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Potentiaaliset asiakkaat reilun kaupan matkailulle

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Projektin tarkoituksena oli löytää potentiaalinen asiakaskunta reilun-kaupan periaatteella toimiville safareille. Asiakaskunnan kartoitusta tehtiin suomalaisten ja venäläisten matkatoimistojen keskuudessa. Tarkoituksena oli selvittää, minkä tyyppisiä asiakkaita kussakin maassa olisi, eli pyrittiin selvittämään olisivatko potentiaaliset asiakkaat olleet esimerkiksi koulu- tai tiederyhmiä, taikka itsenäisiä matkajia. Pyrittiin myös selvittämään, mikä olisi paras tapa lähestyä näitä potentiaalisia asiakkaita, jotta reilun-kaupan safarien markkinointi olisi mahdollisimman tehokasta.

Asiakkaana tässä projektissa oli Tansanialainen yritys, joka järjestää useita erityyppisiä safareita eri kohteissa pitkin vuotta. Yrityksen ideologiana on eko-ystävällisen matkailun tuottaminen. Myös vapaaehtoistyö on ollut heille tärkeässä roolissa. Yritys oli myös kiinnostunut saamaan pitkäaikaisia liikekumppaneita matkatoimistojen joukosta. Toiveena oli, että matkatoimistot voisivat myydä näitä matkoja isommille ryhmille ja erityisesti nuorille ihmisille.

Kummatkin maat oli valittu tutkimuksen kohteeksi, koska ne omaavat paljon mielenkiintoa matkailuun. Lisäksi niillä on myös kapasiteettia yhteistyöhön reilun-kaupan safareita järjestävän yrityksen kanssa. Kyselyn aikana ilmeni että reilun-kaupan matkailu, sekä eko-ystävällinen matkailu on huomattavasti enemmän tunnettua Suomessa kuin Venäjällä. Tämä tarkoittaa käytännössä sitä, että kummankin maan markkinoille pitää löytää omat lähestymistavat, koska ero näiden välillä on huomattava.

Projektin teoria osuudessa oli tärkeää luoda sopiva tapa kyselyn toteuttamiselle. Sen organisointi ja analysointi olivat pääkohtina. Tärkeää oli myös löytää sopivat kysymykset potentiaalisille asiakkaille. Lopputuloksena kysely näytti selkeältä ja sen piti olla helposti ymmärrettävissä. Kuitenkin kun vastauksia alkoi tulla, ilmeni että kysely ei ollutkaan niin helppo, koska osa vastauksista oli annettu väärin. Osassa ongelmana oli vajaasti täytetty kyselylomake, osassa taas oli valittu useita vastausvaihtoehtoja kohdissa missä kysyttiin vain yhtä vastausta.

Kyselyn tulosten positiiviseksi puoleksi voi mainita sen, että suomalaiset matkatoimistot olivat hyvinkin tietoisia eko-matkailusta ja reilusta kaupasta. Heillä myöskin näytti olevan motivaatiota mahdolliseen yhteistyöhön. Venäläisten matkatoimistojen kohdalla tilanne ei ole niin selkeä, sillä monelle eko-matkailu ja reilu-kauppa ovat todella vieraita käsitteitä. Näin ollen suhtautuminen kyseisiin safareihin ei myöskään ole kovin myönteinen. Tämä kuitenkin on lähinnä haaste yritykselle, mutta se ei missään nimessä pois sulje yhteistyötä venäläisten matkatoimistojen kanssa.

Segmentointi, palvelu, markkinointi, kysely, reilu-kauppa, safari, kilpailu, tutkimus

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Interest in fair-trade travelling

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Project's goal was to find out if fair-trade safaris would have customers from Finland and Russia. Also the aim was to find out what kind of potential customers there might be in those two countries. For example if there are some schools or scientific groups or just independent travelers. Also one important goal was to find out what kind of marketing methods would be better for attracting new customers.

The client is a Tanzanian company which organizes different types of safaris. Their main ideology is eco-friendly travelling and volunteerism. The company was also interested in getting long term customers from travel agencies who could arrange safari and experience trips especially for groups of young people.

Countries for the research were chosen by the researcher because they have strong connection to travelling and therefore they also have a capacity for starting co-operation with a company providing fair-trade safaris. During the research it was discovered that the fair-trade and eco-friendly travelling were better known in Finland than in Russia. Therefore it meant that the company needed to enter the market of those two countries in a different way.

In the project's theory part it was important to build a structure to the research and how to organize and analyze it. The aim was also to establish what kind of questions could be asked from potential customers. Even though the questionnaire seemed easy to understand the result was surprising because several companies were not replying to it in a proper way. Several of them returned half filled questionnaires, also in some cases several answers were chosen instead of one.

The positive side of the research was that Finnish travel agencies were really familiar with eco-friendly travelling and fair-trade. Also it looked as though they had motivation for potential co-operation with such safaris. Speaking about the Russian travel-agencies the situation was not as clear because eco-friendly travelling and fair-trade are hardly known there. Therefore the general opinion about such safaris is not too positive. Still this does not mean that it is totally impossible for a company to enter the Russian market and co-operate with Russian travel agencies, but it means that it may be challenging.

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1 Introduction

Fair-trade safaris are a newcomer idea of safari organization, based in Tanzania. The main idea of this research is to find potential customers among travel agencies and companies related to travelling. The original idea was to do a research among Russian and Finnish companies, to find out which country would be chosen to be the first in co-operation. Purpose of that is to make the fair-trade safaris better known in Finland and Russia. Also aim is to find potential customers for such safaris.

Fair-trade safaris can be described as eco-friendly safari experiences. The purpose is not only to bring money for European companies, but also to local people who are doing work related to safaris. Also income from fair-trade safaris can be partly used, for example, for community development in areas where safaris are held. With this money they can, for example, fund the building of a school or a water pump. The aim of fair-trade safaris is also to be as eco-friendly as possible and avoid harming the environment in which safaris are held. Another idea of fair-trade safaris is providing experience which does not need to be overpriced. Also such safaris are known of capacity to provide trips which include volunteering work, by which travelers can directly affect things at some location.

In case the following research works interest in fair-trade safaris can be found in other European countries, Americas and Asia. From those areas there are plenty of travelers coming to Africa, so there is a big chance of finding potential customers and co-workers. For this research only two countries were chosen to make sure that amount of work would not be too great and that it could be done within a reasonable time.

If the research brings positive results it will be possible to do the co-operation suggestions based on the completed survey. This survey may also reveal new things which were not foreseen while doing it. Also it is possible to find potential co-operators via this research, which can be contacted later with business propositions.

