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Family Tourism in Helsinki

Case: Restaurant Services for Children

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Family Tourism in Helsinki
Case: Restaurant Services for Children

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By attracting children and families the business of restaurants can become more successful in profitability and image. Holiday is the time when the parents expect to spend time and gather nice experience together as a family and are ready to pay for it. The availability of excellent services for children may become a strong motivation factor for families to travel to certain destination. Food services are one of the most important factors for families while travelling. The nutrient quality of food affects on children's development and health. Also, there are another aspects, which make travelling for families easier and more attractive. These aspects are lively and fun atmosphere, accessibility and care facility services.

The aim of this Bachelor's thesis was to assess the restaurant services offered for children in Helsinki. The research was conducted with evaluation of three restaurants and two cafes in Helsinki: Restaurant Loiste, Café Köket, Restaurant Kiila, Cafe Picnic (Forum) and Restaurant Carusel. These restaurants were chosen from the "Helsinki for Kids" illustrated map, from Helsinki promotion site visihelsinki.fi, which suggests that these restaurants have strong methods for attracting and serving families.

The theoretical part of this thesis includes the main family tourism definitions. A short introduction of Helsinki as a tourist destination, as well as the most popular children attractions which are offered in Helsinki. Also, the study gives information of Finnish nutritional recommendations for children.

The approach of these study is qualitative and pragmatic. The three restaurants and two cafes were selected as representatives of Helsinki restaurant services. The research methods were the participant observations, semi-structured interviews, documentation by camera and the use of a test person. The research was conducted during the weeks 6 and 10, 2017, by visiting the selected sites.

Finally, the restaurant services for children in Helsinki restaurants were assessed. Based on the collected data and user experience all the places were friendly toward child families. The most common disadvantage of the places was the lack of special attitude towards child families from the personnel, some places were not equipped with interactive tools for children. The most positive comments all the places received toward healthy meals options, accessibility and childcare facilities.

Keywords: family tourism, Helsinki, restaurant, healthy food

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1 Introduction

The family segment has a valuable effect on the travel and hospitality industry. Helsinki is marketed as an excellent destination for a family holiday, which offers a wide variety of activities and attractions for children. According to author's experience and knowledge a food services, especially for child family travelers, are substantial while holidays. Thus, for the author arose the main research question: Do the food service places in Helsinki meet the needs of family travelers?

The aim of this Bachelor's thesis was to assess the level of services for children in Helsinki restaurants. The main idea of this thesis was to evaluate family services of selected restaurants and cafes and to point possible improvement areas. The evaluation criteria include family friendly atmosphere at the places, the availability of interactive tools for children, healthy and fun food in children's portions, as well as comfortable childcare facility services.

The theoretical part of this thesis demonstrates the family travel relevant definitions. It briefly explains the benefits for families from travelling together. Then the thesis introduces Helsinki as a travel destination. Also, it demonstrates Helsinki tourism statistics records. The list of the most popular children attractions is demonstrated in this part as well. The next chapter introduces the concepts and definitions of healthy nutrition. Along with overall Nordic Nutritional recommendations and nutritional recommendations for children. Next chapter considers the qualitative approach, as well as qualitative research methods, which are used in research conduction.

In the final chapter, there are results of the study. Also, it provides the brief information of the sites. The analyses of the services are demonstrated along with evaluating criteria. The results include pictures of the services, which explain the current situations in the selected places. The test users and authors opinions, as well as observations were used as the development ideas source.

2 Family Tourism Definitions

Important part of the world's population constitutes children, including everyone from toddlers to teenagers. And children with their parents, as a family spend the most their tourism related time. Accordingly, the significant segment of leisure travel around the world is family vacation. (Carr 2011, 1).

According to Statistics Finland (2012) "a family consists of a married couple or persons in a registered partnership and their children living together;" Within tourism concept, family usually consists of a husband, wife and their children. (Carr 2011, 1). Also there is tendency, travelling with grandparents, aunts, uncles and cousins, as an extended family. (Backer, Schanzel & Yeoman 2012, 51).

Tourism organizations take into consideration range of family tourism market somehow precisely. However, attraction of significant revenue, more expected among tourism organizations, which estimates the growing importance of family tourism market. While spending time on holiday family's relationship is likely to be improved and family members have access to new knowledge. Parents appreciate the exposition of their children to the cultures and lifestyles of destination visited. Also, travelling is precious way of education. Experiential travel could strengthen the family bond, broaden the family's perspective on lifestyle. The physical, emotional and psychological benefits usually are parts of experiential travel. "Soft" adventure and sport tourism are popular among families. The reasons are fun, relaxation, health and exercise, which children and adults experiencing while participation. (Backer, Schanzel & Yeoman 2012, 54)

The author has a family, which consist of her, husband and one child. And it is important for author to travel together with the family. The author believes that family travelling is the best way to rest from everyday life and work. Also, while the travelling there is possibility to maintain wellbeing, lifestyle and just spend a fun time together. When the author chooses a destination for vacation, the main motivation factors are child's safety and availability of child services, such as interactive environment, food services and childcare facilities.

