Horner 2007, 03). This thesis aims to explore the motivations of potential outbound tourists in Shanghai to travel to Finland, especially the Kuopio region and also their attitudes to the sports tourism. That topic was conducted on April, 2015 and in the beginning, the topic of this thesis was conducted by one marketing company in Kuopio. Unfortunately, the cooperation did not continue in 2016 due to the author failed to follow the work timely. But it is still the valuable experience of the author because that taught the author to be professional even if as the gradating student at school. Then, the topic was still not changed and the next thesis process continued from understanding the tourism industry in general, the Chinese tourism market, and the resources in Finland, especially the Kuopio region.

After reading relevant books and information, the author started the theoretical part firstly, which involved the knowledge of sports tourism and consumer behaviors. The second step was the design of the questionnaire to collect the data. The author learned more about survey instrument design. Many details should be concerned. For example, if the survey needs to be delivered online, the length of that survey should be short enough to avoid the technical problems. The sampling size, however, was not large enough to make confidence intervals stated at the 95% confidence level. (Turk, Uysal, Hammitt & Vaske 2011, 97) That affected the reliability of the results of the quantitative research.

The process of analyzing the data achieved so much help from supervisors. The author learned how to use the webropol and how to create the figures and analyze in text. Data analysis methods like the Mann-Whitney test were the new study. During the working process, the author understood the difference between the t-test and Mann-Whitney test during the analyzing process.

The results of this quantitative research indicated that potential outbound tourists in Shanghai are interested in the sport tourism. Based on the analysis of hypothesis, potential sports tourists prefer to travel to Finland. Moreover, they showed the interests on the clean lake and aurora borealis. So the Kuopio region is potential to attract these tourists to travel even if Santa Claus is not in Kuopio. The Kuopio region, therefore, can be attractive if the percent of sports tourists is higher than other types of tourists who travel to Finland.

But the maturation influence, which mentioned in the validity part, was probably existed because the question of whether probably travel to Finland was in the end of questionnaire. So respondents may be attracted by these activities listed in the beginning of questionnaire. The tourism operators in Finland should do the marketing research with large sampling size to explore the possibility of potential tourists in Shanghai to travel to Finland. After analyzing both the primary data and secondary data, there are several recommendations to satisfy these potential outbound tourists in Shanghai below.

Firstly, not only the secondary data showed that the largest outbound tour group was made up of the young outbound tourists, but also the main group of potential outbound tourists in Shanghai is the 80s or 90s according to the results of the quantitative research. So, operators in the Finnish tourism industry should pay more attention to understand their pre-decision process of tourism such as the channels of collecting information, the buying behavior (booking hotels or air). The feedback of young outbound tourists is also valuable to analyze in the long term. It is so important if the operator plan to do the advertisements to expand the market in Shanghai.

Then, after comparing the single tourists and married tourists, potential outbound tourists who are married, especially those who have children have more power to purchase. Although the percentage of single tourists reached 49%, it is more profitable to design the tourism product to these tourists with family. The operators can improve the services concerning to the children and even the commercial promotion for children.

Thirdly, the operators can provide the semi-self-services to these potential tourists in Shanghai because most of them prefer to travel individually; that characteristic of outbound tourists was also discussed based on the relevant research. They may be satisfied with the easy way to get information about the transportation, price, and office hours of stores. Local operators can deliver the handbook that offer the information in details and renew the handbook timely. Besides, response in the questionnaire shows that these tourists prefer the Chinese labels. In the author's opinion, the handbook can be printed in Chinese. It is because that potential outbound tourists have the language barriers abroad.

Fourthly, sports tourists in Shanghai are concerned with the services of sports tourism in two parts: the professional equipment and the guidance of specialist. Based on that information, the author recommends that the tourism operators in Kuopio can do the marketing plan on extent of speciali-

zation of these sport activities for these tourists in Shanghai, especially downhill skiing, dog sled rides, and snowmobile driving. The intention is to understand these sports tourists and to design the services for them.

Finally, potential sports tourists in Shanghai have high requirements on quality of tourist routes. The operators should focus on that details and improve the quality of tourist routes. The good network service is the first for these outbound tourists in Shanghai. They also care about the experience of shopping, especially the convenience of payment. But they are not obsessed with the luxury brands. That is the difference of these potential tourists from the most of Chinese outbound tourists.

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APPENDIX

Appendix 1 Questionnaire

Sports Tourism Survey for the Kuopio Region

Dear Sir or Madam,

I am studying international business in Savonia University of Applied Sciences in Kuopio. The aim of my thesis is to explore whether tourists in Shanghai show interests on sports tourism and travel to the Kuopio region, the lakeside cities in Finland. And now, I am responsible for the research work. Your view will be of great value to the research. The whole questionnaire will only take several minutes to complete. Please complete surveys before 15th April 2016. Your responses are confidential and your identity is not required. Thank you very much for your participation.

1. What is your gender? *

- Female Male

2. What is your age? *

- Below 20 20 - 35 36 - 50 Above 50

3. Are you living in Shanghai or nearby area currently? *

- Yes, No.

4. Which of the following best describes you? *

- Single
 Married and childless
 Married and with a child (or children) aged at 10 or below 10
 Married and with a child (or children) who has/have not yet started to work

- Married and with a child (or children) who has/have started to work
- Others

5. Do you prefer to travel individually? *

- Yes.
- No, in a group

6. How much the per capita spending (RMB) in the outbound tour is reasonable in your opinion? (one week) *

- Below 5000 yuan
- 5000-9999 yuan
- 10000-19999 yuan
- 20000-29999 yuan
- Over 30000 yuan

7. Do you like the nature tourism? *

- Yes, I like.
- Yes,I have tried to travel for natural scenery.
- No, I am not interested in the country life.

Downhill skiing Snowmobile driving Dog sled rides Canoeing Fishing Jet ski driving Others

8. Are you interested in sports tourism? *

- Yes, I am interested.
- No, I am not interested.

Activities can occupy the time when I travel Finland, if I plan to travel.

11. Do you know the country, Finland? *

Yes. No.

12. Have you travelled Finland before?

Yes. No.

13. If/when traveling Finland, which of the following are important to you? *

Max 4 options

- Good wifi in the restaurant and hotel
- Hot drinking water in the hotel
- Chinese labels
- English labels
- Unionpay POS
- Property safety
- Finding the right style in the shopping mall (luxury goods)
- Quality of tourist routes
- Overall quality of services provided (at hotel, restaurant, etc)

Others (please describe)

14. What interests you about Finland, if you travel to Finland? *

Max 5 options

- Aurora Borealis

- Midnight Sun
 - Finnish Sauna
 - Clean Lakes
 - Wild Nature
 - Ski Resorts & Routes
 - Finnish Design
 - Santa Claus
 - Finnish Culture
 - Finnish Foods and Drink
 - Finnish Brand
 - Metal Music
 - Good Services
 - Others (please describe)
 -
-

15. Would you consider revisiting/visiting Finland if you travel to European countries? *

- Highly unlikely
- Somewhat unlikely
- Neutral
- Somewhat likely
- Highly likely