In the beginning of this work I am writing about eco-tourism which is closely connected to the idea of fair-trade safaris. The idea of which is to make travelling an eco-friendly experience which also brings enough of income for people who are working in that field. In the second chapter I will speak about segmentation which is important for choosing the right target for the questionnaire and further co-working. Third, fourth and fifth chapters tell you how the questionnaire shall be done to reach the needed answers and results. Also this chapter tells you how the research shall be done in two countries which have a few different customs. The following chapters specify the results of the questionnaire, and the conclusions and sugges-

tions based on it. Attachment file of this work is a list of Finnish and Russian travel agencies which were contacted for the research.

2 Ecotourism

Ecotourism is a sustainable form of natural resource based tourism that focuses primarily on experiencing and learning about nature, which is ethically managed to be low impact, non-consumptive, and locally oriented. It typically occurs in natural areas and should contribute to the conservation or preservation of such areas. (Fennel, 2003,25.) Safaris which have the idea of fair trade and whose aim is to work without harming surroundings, animals, people or the nature can be considered as part of ecotourism.

Tourism marketing fundamentally differs from the marketing of other types of product in three important ways: 1. tourism is primarily a service industry, where services are intangible and quality control and evaluation of experiences are more difficult to envision, 2. instead of moving the product to the customer, the customer must travel to the product or resource, 3. also people usually participate in and visit more than one activity and facility while traveling. (Fennel, 2003,90.) In case of safaris it is obvious that they are held on an area which animals reside. That means to experience safaris the customer has to travel to the place where safaris are held. Usually only one safari experience is not enough to bring people to a certain area. Therefore there would be different safari options in the general area, or some other optional activities. It is also important to remember that it is difficult to reliably predict how safaris will go, because they are depending on season, weather and animals.

It is important to profile eco-tourists. They can be: do-it-yourself ecotourists, ecotourists on tours, school groups or scientific groups, hard-core nature tourists, dedicated nature tourists, mainstream nature tourists and casual nature tourists. (Fennel, 2003,34.) Profiling of ecotourists can be also called segmentation, because the idea is to divide potential customers into groups. It is important to have as homogenous groups as possible because it makes marketing to a certain group work better.

Usually people interested in ecotourism pay attention to following things: geographic location, climate and weather, topography and landforms, surface materials, water, vegetation and fauna (Fennel, 2003,40). Those matters can be found via questionnaires. Knowledge about how interested people are in some of those matters can help the company build more proper marketing for those segments who are really interested in all of those matters, and to those segments which don't pay a lot of attention to things above.

Eco tourism can be viewed as fair-trade action if people doing work in a target country are getting a fair salary and if they are not forced to work for the benefit of travelers. Usually fair-trade is dependent on the interests of customer. If there are a lot of customers who are ready to pay for fair-trade, there will be more benefit for the company offering fair-trade products and services. Therefore it is important to make people interested in fair-trade. (Erhnsted, Leppäkorpi, 2012,151.) For company offering safaris based on fair-trade will therefore be important to make potential customers understand what kind of benefit those safaris can bring to the people who are working in the country where those safaris are held. Also it could be wise for the company to contact other companies and agencies which already know about fair-trade, because perhaps then it would be easier to find mutual benefit.

Still need to remember that fair-trade is not always the best option and that it can also have negative sides. For example with fair-trade it is easy to make sure that workers in third world country will get enough salary, but fair trade can't make racism and colonialism disappear. Sometimes it can even make such structures to become worse. (Erhnsted, Leppäkorpi, 2012, 55.) Sometimes involving of too many organizations into one process can make money disappear from people who do not have a well paid job. Therefore sometimes it is even wiser to do fair-trade business directly between company and client, without using official fair-trade organizations just to get a label saying the service or product is accepted by some of those organizations. Company offering safaris should think carefully about benefits of being a part of a big fair-trade organization, as well as what kind of benefits there would be if they would not be a part of such an organization.

3 Segmentation

The use of segmentation begun in 1956, when Wendell R. Smith wrote an article about it (Rope, 2011,35). Even though segmentation has existed for a long time; it is still useful. Therefore a company has to understand that it is one of the main things needed to bring success. Segmentation should be done by company itself, since customers will not do it (Rope, 2005,155). That means the segmentation is a serious thing, which has to be done at the beginning and cannot be left to be done later in future.

It is important to understand and remember that a segment is not the same as a customer. Most of customers will most likely come from same narrow segment, but some customers will come outside of it. (Rope, 2011,36.) Company should treat their segment as a group of poten-

tial customers, but not as actual customers. Because a person or a company can be called a customer only after it has bought something from the company that is selling its product.

Segmentation is needed because different people want different things. Nowadays there is a big selection mostly of everything; therefore segments need to be even narrower than before. (Rope, 2011,39.) If before it was possible just to sell a trip to Tanzania Africa just to anyone, nowadays there can be several different trips sold by one company into the same country. Some trips can be based on hiking in mountains; others can be designed for cyclists to cycle around country. There can be trips for families or for singles, or trips based on doing voluntary work. This list can be extended almost indefinitely. The main idea is that when a certain field of business offer big variation of possibilities, for a newcomer company it is really important to choose small enough segment.

Really often it happens so that small company does a mistake by not doing proper segmentation, and as a result they have too big segment to which their budget is not enough at all (Rope,2005,156). That is supposed to remind a company of the reality which is that segmentation is always important, and it is even more important to small and newcomer companies. Segmentation means the dissection of the market into distinct parts by the uniformity of behavior in that segment. At the core of marketing and focuses the supplier or user on customer groups and preferences. (Harris, 2009,224.) In case of fair trade safaris this means finding out those groups of people who are most interested in safaris. Also those people who are generally interested in fair-trade safaris can be divided into smaller segments based on what makes them to be interested in such safaris.

Segmentation should be done by using criteria which make sense. For example for private clients can be used: location, age, gender, education etc. Indeed usually segmentation only by location or some other criteria is not enough, therefore several criteria need to be used at the same time. (Rope, 2011,45.) Company needs to choose which criteria it will use for their own segment. This is important for the company because there are a lot of possibilities. But even though there are plenty of possibilities for segments; it does not mean that all of them are suitable for the company. The main rule could be as follows: the smaller the company the smaller the segment it shall choose. Also when segmentation is done after product or service is created it is important to keep in mind that chosen segment should be already somehow interested in the product offered by the company.

Realizing of necessary of segmenting can happen in different ways, but the final behavioral base for segmenting consumer markets is by studying perceptions, beliefs and values. This is

classified as a behavior variable because perceptions, beliefs and values are often strongly linked to behavior. (Jobber, 2010, 268.) This means that a company offering fair-trade safaris should study beliefs and expectations of their potential segment before going into actual marketing. If a company knows what the consumer wants, most likely the company will have something for the consumer. If the company knows nothing, it is almost impossible to offer something which will match with the needs of the consumer.