3 Helsinki as a Tourist Destination

Helsinki attracts travelers for many reasons. The main are that visitors can enjoy and experience famous brands like Marimekko, Iittala, Artek, Arabia and other great design through Helsinki everyday life. Also, travelers can appreciate the great amount of nature. Such as

shoreline, archipelago, parks, forests, which are all around the city. The unique architectural layers, friendly and helpful locals, various boutiques, shopping centers and urban saunas can become adorable for visitors throughout the year. (Visit Helsinki 2017) 12 reasons to fall in love with Helsinki.)

According to Helsinki tourism statistic records, in year 2016 Helsinki had 3,58 million over-night stays. Of which the number of domestic visitors was 1,66 million and by foreign visitors was 1,92million. Finnish visitors spent bed nights 2 per cent up from a year earlier, and foreign visitors spent 4 per cent up. Of the bed nights in Helsinki, 54 per cent were spent by foreign visitors. Travelers visited Helsinki in 2016 were mostly from countries such as, Germany, Sweden, USA, Russia, UK, Japan and China. The biggest growth in numbers came from USA (about 17,000 bed nights more than in 2015), followed by Japan, China, Spain and Sweden. Bed nights by visitors from Russia were still in decline by 8 per cent, but the turning point came in September 2016. Russia dropped from second to fourth position compared to 2015. Of the total number of bed nights in accommodation facilities, 1.76 million (+ 7 %) were for business purposes and 1.81 million(+ 1 %) leisure. (Visithelsinki.fi. Helsinki tourism statistics.)

Helsinki is a perfect place for a family holiday, children of all ages can find numerous activities and attractions. Helsinki is attractive during the summer and during the winter. Variety of islands and swimming places, skate parks, playgrounds as well as Helsinki Zoo and “Linnanmäki” amusement park could satisfy whole family during the summer. Winter fun include: ice park on Railway Square, Kallio Skating Rink, Cinemas, Cross country skiing center, swimming halls and Sea Life Helsinki. (Visithelsinki.fi. The “Helsinki for Kids” illustrated map.)

Also, Helsinki center offers plenty of childcare facilities. During shopping or walking around the City center parents with small kids can use care rooms in shopping malls, there are spaces to play, relax and breastfeed, microwaves, children’s toilets and tables for changing dippers. Helsinki conveniences include free public transport for adults pushing a pram or stroller, free public transport for children under 7, as well as elevators at metro stations and strollers. (Visithelsinki.fi. The “Helsinki for Kids” illustrated map.)

The most popular children’s attractions are according the Visit Helsinki (2017) related to active leisure time such as museums, educational places and amusement facilities in down town and on historical islands.

Helsinki Zoo

Helsinki Zoo “Korkeasaari” was established in 1889. In the Zoo, there are about 200 different animal species, from arctic tundra to the tropical rainforest. Also, there are almost a 1000 different plant species. Important activity for the Zoo is to protect endangered species.

Linnanmäki Amusement Park

Since 1950 “Linnanmäki” has entertained families. In the Park, there are huge collection of scary rides, as well as more easy going. Park has wooden roller coaster, which is over 50-years-old, amusement arcade halls with latest games and many other entertaining areas.

Natural History Museum

The Natural History Museum is the perfect place, where whole family can learn more about nature. The Museum offers the variety of exhibitions. For example, “Finnish Nature», which shows Finnish nature from south to north. “The History of life” demonstrates the evolution from the Big Bang to dinosaurs and larger mammals of the Ice Age. Also in the museum, there are “The world nature exhibition” and the exhibition “Story of the Bones”. Different theme events and visiting exhibitions are a part of the museum’s activity.

Helsinki Playground - indoor play ground

Helsinki Playground located in Hakaniemi. It has variety of fun and educative activities for children on the open air. Which include bouncing castles, a climbing wall and ball pool.

Sea Life Helsinki

Visitors of Sea Life can discover exotic underwater world. Crabs, starfish as well as sharks and rays are inhabitants of Sea Life. Also, the purpose of Sea Life is to educate visitors about the need of protecting the sea environment, which are threatened by pollution and other environmental damage caused by humans.

Suomenlinna Museum

The Suomenlinna Museum is located on the island, where visitors can get on the furry. The exposition of the museum has construction of the fortress, as well as history of the islands from the 18th century to present day. The visitors can learn about the inhabitants of the fortress, such as Swedish officers, Russian merchants and Finnish civil war prisoners.