Marketing segmentation suppose to develop marketing performance. Different segments have usually individual behavior patterns and require a different approach for success to be achieved. Segmentation can be done based on different factors, such as age, gender, income, religion, location, nationality, geographic factors, psychographic factors, demographic characteristics, family life cycle, desire for relaxation or time pressures. A key factor to success in today's marketplace is finding subtle differences to give a business the marketing edge. (Harris, 2009,147.) Psychographic and demographic variables are almost always inappropriate because business buyers are less influenced by personal factors (Blythe, Megicks, 2010,166). Since the aim is to find potential customers for fair-trade safaris among travel agencies and big companies which may be interested in travelling factors as gender, religion, nationality and family life cycle are not relevant. Instead factors as income, age, location and time pressures are more important. That is because for travelling people need to have money, time and possibility to get from their place to a resort in an acceptable time. Usually different aged travelers also have different preferences; therefore it should not be forgotten while doing segmentation.

Segments for producers in travelling and tourism can be following ones: hotels, tour operators, transport operators and destination attractions. Hotels include corporate/business clients, visitors on group package tours, independent vacationers, visitors taking weekend/midweek package break and conference delegates. Tour operators mean young people, singles and couples, families with children, retired/senior citizen/empty nesters, activity/sports participants and culture seekers. Transport operators are a group of first-class passengers, club-class passengers, standard-class passengers, charter groups and APEX purchases. Destination attractions can mean local residents in the area, day visitors from outside local area, domestic tourists, foreign tourists and school parties. (Middleton, 2001,106.) In case of fair-trade safaris most important segment would be tour operators. That is because they are working with smaller customer groups which may have different interests and preferences in travelling. For a company who sell experience or a service it is worth to have contract with tour operator, because in that way they can optimize their customer flow.

Segmentation of business-to-business markets differs somewhat from business to consumer markets. Consumer markets are characterized by customers who are the end users for the product, or at least very close to the end users. Business buyers do not themselves use the product in most cases. There are many customers in consumer markets, so a greater degree of consumption is usually necessary. (Blythe, Megick, 2010,166.) Fair-trade safaris are service produced to different people, but most likely sold at first to tour operator, and only then sold to end users who are travelers in this case. Because of that selling of safari service to tour operator is more business-to-business market than business-to-customer market. Because segmentation is usually somehow complicated thing, which can be seen from plenty of angles, it is worth to be done in layers starting from biggest segment and moving into smaller (Rope,2005,172). For example at first can be chosen geographic factor as county, then can be chosen income class, then family type, continued into willing to travel for safaris at some time of year.

If a company is dealing with more than one segment, it may also set different prices for different segments (Rope, 2005,154). That can be based on geographical and income factors. For example mid class family from Finland can be able to pay more for a trip than mid class family from Russia. That gives a possibility for a company to set slightly different prices for Finnish and Russian families, since it is not forbidden to ask higher price for service if someone can afford it.

Also when doing positioning of a brand in the market place can be used perceptual map, which had been proved to be useful and helpful tool. It is a visual representation of consumer perceptions of the brand and its competitors using attributes (dimensions that are important to consumers). (Jobber, 2010, 287.) For a company it can be easier to choose own segment if they will do this particular map at first, because then they can pick main segment and later perhaps other segments with small differences compared to the first one.

Positioning strategy also should be based on a clear choice of target market based on market segment attractiveness and company capability, and the creation of a differential advantage (based on an understanding of the attributes - choice criteria - that consumers use when choosing between brands). (Jobber, 2010, 288.) All mentioned factors need to be used to create proper and working positioning. The company cannot just decide to get some bunch of people to be their clients. That is because potential customers have always several options of product or service, offered by different companies. If the positioning is done properly it raises the chances to get actual customers.

3.1 Evaluation of segments

The requirements for successful segmentation are: homogeneity within segment, homogeneity between segments, segments are measurable and identifiable, segments are accessible and actionable, and segment is large enough to be profitable. (Harris, 2009, 48.) All of those factors don't need to be fulfilled in a working segment. It is possible that there is enough homogeneity inside a segment and the segment is large enough to be profitable. It is important also that segment will be easy to contact. In case of fair-trade safaris their main potential segment is travel agencies which are most likely easy to contact because of field of their work. To establish homogeneity inside segments some research will need to be done, because different travel agencies may be working with different types of customers.

Criteria for success in segmentation can be described in following ways. Effective - the segment identified should consist of customers whose needs are relatively homogenous within a segment, but different from those in other segments. Measurable - it must be possible to identify customers in the proposed segment and to understand their characteristics and behavior patterns. Accessible - the company must be able to formulate affective marketing programs for the segments that it identifies. Actionable - the company must have the resources to exploit the opportunities identified through the segmentation scheme. Profitable - Segments must be large enough to be profitable to serve. (Jobber, Fahy, 2009, 117.) If all those factors are fulfilled in segmentation, there is a higher possibility for success. After doing a questionnaire about the interest in fair trade safaris among travel agencies, potential customers need to be divided into segments in a way that there is obvious difference between segments, but no difference inside them. Then the company needs to choose those segments which can be profitable enough and for those segments they need to do proper marketing. Marketing to different segments may change, based on main interest or motivator of segment.

The segment needs to be big enough to be profitable, it still does not mean that the segment needs to be the biggest possible. The largest, fast growing segments are not always the most attractive ones for every company. Small companies may lack the skills and resources needed to serve larger segments or they may find those segments too competitive. Sometimes, smaller and less attractive segments can actually be more profitable. (Kotler, Armstrong, 2012, 225.) That matter needs to be considered by a company which offers fair-trade safaris because if they try to sell their service to a too big tour operator it may turn safaris into a mass tourism spot. Such will be not good for nature, animals, and hardly company itself. That may

cause harm to company itself because of creating too much work for the capacity of workers. Also the aim of a big tour operator and fair-trade safaris may be different.

When the question is about travelling and tourism, main methods of segmentation are following ones: purpose of travel, buyers needs/motivations/benefits, buyers behavior/characteristics of product usage, demographic/economic and geographic profile, psychographic profile, geo-demographic profile and price, which sometimes is one of main factors. When doing segmentation, several segments can be used at same time. (Middleton, 2001,111.) Most likely company gets more customers and benefit if they use at least following segmentation methods: purpose of travel, buyers' needs/motivations/benefits and price. That is because different customers have different motivation for their travels, therefore marketing needs to be suitable for different groups. Price is important factor because not all people are ready to pay as much for same service or experience.

Particularly in consumer markets, it is not possible to create a marketing mix that satisfies every individual's particular requirement exactly. Marketing segmentation by grouping together customers with similar needs provides a commercially viable method of serving these customers. (Jobber, Fahy, 2009,109.) That means that a company can never satisfy all potential customers therefore it is important to choose those customer groups which can bring more benefit for a company. That is important especially for smaller companies, because their resources are more limited, and therefore need to be used in most profitable way.