(Visithelsinki.fi. Family attractions in Helsinki.)

Helsinki has a variety of attractions for kids. And it is convenient place, with childcare facilities and comfortable public transportation. Also, the food facilities are very important part of the family holiday. On the quality of food and restaurant facilities will depend the mood and physical condition of kids and their parents. These attractions have restaurants or cafes on the place. That aspect makes these attractions very convenient for families, as they can feed their children on time, as well as save money and time.

4 Nordic Nutrition Recommendations for Children

Finnish nutritional recommendations are based on the Nordic recommendation, published four times since 1981. (Virtanen 2012, 6). The first official announcement on “Medical aspects” in the diet in Nordic countries was published in collaboration between Denmark, Finland, Norway and Sweden. The purpose of Nordic Nutrition Recommendations, NNR 2012, to provide scientific base for arranging dietary reference values, which will secure optimal nutrition and help prevent lifestyle related diseases such as cardiovascular diseases, osteoporosis, certain types of cancer, type 2 diabetes, and obesity as well as the related risk factors for these diseases. The NNR 2012 has established the scientific evidence for an optimal intake and combination of nutrients for various groups in the general population. (NNR 2012).

The general recommendations of NNR 2012 include promotion of high consumption of natural plant foods, which can have decreased risk of diseases, such as hypertension, cardiovascular diseases, type 2 diabetes, and some form of cancer. When, eating high amount of meat which is major contribution of saturated fatty acids, can increase the risk of colorectal cancer, type 2 diabetes, obesity, and coronary heart disease. However, animal food such as meat, dairy, and eggs are important protein and mineral sources in the diet, and high-fat products should be exchanged for low-fat dairy and low-fat meat alternatives. The high quantity of meat, refined grains (i.e. white bread and products made with sifted flour), sweets, sugar rich drinks, and desserts in a diet predict more weight gain and larger waist circumference. There is also strong scientific evidence that high salt intakes lead to increased risk of hypertension. (NNR 2012)

Health, growth and development of young children mostly depend on a sufficient nutrition and good feeding. For prevention of malnutrition and early growth retardation good feeding practices must be conducted among youngsters. It is proven that preventing of the development of some chronic non-communicable diseases is long-term consequences of infant nutrition. Accordingly, the improvements in nutrition quality are required for lowering the risk of infection, increase psychomotor development and school performance. (Michaelsen, Weaver, Branca and Robertson 2003, 87).

According to (Virtanen 2012, 10), school age children should gain during the lunch (550-860Kcal) depending on age. Recommended intakes for energy nutrients is: fat 30%, saturated fat max 10% of energy, protein 15% of energy, carbohydrates 55% of energy. By (The National Nutrition Council, 2008) recommendation of vitamins minerals a fiber intake by 1000Kcal are: 0,5mg Thiamin, 34mg Vitamin C, 420mg Calcium, 6,7mg Fiber, max2,1g Salt.

The school food plate model (Figure 1) provided by The National Nutrition Council is optimal example of health portion of lunch for school age children. It shows that half of the plate full

of vegetables. A quarter of the plate is potatoes, whole grain pasta or whole grain rice. Another quarter of the plate is meat, fish, eggs or legumes, seeds or nuts. Also, the lunch contains lower-fat dairy (1% or skim milk and dairy), one or two pieces of bread, Fruit (includes 100% juice): $\frac{1}{2}$ cup or more.



Figure 1: Plate model by The National Nutrition Council, 2008

These recommendations above are used by author in this thesis, to evaluate nutrition content of restaurant children's menu.

The author has a small child therefore, arose many difficult questions according parenting. The author should consider child's features, demonstrate flexibility while applying different facilities in child's development and parenting. Every parent is concerned about child's health and the substantial aspect of health is adequate nutrition quality. The author's child is two and half and at this period is going intensive growth and development. The author believes that food should consist of enough amount of proteins, fats, carbohydrates, which are source of energy, as well as vitamins. It is important to include in nutrition variety of foods with patience. Some children don't take new types of food straight way and in this situation parents should stay persistent. However, it is wrong to enforce to eat a small child. For saving the child's appetite, it is important to follow special rules and give to child only that amount of food which he is easily can afford. Also, it is important follow the schedule of food consumption. For example, author's daughter should be fed 4 times per day. The child goes to daycare center, and the author always try to consider the daycare's menu in evening meal arrangement.