Segments can be evaluated by following criteria: immediate profit, sustainability, future potential, current size, current spending power, fit with the firms' strategic objectives, fit with the firms' core competencies, fit with the firms' vision and mission (Blythe, Megicks, 2010, 144). For a company which offers such a service as fair-trade safaris it is important to get long term customers, whom will bring income for a long term. By that the company can make sure it will be able to offer its services even after some time. Also the company has to pay attention to potential customers if they have good spending power. One of the important factors is that the chosen segments will fit with firms' vision and mission, which help the company to keep customers and to get new ones. Also fitting with vision and mission is good for reputation of a company. In case when segment does not fit with vision and mission of a company, it may create a situation, where customers act against original aim of a company and its service.

Marketing strategies for segments can be chosen from next ones: undifferentiated, differentiated marketing focused marketing and customized marketing (Jobber, Fahy, 2009, 25). Mar-

keting strategies should be chosen based on the selected segments and to factor if the same marketing strategy is used on all segments or on only a small segment. In some situations it is wiser to use the same marketing strategy on several segments which are almost equal, than different marketing strategies on really small segments. Sometimes concentrating on really small segment does not bring enough of income to be worthwhile.

3.2 Segments for fair-trade safaris

Most useful segments for fair-trade safaris are those groups which are interested in eco-friendly travelling. Also an important factor is the readiness to spend more money for vacation than in the case of traditional safaris. Usually people who belong to upper-class or rich are willing to spend more money, but also middle- class can spend more money for travelling if they have serious motivation.

As a segmentation criteria an income can be used. Which can be divided into high, mid and low income. In this case low income group will not be useful for segment for safaris. Second criteria could be eco-friendly tourism; those who have a lot of interest in such, and can afford it would become a main segment, which can be divided into smaller ones based on the level of eco-tourism and what the travelers would like to do. Dividing into smaller segments can be done after getting replies from the travel agencies.

3.3 Market targeting

After segmentation is completed it is time for targeting market. A target market is a chosen segment of market that a company has decided to serve. As customers in the target market segment have similar characteristics, a single marketing mix strategy can be developed to match those requirements. Creative segmentation may result in the identification of new segments that have not been served adequately hitherto and may form attractive target markets to attack. (Jobber, 2010,261.) The company should be open to the possibility of finding new target groups, while doing targeting and marketing strategy for segment chosen at first.

Marketing is also not about chasing any customer at any price. A decision has to be made regarding those groups of customers (segments) that are attractive to the business and match to its supply capabilities. Usually the choice of target market will emerge as a result of the SWOT analysis and the setting of marketing objectives (strategic thrust). For example, the marketing audit upon which SWOT analysis is based will include market segmentation analysis and, when considering the strategic thrust of the business, decisions regarding which markets

to serve must be made. (Jobber, 2010,51.) The basic idea is that the segment and the product or service sold by the company has to match at some level. If a customer needs something and the company does not have it or does not offer it, the customer will not buy anything.

Market targeting is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. In market targeting can be used following strategies: undifferentiated (mass) marketing, differentiated (segmented) marketing, concentrated (niche) marketing, micromarketing (local or individual marketing). Niche marketing is based on fact that customers have a distinct set of needs and they will pay a premium to the firm that best satisfies them. The niche is fairly small but has size, profit, growth potential and is unlikely to attract many competitors. (Kotler, Keller, 2012,256.) In case of micromarketing the company tailors its product to the exact requirements of each customer. Long time ago almost all products were made in this way. (Blythe, Megicks, 2010,141.) Safaris are service which is normally produced to a group of tourists, of whom the common interest is to go on a safari and have a new experience. Fair-trade safari requires that people will be motivated to go on a safari which has deeper connection to ethical and moral values of the area. Among all potential travelers interested in safaris it is possible to find a group (segment) which will be interested in the fair trade. Because fair trade safaris are a new thing for most people, it is most likely that the groups will not be very large. Therefore segmented marketing is worth more at the beginning. If at later point there are more interested people in fair-trade safaris, it could be possible to divide into niche marketing, which would allow more attention to smaller groups inside of a bigger main segment.

After that is differentiation which is actually differentiating the firms market offering to create superior customer value. Last step is positioning. Positioning consists of arranging for a market offering to occupy a clear distinctive and desirable place relative to competing products in the minds of target consumers. (Kotler, Armstrong, 2012,214.) In positioning are three generic steps: reinforce the existing position, reposition and deposition competitors (Blythe, Megicks, 2010,195). Differentiation usually means that company needs to find a way to be somehow different from competitors. When there is a bunch of companies which offers safaris, offering of fair-trade safaris is one way of differentiation. Also location of held safaris can work as differentiation. Positioning means for company that they need to find way to do marketing to get place for themselves among competitors. For example company can use some new marketing strategy which they had not used before. For example they can use more direct and personal marketing, so potential customers will get more close connection to company and service offered by it.

With single-segment concentration, the firm markets only to one particular segment. Though concentrated marketing, the firm gains deep knowledge of the segments needs and achieves a strong market presence. (Kotler, Keller, 2012 256.) It is more valuable for a company offering specific service it is better for them to work on one segment and serve it properly. In future if one segment works out well and it is bringing as much income as it can, company can start to work on other segment, if it will not take too much attention from first segment. When company gets to know its target segment it is easier to do proper marketing for that segment, therefore company need to do some research about matters related to segment. There are two types of targeting risks: not enough of targeting, or not enough of marketing space. First one is more common, because companies are often too afraid of narrow segments. Some companies think that customers will not come to them if they are not from their segment, but segment itself is not a barrier, therefore customers from other segments can also contact company. On the other hand if company tries to handle too big segment as a result it is hardly able to get any customers. Normally main part of customers (20% which brings 80% income) comes from narrow segment and other customers from elsewhere (80% which brings 20% income). (Rope, 2005,510.) In the case of fair-trade safaris it is possible to find enough of marketing space, but it is really important to find the right segment. Safaris are not service bought by everyone anywhere; it has a narrower group of potential customers. Through the whole process of segmentation and targeting it is really important to find a small enough group of potential customers which will be really interested in the service offered by the company.

3.5 Differences between Finland and Russia

The role of government in Finland has been extensive rather than limited in directing economy and maintaining a welfare system. Finnish society is characterized by a high degree of trust in institutions. (Habisch, Korhonen, Seppala, 2005,13.) For business it means that it is most likely easy to interest potential customers. Also it is easier to make actual contract and sales between business and customer. That is because the Finns are generally used to trust the organizations and their services.

Companies are less trusted than state institutions, but they still enjoy a higher degree of trust in Finland, than elsewhere in the European Union (Korhonen, Seppala, 2005,14). Compared to state institution, companies have a bit less of trust, because people think such companies can more easily cheat in something. Fear of that is usually small enough that it does not make company business impossible, unless there have already been mistakes made which the society is aware of.