While participating food service places, it is important for the author to find variety of suitable food for her child. Availability of vegetables and fruits is important, as well as the way how food was prepared and product's minerals were conserved. Also, the author believes that

is better for small child to have less salt and different spicery in meals. By the author's experience, the environment and table's appearance help to arouse child's appetite. For example, a neat table and smell, as well as unusually made meals, such as finger food shapes and fun presentations. Moreover, the author believes that every energy nutrients intake should be suitably expended, this happens while physical activities.

The author travels always with her child, although the child is small. For example, they often travel to author's home country, Russia, also they been to Spain and Sweden. The author always appreciates the availability of suitable for children meals and beverages in food service places, which makes travelling easier and there is possibility to keep child's health and development ideas according her age.

5 Research Methods and Conduction

5.1 Research Plan

The thesis process began on February. Visit Helsinki offers a list of restaurants and cafes, which are listed in the "Helsinki for kids" illustrated map (Visithelsinki.fi, "Helsinki for kids"). Five places from the list have been chosen by author for the on-site research: Restaurant Loiste, Café Köket, Restaurant Kiila, Cafe Picnic (Forum) and Restaurant Carusel. The aim of this thesis is to assess the services of these restaurants with using next criteria: for example, greeting the whole family including kids at the door and seat them promptly, making families feel welcome. Menus with fun food, even parents noticed that children prefer food that's fun. For example, fun presentations, colorful souses, finger food shape. An interactive environment, small kids usually need a reason to stay in their seats or children can enjoy some play after the meal in organized playroom. Some tips can make children more engaged, as well as parent more relaxed, for example Interactive table tops, placemats, toys. One of the important criteria is nutrition quality, at different age a human has different nutrition needs and parents are more likely to choose healthy options for their children. There is principle of consistence of children's meals, which will be explained in Chapter 6. Restaurants, which offer place for strollers make the participation easier for families. Finally, the availability of highchairs, children's toilet, changing table is a strength of the restaurant. (Ruggless 2013)

The (Table 1) is used by author in this thesis as a worksheet, during the implementation of the plan. Additionally, were created special symbols to evaluate services:

☹ Poor ☺ Average ☺ Excellent

5.2 Risks and Limitations for the Study

Usually research studies include risks. In this thesis work were identified several risks by the author. Small children can have unpredictable behavior or condition, such as fatigue or child can be in a temper or get sick during the conduction of the research. These aspects can take author's and test user's attention from the research details.

Due to limited time the deep analyses of the nutrition quality according recommendations of the Finnish authorities wasn't carried. For example, the recommended intakes for energy nutrients, such as fat, saturated fat, protein, carbohydrates, vitamins, minerals and fiber.

5.3 Qualitative Approach

There is numerous amount of ways of researching topics in tourism. According to (Botterkill & Platenkamp 2012, 3) there are two important questions what, and how, which author must analyze in order to research the topic of the thesis. Answering these questions lead to conclusion either the type of analyze qualitative or quantitative. The qualitative research concentrates on deep investigation of conceptual reasons and motivations, when the main purpose of quantitative method is collect quantity of data.

Considering the experimental basis of the research the implementation form of this thesis is qualitative. Qualitative research arise from social and behavioral sciences and the most productive research methods are visits, observations and experiences. The collection of personal emotions and experiences of a customer is common for qualitative research. This method explains the most suitable information of the regular attitude towards a product or a service. (Qualitative Research Consultants Association)

Another common characteristic of qualitative research is natural setting, which means that the research performed in the everyday environment instead of a laboratory. In this study the research is performed in the restaurants and cafes. Also, the qualitative research could be conducted with using multiple sources of data, such as interviews, observations, and documents. (Creswell 2007, 37). Qualitative research is a form of inquiry in which researcher make an interpretation of what he or she see, hear and understand during the observations of the places. (Creswell 2007, 9)

The most common methods of receiving qualitative data are observations, interviews, documents and audiovisual materials. The forms which are used by author in this thesis: participant observation, test user, interviews and audiovisual materials such photographs.

By the participant observation the researcher can become a part of the research case, and thus capture the realistic data of the situation. The participant observation as a method could be overt or covert, which mean that either the researcher participates the community or place undercover or all participants are aware of research conduction. Often this method rises ethical issues, which a researcher should take into consideration. For example, the presence of informed consent and confidentiality. (Hardwick & Worsley, 2011.)

In this thesis author practice the practical observation, as well as test user. By using the test user, the researcher can receive actual impressions on the study situation, such as children menu and entertainment concept by looking at the user attitude. It is necessary to emphasize that one test user cannot represent a whole group. Furthermore, the author also takes place of a test user, as she has a small child and consider herself as family tourist. That will also help to evaluate the realistic convenience for child families in chosen locations.

Also, Interviewing the staff and the user is the purpose of the author. By definition of interview is “a specific form of conversation that seeks to gather information by administering a set of questions.” By the interview the researcher can gather the opinions, perceptions, values, attitudes of the respondent. The qualitative interview is a special type of conversation in which interviewer asks questions on a topic and carefully listens and records the respondent’s answers. The interview could be conducted on a one-to-one basis or group interview, the focus group. The most common form use in qualitative survey, semi-structured, which means that respondents help shape the interview with their responses, for example order of questions. (Botterkill & Platenkamp 2012,119-121)

The definition of visual methods is “Research practices that generate and employ visual media and technologies as an integral part of research”. The visual and recording a tourist destination can influence its image and promotion. Therefore, the use of visual settings in tourism industry has a long history from sketching and early photographic techniques, to modern digital and video camera technologies. As well as using visual images through research became an easy and useful tool. In this thesis author uses the visual method for qualitative content analysis (Botterkill & Platenkamp, 2012,178)

5.4 Ethical Consideration and Reliability

According (Botterkill & Platenkamp 2012, 75) the definition of ethical practice is “a moral stance that seeks to promote high professional standards in social research and to protect both respondents and researcher from harm.”

Ethical practice during the research is based on three aspects: informed consent, the protection of respondent identity and no harm done to respondents. It is important that respondent understands the content of the investigation, the purposes and about research distribution. However, tourism researcher might meet challenges with following ethical aspects. For example, when in a research are used social forms, such as observations and covert methods, it can be hard to build the informed consent.

There are fixed rules about anonymity of respondents for the recording and reporting of spoken and written data. Visual Methods, where images are part of the data should be conducted by the respect of respondent's privacy, as well as identities be protected in both public and private spaces. However, for the researcher it may be difficult to combine these norms and visual data without changing the interpretation and meaning of the image. As well as to identify the border of the intrusion of privacy. (Botterkill & Platenkamp 2012, 78,79).

6 The Results

The on-site research was conducted from week 6 until week 10 by visiting three restaurants and two cafes which were found from "Helsinki for kids" illustrated map. These are: Restaurant Loiste, Café Köket, Restaurant Kiila, Cafe Picnic (Forum) and Restaurant Carusel.

The research was conducted by using the test person. The test person was interviewed and asked her opinions and evaluations on places. Also methods such notes, observations, documentation by camera and interviews were used by the author. The research permits were not obtained, as the covert method of participant observation was chosen by the author for conducting the research. Finally, the permit is asked from the parents to place the minors in the photos.

6.1 Restaurant Loiste

Restaurant Loiste is located in the city center, on the top floor of Hotel Vaakuna. Atmosphere of the restaurant has been conserved since 1950s. Visitors can come to Loiste to have breakfast, lunch and dinner. The restaurant promises diverse menu, incomparable views of Helsinki as well as children's own menu and Onni the Squirrel's play room. (Raflaamo.fi. Restaurant Loiste.)

6.1.1 Family Friendly Atmosphere and Interactive Environment

According to the experience of author and test user, the restaurant Loiste couldn't be different with special family friendly atmosphere. By the entrance the author and test user were just greeted by the staff, no more recommendations according to the better locations or rules of the restaurant were gained.

Inside the restaurant there is an excellent playroom (Figure 2). The playroom surprised with an extensive size. The test user's child was just happy to experience variety of toys, the slide, small houses and many other interactive staff for children.



Figure 2: Onni the quirrel's playroom (Kobiakova, 2017)

6.1.2 Menus with the Fun Food, Healthy Food and Nutrition Quality

The disadvantage for the research was the fact that the Loiste doesn't sell children's portions to adults. At the moment of the lunch time the test user's child was asleep. So, there wasn't a chance to look at the child's portion. The restaurant offers special children's menu (Figure 3). The overlook of the menu is quite appropriate according to the healthy recommendations. The children's menu includes starters and main courses. Main courses consist of salmon with risotto, chicken with lentil hash, whitefish with beetroot-potato puree or meatballs with potato mash. All portions include a small amount of fresh salad. There is no special drink list for children, for example with lower-fat dairy or juice. As well as there are not any offers of whole grain products, such as bread.



Figure 3: Children's menu, Loiste (Kobiakova, 2017)

6.1.3 Place for a Stroller and Child Care Facilities

In hotel's lobby and inside the restaurant there are small stairs, which have been corrected with a ramp. That aspect makes the restaurant accessible for the parents with a stroller. As well as the restaurant has a plenty space for keeping the strollers.



Figure 4: Space for stroller, Loiste (Kobiakova, 2017)

At the restaurant, there is no sign of the childcare facility room location. The room is hidden behind the staff room. The room's interior is not very pretty and it has some staff for storage. However, it has a pot and a foldable baby changing station (Figure 5).