Private business and the market economy in Russia are still developing. Among all social institutions, including the Government and mass media, companies are less trusted. (Habisch, Kostjuk, 2005,212.) In Russia general mistrusting is more normal than surprising. Most of customers think that companies, media and government just tell lies and try to steal people's money. Such attitude can make work for a foreign company even more difficult. But if a foreign company is co-operating with some local company there is a higher possibility to stay in the Russian marketing field.

4 Marketing channels

Marketing channel is an expression which refers to movement of product or service from manufacturer or producer to the distributor and to the end user. Marketing channels can be also called distribution channels. Using of good channels is important for company, because otherwise it can be difficult to locate customers, also it may be difficult to make profit on sales of product or service. In the case of a company which organizes safaris the marketing channels can be for example travel agencies, other co-operators and direct online marketing.

Some companies are selling their product or service directly to the end user. In such case it can be called direct marketing. Also usually in such cases company does not try to establish marketing channels. Often customers contact companies directly to get a wanted product or service that can bring costs down because marketing and distribution are not so important. In case of safaris it is somehow possible to sell such service directly to customer. In case of Finland it is most likely easier than in case of Russia, that's because in Finland people trust the direct marketing more than in Russia. Also in Finland people are more used to internet and marketing and buying services via it. Generally it is still better for fair-trade safari provider company to deal with local travel agencies in both countries. That is because it maximizes the segment which they can reach.

Generally roles of marketing channel are following ones:

- Linking producers to buyers
- Performs sales, advertising and promotion
- Influences the firms pricing strategy
- Affecting product strategy through branding, policies, willingness to stock
- Customize profits, install, maintain, offer credit etc (Armstrong, 2009, 234)

Marketing channels can be often described in slightly different way based on industry in which the business is working, but the main idea of it is the same. Main idea is to transfer product or service from producer to end customer by using certain channels.

4.1 Choosing of marketing channels

After evaluating and understanding value chain of company, is possible to plan marketing channel for product or service. Aim is to handle tasks connected to marketing channels with higher value than competitors. (Mäntyneva, 2002,139.) Fair-trade safaris don't yet have a lot of competitors with exactly same product, but there is a lot of companies which offer safari experiences. Therefore it is important to do proper evaluation of potential customers, choose most suitable segment and choose most suitable and least expensive way to reach them.

Aim of channel decisions is to find answers to following questions:

- Is it better to use direct or indirect marketing channel?
- Is it better to use one or more marketing channels?
- What is the cumulative length of the channels?
- What type of intermediary is better to use?
- How many of intermediary is on which level?
- How is possible to avoid conflicts between different channels?

(Marketing Teacher, 2011.)

To be able to answer to those questions a company should evaluate the general situation in their marketing field, they should also find out their potential customers and plan which is the best way to reach them.

Marketing channel decisions are strategically really important ones; they are also affecting other decisions connected to marketing. Marketing channel decisions also need to be based on strategy of company and to different analytics. (Keller, Kotler, 2012,497.) When marketing channel is chosen properly it is easy to reach potential customers and it is also possible to reach them without making the expenses desperately high. That is especially important for small company with small amount of products or services. Usually small companies have less money to invest to marketing and other goods. Also reaching the customers is usually more difficult because of competition.

Key requirement for success of improving competitiveness and increasing customer value by using marketing channels is to drop down final price paid by customers or give some other direct benefits (Mäntyneva, 2002,141). If a company tries to use all the possible marketing

channels, most likely in the end there will be much less benefit than if they would use few marketing channels. Also it is easier to keep prices lower if only few marketing channels are used. The more expenses company has for marketing, the higher the final price usually is.

Main aim of marketing channel is collecting of information, supporting of sales, creating of customer network, physical delivery of product and customer service connected to it (Lahtinen, Isoviitta, 2001,157). In case of fair-trade safari provider most useful marketing channel will most likely be the travel agencies. That is because the travel agencies usually have information about their own customers, so they know what kind of services and experiences they are looking for. Based on that it is easier for them for example to suggest and sell fair-trade safaris for certain customers.

When selecting marketing channels and co-operators following things are important: economic situation, strengths and resources in sales, product/service selection, reputation, marketing coverage, the sales figures, management effectiveness, managements competence, general atmosphere and attitude, and also size of business. (Rosenbloom, 1999,247). A company needs to observe all of those and choose the best possible marketing channels and co-operators. Otherwise there is a chance that the marketing will not work in the desired way.

There are internal and external factors that influence the channel choice. The external indicators are customer characteristics, nature of product, nature of demand (location), competition and legal regulations/local business practices. The internal decisions are of two kind, major decisions and sub decisions- The major decisions are the decisions concerning structure of channel, managing and controlling distribution channels and managing logistics. From the external indicators customer characteristics and nature of product influence the major decisions and nature of demand, competition and regulations influence the sub decisions, which are for example the types of intermediaries, screening and selecting intermediaries and the physical movement of goods through the channel system. (Hollensen, 2004,524-525.) Therefore internal and external factors are as important for company. To figure out the situation with both of them is important to do a proper research. Based on research can be made suggestions about best marketing channels.

From the external determinants of the channel decision the customer is most important. Consumer product channels tend to be longer than industrial product channels because there are more customers and they are more geographically disperse and they buy in smaller quantities. Significant factors in choosing channel are: product characteristics, durability of the product, amount and type of required customer service, unit costs and special requirements. The per-

ceptions that the target market customer has about particular products can force modification of distribution channel. Target customers product perceptions are influenced by: income, product experience, products end use, products life cycle position and country's stage of economic development. (Hollensen, 526.) Fair-trade safaris can be mostly defined as consumer product, because it is a service which is usually bought by individual people, not companies. Also safari is a personal experience which can only be experienced one at a time, it is not possible to buy several safari trips and experience them all at the same time.

From the competitions point of view the channel used by competing product or service and close substitutes are important because channel arrangements that seek to serve the same market often compete with one another. An alternative way is to use totally different distribution channel and hope to develop competitive advantage. Countries can have specific laws that rule out the use of particular channels or intermediaries and the channel coverage can be regulated by law. (Hollensen, 525-527.) Because several other companies are offering safari trips, it is important for a fair-trade safari organizer to find a way to stand out from this mass. For example it could be wise to use slightly different channels than other companies, in such way the company can be seen better and it can reach better potential customers.

4.2 Structure of the channel

The amount of market coverage that a channel provides is important. As a term coverage can refer to geographical areas of country or the number of retail outlets. No matter how the coverage is measured the company has to create a distribution network to meet its coverage goals. The network consists of dealers, distributors and retailers. There are three different approaches available. Intensive coverage demands the distributing of the goods through the largest number of different types of intermediary and the largest number of individual intermediaries of each type. The selective coverage is choosing a number of intermediaries for each area to be penetrated and the exclusive coverage is choosing only one intermediary in the market. The channel coverage can be identified along an assortment ranging from wide channels to narrow channels. (Hollensen, 529.) In case of a small company it is important to choose a channel which covers enough of the market to create benefit. Also it is important not to try covering too big a market, because if this happens then the company will not have enough of resources to satisfy all the potential customers. That is because providing safari service also has its own expenses and capacity, if that will be suddenly exceeded company may experience some difficulties.