Figure 5: The childcare facility room (Kobiakova, 2017)

6.2 Restaurant Kiila

The Kiila is located in the heart of Helsinki. The address is Kalevalankatu 1. It is open every day from morning till evening. The restaurant serves breakfast, Sunday brunch, lunch and dinners. It offers a stunning view of the “Kolmen Sepän” square and excellent menu. (Ravintolakiila.fi)

6.2.1 Family Friendly Atmosphere and Interactive Environment

The overall experience of the family friendly atmosphere was good. The staff politely offered help with a finding more convenient place for the stroller. On the request to have children’s portion by adult, staff positively replied.

By the observation, no interactive equipment for children was found by the author. Thus, that restaurant can be recommended to families with small babies, who don’t need much entertainment yet.

6.2.2 Menus with the Fun Food, Healthy Food and Nutrition Quality

The restaurant Kiila doesn’t offer separate menu for children. Instead of children’s menu, the parents can order the half of the portion from an ordinary menu for their child. Kiila’s lunch menu changes every day and it is multivarious. Usually it is 9 different options. For example, one of the main courses is some meat, fish or chicken with potato or risotto. At the author’s participation day, menu included the deer’s meat and the potato mash (Figure 7). Another course from the lunch menu could include chicken or fish salads, soup, some vegetarian course and burgers. Also during the lunch Kiila offers salad table (Figure 6) and bread table (Figure 8).

Overall, even if restaurant Kiila doesn't offer separate children's menu. The half of the adult's portions look enough to meet nutrition recommendations. Variety of vegetables on the salad table is a very positive aspect, as children are often very picky in their choices. And eating enough amount of vegetables is very important attitude toward healthiness of children. Also, having a piece of bread is important for the child.

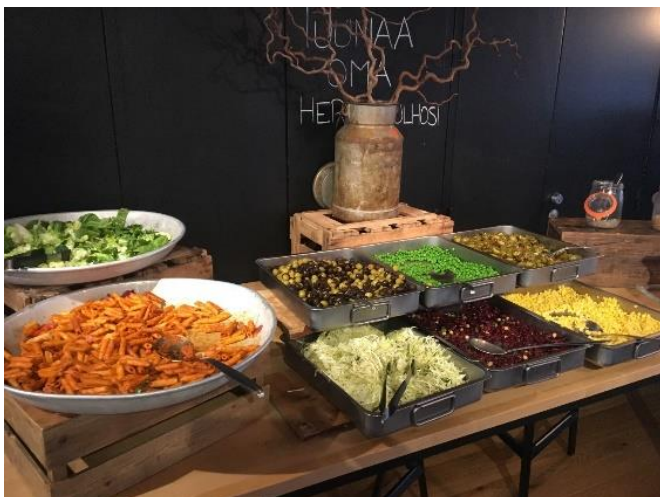


Figure 6: Salad table, Kiila (Kobiakova, 2017)



Figure 7: Children's portion, Kiila (Kobiakova, 2017)



Figure 8: Bread table, Kiila (Kobiakova, 2017)

6.2.3 Place for a Stroller and Child Care Facilities

The restaurant has much place for strollers. Parents can place stroller near the table where they eat, if a child asleep, for example. The restaurant has two entrances, but only one of them is accessible for parents with a stroller. This entrance is from the Mannerheimintie side, which has been equipped by elevator.

The childcare facility room looks very tiny. There are all required tools for parents to care their children, such as well shaped sink for washing a baby, pot and a foldable baby changing station. (Figures 9,10)

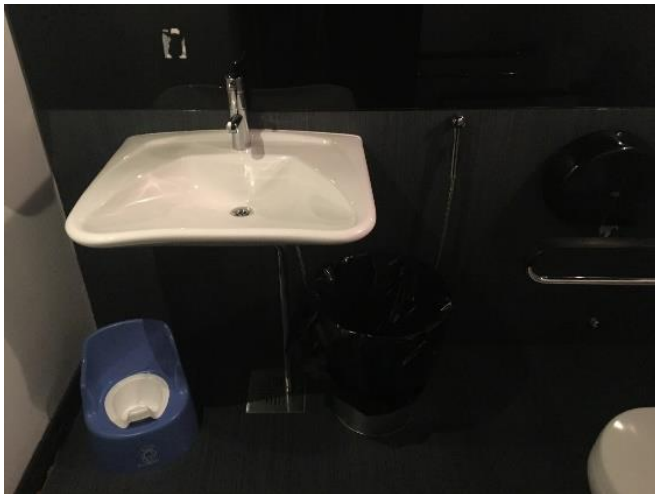


Figure 9: Childcare facility room, Kiila (Kobiakova, 2017)



Figure 10: Childcare facility room, Kiila (Kobiakova, 2017)

6.3 Café Picnic

Café Picnic is one of the biggest fast casual lunch café chains in Finland. It offers house food, which is always fresh and delicious. At lunches Picnic offers soups made from seasonal vegetables and in the mornings visitors can enjoy fresh yoghurt, porridge and smoothies. In Helsinki area, there are 21 cafes Picnic. The Picnic, Forum, Kukontori was chosen by author for research investigation. Which is located in the city center, the address is Mannerheimintie 20.

6.3.1 Family Friendly Atmosphere and Interactive Environment

The author and test user didn't feel any special attitude toward family with children. But overall service in the café was friendly. The café doesn't have any interactive environment tools for children. But the café is located in a big shopping center Forum, and at the same floor as a café Picnic there is a lovely "Moomi playroom" (Figure 11). The room equipped with a television, which has cartoons always on, also there are some games and the general "moomi" atmosphere makes it adorable for children and adults.



Figure 11: “Moomi” playroom, Forum (Kobiakova, 2017)

6.3.2 Menus with the Fun Food, Healthy Food and Nutrition Quality

The children’s portion in the café Picnic doesn’t look fun or somehow different (Figure 12). The children special menu consists from baked potatoes or toast meal. The menu offers variety of different fillings, such as pineapple, fresh tomato or cucumber, mango, tuna, avocado, cheese flakes cashew nut, ham, roast beef, feta cheese, blue cheese, goat cheese, gold smoked salmon, hot smoked salmon, shrimp or chicken. The author’s child tested the baked potato with shrimp (Image12). Also, the children’s portion include glass of milk or juice and piece of bread and ice-cream. The nutrition quality is good enough to recommendations, the parents can choose from wide list of filling the proper choice for their child.



Figure 12: Baked potato with shrimp, Picnic (Kobiakova, 2017)

6.3.3 Place for a Stroller and Child Care Facilities

The visitors of the Café Picnic can use the “Moomi” playroom as a childcare facility room. The playroom has toilet with moomi pictures. It offers pot and a foldable baby changing station (Figure 13). In the café Picnic, there is a space for few strollers (Figure 14). Also, there are high chairs for children.



Figure 13: Toilet in “Moomi” playroom, Forum (Kobiakova, 2017)



Figure 14: Café Picnic, Forum (Kobiakova, 2017)

6.4 Café Köket

Cafe Köket is located at the Senate Square, in front of the Helsinki Cathedral, which has become a symbol of the whole Helsinki and popular among travelers. The Köket is open every

day and serves from morning till evening. It offers fresh breakfast, lunch and in the evenings visitors can experience Scandinavian cuisine. (Cafekoket.fi)

6.4.1 Family Friendly Atmosphere and Interactive Environment

There wasn't any special family friendly atmosphere from the stuff of Köket café. The café has quit extensive playroom (Figure 15), which offers toys and different tools for children's fun and play. Also, it has comfortable chairs and pillows for parent to rest and supervise their children. But according test user's observation the room looked slightly dirty and availability of toys and tools could be bigger.



Figure 15: Playroom, Köket (Kobiakova, 2017)

6.4.2 Menus with the Fun Food, Healthy Food and Nutrition Quality

The café Picnic offers special children's menu. Which consists of three choices: grand mom's meatballs with mashed potatoes and cucumber, vegan dad's soup with tofu, sea monster's fish soap. Also, there is possibility to buy separately salads and breads with different fillings such as vegetables, cheese and ham. Different beverages are offered in the café such as various lemonades, milk, juices. Children can enjoy organic juices (Figure 16).



Figure 16: Beverage choice, Köket (Kobiakova, 2017)

6.4.3 Place for a Stroller and Child Care Facilities

Inside the café there is much space for strollers. The café has two floors. On the second floor, there is a childcare facility room and play room. There are two elevators, which parents with strollers can use to access the facilities. The toilet looks very comfortable and well organized, even it has plenty supply of dippers (Figure 16)

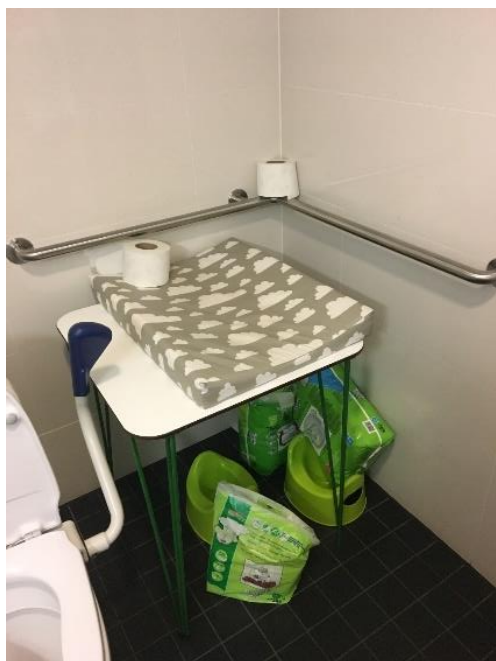


Figure 17: Childcare facility room, Köket (Kobiakova, 2017)