The channel length is determined by number of levels of different types of intermediaries. Longer channels tend to be associated with convenience goods and mass distribution. The control of one member in the vertical distribution channel means its ability to influence the decisions and actions of other channel members. This is of critical concern when a company wants to establish international brands and a consistent image of quality and service across the globe. The main decision is how much control the company wants. The decision to use intermediaries or to distribute via company's own sales forces is a trade-off between the desire to control global marketing efforts and the desire to minimize the resource commitment costs. (Hollensen, 521.) In case of fair-trade safari organizer they can sell their service directly to the customer, who will also go to the actual safari. Other option is to use travel agencies to sell safari experience to the actual customers. Most likely using of travel agencies is best option when the company is entering a new market, like a new country with new potential customers. Even with using travel agencies for selling safaris it is possible to keep prices at acceptable level, because there still will not be too many different levels and intermediates.

Control can also be exercised through integration. Channel integration is the process of incorporating all channel members into one channel system and uniting them under one leadership and one set of goals. There are two types of integration - vertical and horizontal. Vertical integration seeks control of channel members at different levels of the channels and horizontal integration seeks control of channel members at the same level of channel. Integration is established either through acquisitions or through tight co-operative relationship. Getting the channel members to work together can be difficult task but today the co-operative relationships are a must for efficient and effective channel operations. (Ball, McCulloch, Geringer, Minor, McNett, 2008,530.) Basically this means that the company should try to find the best way for itself to make marketing channels to work in a preferred way, as well to co-operate with each other. No matter how many channels are used, there are supposed to be the same information and goal, they should not create conflicts between each other. If different channels are conflicting with each other and give different information to potential customer, most likely it will just push the potential customer away.

4.3 Management and leadership of marketing channel

After a company has chosen optimal marketing channels for itself it is not end of the task. It is also important to make marketing channels to work in a desired way that also does not happen by itself so it requires certain amount of work. According to Rosenbloom (1999,282) the most important task in the leader of marketing channel is to provide a possibility of co-operation and a possibility to reach the goals. For example if a company decides to co-

operate with some travel agency, it should provide the agency all the needed information about safaris. Also the company should make sure that the agency understands what kind of service they are selling, what is the idea of fair-trade safaris and what the customers actually get when they buy such services.

Important part of a successful channel management is the ability to motivate members of the marketing channel to operate cost-effectively. Also management shall be aware of the needs and problems of marketing channels. Leaders shall also have skill to support in problematical situations and give clear target for partners connected to marketing channel. (Rosenbloom, 1999,308.) For example if a travel agency keeps extremely high prices for fair-trade safaris it may end up in a situation where customers will not be willing to buy such an experience because of a too high price. Therefore all parts which are involved in selling safaris to actual customers should have similar understanding of pricing, needs and expectations.

Because company which provides service and marketing channels are usually independent businesses it is also important to pay attention to contract and its content between them. When suitable intermediary has been found a foreign sales agreement is drawn up. Before a final contractual agreement is made it is wise to make a personal visit to the prospective channel member. The agreement itself can be simple, but it needs to give the numerous differences in the market environment, and certain elements are essential. The following items need to be included to an agreement with foreign intermediary:

- Names and addresses of both parties
- Date when the agreement goes into effect
- Duration of the agreement
- Provisions for extending or terminating the agreement
- Description of sales territory
- Establishment of discounts and/or commission schedules and determination of when and how paid
- Provisions for revising the commission or discount schedules
- Establishment of a policy governing resale price
- Maintenance of appropriate service facilities
- Restrictions to prohibit the manufacture and sales of similar or competitive products
- Designation of responsibility for patent and trade mark negotiations and/or pricing
- The assignability or non-assignability of the agreement and any limiting factors
- Designation to the country and state (if applicable) or contact jurisdiction in the case of dispute. (Hollensen, 533-535.)

It is important for the company to make a proper agreement; it is the only way to make sure that everyone understands what they agree. Otherwise there could occur a lot of misunderstandings and conflicts, which could in worst case scenario damage the image of the company and push away even the existing customers and co-operators.

5 Quantitative research

Research can be done in quantitative and qualitative methods. Both of them are useful, but they have some differences, and therefore usually one of them is more useful than other for some certain research. In normal situation at first shall be established to what kind of questions research shall to answer also is important to know about in which way research most likely will be done. Based on that information it is possible to chose quantitative or qualitative research methods, or even combine them if it is necessary. In this case the main idea is to get replies for questions which makes possible doing statistics and diagrams, therefore quantitative method suit better.

Quantitative research is based on idea of aspects which is easy to measure with numbers. Main point of qualitative research is based on understanding problems. (Soininen, 1995,34.) Also quantitative research is more useful for singular aspect, and qualitative research is more useful in case of generic habit (Soininen, 35). It would be easier handling numerative information in most of the cases when the company tries to survey how large amount of people are interested in something. Also for example if questionnaire has questions with few answer options, it gives good ground for building statistics and diagrams. Because that is the situation with finding out how many travel agencies would be interested in fair-trade safaris, quantitative method should be the main method used.

Quantitative methods can be described as social research methods which are based on numbers in one form or another. Quantitative methods are typically deductive, and are extremely powerful in hypothesis testing because of their strong internal validity. Qualitative methods instead can be described as social research methods which are typically non-numerative, and so are based on methods such as interviews and observations. (Greener, 2011,202.) In the case of fair-trade safaris the idea is to get results with statistics, and perhaps some open ended questions with different answers, therefore quantitative method is more useful. If research would be based only on qualitative method, it most likely would be difficult to find out how large percentage of travel agencies and their customers would be interested in fair-trade safaris. Also it would be more difficult to find out what are the main reasons for being inter-

ested or not interested. With numerative replies and diagrams later, such comparing is easier.

Quantitative techniques are also designed to have strong internal validity, so it is crucial that researchers understand how this works for their specific technique. As well as making sure that external validity is not lost in the quest for methodological perfection. (Greener, 71.) That means the researcher needs to keep an eye on the whole research process, and not get it stuck to perfection of doing it, also they need to make sure that there is not too many disturbing factors during the research.

Quantitative research is better option when aim is to create statistics, which are connected to behaving. Also big amount of participants, questionnaires, big distance to participants are good reason to use quantitative research. Fast schedule and analyzing results only after survey are also important reasons for such. (Soininen, 37.) Matters such as willingness or unwillingness to pay money for a certain type of safaris are connected to behavior, because the interest in spending money is usually logical and it repeats itself constantly. Also in doing research connected to fair-trade safaris there is a need to have large enough amount of participants, and most likely they will be from as wide an area as a whole country. Also the idea is to analyze answers only after the survey, because only then the proper diagrams can be created, since it does not make sense to make diagrams when parts of the answers are still on their way. Timetable will also be limited, because it cannot take too long time to collect answers, since opinions can change with time and season. Also it would be unfair to make the company wait too long a time for answers and statistics.