6.5 Café Carusel

Café Carusel is located on the shoreline of the Baltic Sea in the heart of Helsinki. It is open every day from morning till evening. Variety of menu consists of burgers, pizzas, salads and soups. Visitors adore this place for charming views and delicious food. (Carusel.fi)

6.5.1 Family Friendly Atmosphere and Interactive Environment

The author with test user participated the cafe Carusel at the lunch time. There wasn't any notification of family friendly atmosphere. Also, the café doesn't have any interactive tools for children. But several meters from the café there is a extensive outside playground (image17), where children can play. It has fence around it, which makes easily for parents supervise their children.



Figure 18: Outside playground, near Carusel (Kobiakova, 2017)

6.5.2 Menus with the Fun Food, Healthy Food and Nutrition Quality

At the café, visitors can enjoy home taste food. It offers variety of snacks. Also, there is possibility to order child size portion of burger, pizza or salmon soup (Figure 19). Additionally, all lunch portions include full of vegetables at the salad table.



Figure 19: Children's portion of salmon soup (Kobiakova, 2017)

6.5.3 Place for a Stroller and Child Care Facilities

The café Carusel has quit vast area, which makes it accessible for parents with strollers. Also, there is possibility to leave strollers by the entrance door. The childcare facility room is very tiny, it has demanded tools, such as pot and baby changing station. There are some interactive illustrations for children on the toilet's walls (Figure 20).



Figure 20: Childcare facility room, Carusel (Kobiakova, 2017)

6.6 Overall Evaluation

Based on the observations all the locations are suitable for families with children. The most common negative aspect from all the locations is the lack of interactive environment, only in the restaurant Loiste and the café Köket was found a playroom. Also, the absence of family friendly atmosphere in every location was noticed by the author and test user.

By analyzing children's menus from the locations was found that, all the restaurants and cafes offer sufficient nutrition quality for children. The most of locations offered special children portions of healthy food. At all places the presence of the fresh vegetable options was also noticed. However, list of the special children's beverage list was missed from the most destinations. Presence of fun food in children's portions wasn't found by the researcher.

Each of the restaurants and cafes author and test user found easily accessible for parents with strollers. Either, the stairs were corrected with a ramp, or was chance to use an elevator. Additionally, all the destinations had excellent childcare facility services, as well as enough space for strollers inside.

| | Family friendly atmosphere | Menus with the fun food | Interactive environment | Healthy meals | Place for stroller | Child-care facilities |
|--------------------|----------------------------|-------------------------|-------------------------|---------------|--------------------|-----------------------|
| Restaurant Loiste | ☹ | ? | ☺ | ☺ | ☺ | ☹ |
| Restaurant Kiila | ☺ | ☹ | ☹ | ☺ | ☺ | ☺ |
| Café Picnic | ☹ | ☹ | ☺ | ☺ | ☺ | ☺ |
| Café Köket | ☹ | ☹ | ☺ | ☺ | ☺ | ☺ |
| Restaurant Carusel | ☹ | ☹ | ☹ | ☺ | ☺ | ☺ |

Table 1: Worksheet, ☹ Poor ☺ Average ☺ Excellent

7 Conclusion and Development Ideas

In this Bachelor's thesis the appropriate nutrition recommendations for children were studied by the author. It was recognized that healthy eating habits support human wellbeing and reduce the risk of chronic diseases among children and adults. Also, the criteria for restaurants, which attracting family travelers was identified. According to authors own experience, parents with small children highly appreciate the accessibility of the services. Also, it is very convenient for parents, when the places can offer entertainment for children. While children play, parents can relax and finish their own meals. The space for stroller and childcare facility is very important, as well. Parent with small babies always prefer to keep their "treasure"

close to them. Finally, the relevant care of children and babies is also necessary for family wellbeing.

The development ideas for the selected locations include: familiarization with functional lunch recommendations for children, which will help to provide children with the sufficient nutrition quality. It is recommended for the places to integrate the special menu for children, as well as healthy beverage list. Additionally, the advice from the research is to organize interactive environment for children at the restaurants. Nevertheless, Helsinki as a destination by itself has excellent services and opportunities for child families. This aspect provides families with convenient travelling, along with accessibility, entertainment and excellent facilities.

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