If research had been done in quantitative method, then it is not wise to work on answers in same way as they would be answers for qualitative research and in opposite way around. Even in theory it is also possible to create some kind of diagrams in qualitative research too. (Eskola, Suoranta, 1998, 166.) If for example research would be done with using both methods, it would be important to do evaluating in a different way too. In that way it is possible to make sure that the replies are understood in a proper way, and that their value has not changed during the evaluation process.

Quantitative data can be saved for later use, but identification information as Id number can be destroyed already after classification of data. In case if there will be following data collections to same people identification information can be kept for needed time. (Kuula, 2011, 209.) It is important not to keep identification information if it is really not needed, because it can cause troubles to the participants. Also if the quantitative research is done only

once, identification information can be left out completely, and just some general factors left in such as location or working field etc.

When doing conclusions of quantitative research is better to make answers to be anonymous to make the comparing not connected to personal matters (Kuula,211). If there is not enough identification information, all the answers would be evaluated in equal way. And there would not be such a situation where replies of one company would be more important than others because of its status or location.

It is also possible to combine quantitative and qualitative method. Such strategy can give to research higher validity value. (Greener,195.) As mentioned earlier it can give more options for researchers to create questionnaire and evaluate answers more properly if combination of the methods is used. Sometimes some researches need to have questions for statistics and diagrams, and some for opinions and suggestions. Fair-trade company should also be open for suggestions from potential clients; therefore a few open ended questions are a good option.

Trustworthiness is based on a bit different factors in case of quantitative and qualitative methods. In case of quantitative method main things are: internal and external validity, reliability and objectivity. In case of qualitative method main things are: credibility, transferability, dependability and conformability. (Soininen,125.) Aspects which create trust in the research should be controlled during the whole research process. Even if it may be challenging when both methods are used, and both of them can be affected in different ways.

5.1 Questionnaire

Research is not always easy, because understanding of the same questions can be different in different groups. This can be based on the cultural background or the social status. Also ways of doing research can change based on the area, for example in the case of some countries and cultures an online questionnaire would work really well because people are accustomed to using the internet daily. In the case of some other country online questionnaire would not have as big a success as for example questions asked via phone calls.

Questionnaires are far most common research instrument. They are very flexible, Close-end questions include all possible answers, and subjects make choices among them. Examples include multiple-choice questions and scale questions. Close-end questions provide answers which are easier to count and from which is easier to built diagrams. Open-end questions allow respondents to answer in their own words. Open-end questions are useful in explanatory

research, when aim is to find out what people think about something. (Kotler, Armstrong, 2012,141.) For doing statistics closed end, and 'yes and no' based questions are more useful. With using questions which have ready selection of possible answers makes possible to compile a diagram based on the answers. If it is possible to do a diagram it makes it easier to compare answers and making general decisions based on them.

It is also important to select properly segment for questionnaire. Usually there need to be something in common between those who answer questionnaire. That segment needs to be big enough to give proper result. For example if 100 travelling agencies answer instead of 10, result is more valuable. (Valli, Aaltola, 2001,102.) Company offering fair-trade safaris should do questionnaire to travel agencies, to find out how interested they are in selling such safaris to their customers. Also some big companies can be one segment, since they may organize trips directly to their own workers.

Effective questionnaires are well structured and have a logical flow. In development of questionnaire are three stages: planning, design and pilot. At planning stage research problem need to be defined, needed information need to be collected. Target group and survey method need to be chosen. Design stage keeps inside: ordering of topics, type of questions, wording and instructions, layout, scaling, probes, prompts and coding. At pilot stage pilot testing need to be done, also possible redesign need to be done before finalization. (Jobber, Fahy, 2009,95.) That means that questionnaire needs to be related to a topic, it must have questions which are easy to understand and to which it is easy to reply. At first it needs to be decided what is the aim of the questionnaire, what kind of information need to be found. Based on that, questions need to be built. It is also important not to create leading questions, because those may affect dishonest answering.

When doing questionnaire, following instructions should be considered: 1. general instructions, dealing with purpose of questionnaire, assurances of confidentiality, how and when to return the questionnaire. 2. Section instructions when the questionnaire is divided into subsections. 3. Question instructions (e.g. tick only one response). 4. "Go to" instructions which are useful because they avoid respondents reading or completing questions that do not apply to them. (Gray, 2009,355.) That means that the company needs to create understandable introduction questionnaire and questionnaire itself. If those are done properly they increase the chance of getting proper replies. Proper replies are more valuable to statistics than those which were answered by putting crosses here and there without understanding what was asked.

Basic analysis of questionnaire data may be at the descriptive level, or on a comparative basis (Jobber, Fahy, 2009,97). Comparative basis are usually more worth when the purpose is for example to find potential customers, which have higher potential to bring cash flow to the company. Descriptive level can be used when the aim is to find customer satisfaction and things which need to be corrected somehow.

5.2 Email questionnaires

With email questionnaires following things need to be noticed: questionnaire need to be personalized, introduction text need to be brief to avoid need to scroll down the page, alternative ways of responding should be suggested. Also width of column shall not be more than 70 characters to avoid text wrapping around next line. It is also important to keep start easy but interesting. In case of non-response, a replacement questionnaire with reminding message shall be sent. (Gray, 2009,357.) Main idea in an email questionnaire is to keep it short and interesting, otherwise people just skip the overlong message. It can be better at first to contact the company by phone to agree on a method of doing the questionnaire, because all methods don't fit to all companies and people.

5.3 Web-based questionnaire

Web-based questionnaires offer several things which traditional ones do not offer. In case of web questionnaires their design can be more complicated than design of traditional ones. For example different fonts and colures can be used. Also data can be downloaded into either spreadsheet or database format and therefore be ready for analysis. (Gray, 2009,357.) Web-based questionnaire is most modern way of doing questionnaire. It also is considered in most of cases as easiest way of doing it, because it can be answered at any time and answers will be saved on an internet server, from which they cannot disappear as easily as from email or paper. Also most of web-questionnaires do statistics of all answers automatically, so it becomes easier to compare the answers, and also possibility of manipulating answers becomes really low.

5.4 Phone questionnaire

If questionnaire is done by phone, respondents must be contacted in advance via post, so that they will know about questionnaire. If possible, they also should know about length of questionnaire. Also is preferred to set time for making questionnaire, so it will not be surprise for respondent. (Gray, 2009,366) That is one of the traditional methods which can be used for

example in case of the Russian companies, since usually they are not so motivated to answer the online questionnaires, also reading of email can take really long time in case of some companies. Therefore to make sure to get at least some replies it is worth to call the companies and set up a phone questionnaire time.

5.5 Reliability, validity

When analyzing documents researchers need to consider what role their analysis is going to play in the research, and what view of the documents they are going to take. Are they to be regarded as accounts of the world that may not longer be with us, but may be more or less reliable, or as clues to the subjectivities of those who wrote them? The different perspective lead to different role for documents and for different kinds of knowledge claims. (Green-er, 104.) Especially in case of an open ending question it can be up to the researcher how he understands replies and what kind of conclusions he will make. Therefore it would be important to have enough of questions connected to same things; in such situation possibility of misunderstanding will be lower. Also researcher should not add his own opinion to the replies, but really understand what it is meant to be said in the replies. It is helpful also to have a ready answer options, as I have in the questionnaire for travelling agencies. That helps to avoid mixing own opinions with the given answers.

Validity is telling if measured things are right ones, those which originally were planned to measure. Validity is usually even more important than reliability, since if wrong thing has been measured, reliability does not matter. (Vehkalahti, 2008, 41.) It is important to build such a questionnaire, which will not be misunderstood and which will measure those things which are important to the company that provides fair-trade safaris. To make sure that the questionnaire planned for travelling agencies will be understood in the same way in different places I tried to built as simple questions as possible. Also I was including advices to questionnaire to make sure that everyone understands how to answer the questions.

Validity can be established in following ways: face validity, concurrent validity, predictive validity, construct validity and convergent validity. (Bryman, 2012, 171.) Face validity measure apparently reflects to the content of the concept in question. In case of concurrent validity researcher employs a criterion on which cases are known, to differ and that is also relevant to the concept in question. When predictive validity is used, the researcher would take future levels of absenteeism as the criterion against which the validity of a new measure of job satisfaction would be examined. About construct validity can be mentioned that in its case the researcher is encouraged to deduce hypothesis from a theory that is relevant to the

concept. About convergent validity some methodologists say that the validity of a measure ought to be gauged by comparing it to measures of the same concept developed through other methods. (Bryman,171.) Mostly this means that the researcher needs to understand how the different things are affecting the research. Different effects can come from outside research, and some can be created by the research itself.

In case of internal validity, researcher needs to control following things: history, maturation, testing, instrumentation, statistical regression, selection, experimental mortality and expectancy. Basically inner validity means fact that result is based on answers, and not things which come from outside. (Soininen,120.) Sometimes background can build a prototype for answer, even if it is not correct. Also sometimes the participant may think that researcher needs some exact answer and provides such, even if the researcher is not actually looking for such answer, or if there is no 'right' answer. Small details can even ruin the validity of the research, if they are changing replies dramatically. To avoid leading to certain answer I tried to offer enough of answer options, so it will not look like I expect any right or wrong answer.

External validity means how similar results are compared to other similar situations and/or groups. To make sure that answers and result are as trustworthy as they can be, researcher shall pay attention to: reactive effects to testing, interaction effects of selection bias, reactive effects of experimental arrangements and multiple treatment interference. (Soininen,212.) Idea of taking part in questionnaire makes some people change their opinion, or answer everything really fast, without understanding properly what is asked. Therefore it is important to provide proper instructions.

Reliability is telling how carefully measuring was done. Reliability works usually better than fewer mistakes had been done during measuring process. (Vehkalahti,41.) Poorly done measuring cannot be fixed afterwards, therefore it is important to try to avoid all kinds of mistakes during the research. To avoid poorly done measuring I offered in the questionnaire ready answers from wide enough scale, so answering could be done by choosing closest option or options.

When a measure is reliable three following factors are involved: stability, internal reliability, and inter-observer consistency. All of those are important for reaching best reliability. Stability entails asking, whether a measure is stable over time, so that we can be confident that the results relating to that measure for a sample of respondents do not fluctuate. This means that, if we administer a measure to a group and then re-administer it, there will be little variation over time in the results obtained. (Bryman,169.) Usually, time changes opin-

ions and other things at least a bit. Because of that it will be important to understand that the conclusion of the research is valid only for some time, and that for example answers of the same companies to the same questions can be totally different for example after 5 years. Therefore it could be required to repeat the research after some time if the company wishes to have new answers to similar matters. Also solutions based on completed research need to be done in reasonable time to reach the best result. In case of the questionnaire done it is in certain way stable, because for simple questions, answers will most likely be the same even a different researcher will ask them again for example after some months.

In internal reliability the key issue is whether the indicators that make up the scale or index are consistent. In the other words, whether respondents' scores on any one indicator tend to be related to their scores on the other indicators. (Bryman,169.) The more consistency there is the more reliable the answers are. The researcher needs to see how the indicators can affect each other. Because of that I tried to create consistency in questionnaire so questions and answers are somewhat connected to each other. Avoiding irrelevant questions helps creating a new picture of the situation.

Inter-observer consistency is important when a great deal of subjective judgment is involved in such activities as the recording of observations or the translation of data into categories. Also when more than one 'observer' is involved in such activities, there is a lack of consistency in their decisions. This also can arise in a number of contexts. (Bryman,169.) For reaching as good result as possible it will be important not to deal with too many researchers. For example if researching is not too extensive, it would be wise if one person would handle it. In case of larger research project there may be a few researchers involved, but it would be important that personnel do not change during project and that they also communicate with each other to have equal opinions, answers and solutions. In the case of my research, it is limited to be handled by one person, but it will still leave plenty of options for following researches.

6 Results of research

Research was not so easy to realize as it was planned, that was mainly because of the number of travelling agencies was much higher than I originally expected. In case of the Finnish travelling agencies I contacted mostly all of them via e-mails with questionnaire, Indeed not all of them were interested in replying to questions, and some just had totally different customer group, so they did not have any interest to safaris or bringing their customers to Africa. All together 40 Finnish travel agencies replied to this questionnaire.

In case of the Russian travel agencies situation was more complicated. At first it was really difficult to find contact information of agencies, which can be explained that it is still not too common to have web-pages or contact information at online domains. Also not many agencies have their pages or information on search engines such as Google. Also the interest to react to emails was quite low. During the two months I contacted several times the biggest and certificated agencies, but results were not as good as I had hoped. Replies were often not completed and often it looked like the questions were not understood properly. But still I got answers from 40 agencies, which means that at the end almost all of the certificated agencies answered. Calling to all of them would have created large expenses, but if this research will be continued later, it may be worthwhile. Most likely with contacting agencies via phone or personally face to face can provide better answers and explanations on customer behavior among the customers of chosen agencies.

6.1 Finland

According to the replies from the Finnish travel agencies, their customers are more interested in travelling to East Africa than to Southern and Central Africa. Between the last two the difference is really small. Top five preferred counties to travel to are Egypt, Morocco, South Africa, Tanzania, and Nigeria. After those five come Madagascar and Seychelles with equal amount of interest. According to those replies it is possible to say that the Finnish tourists still have preferences to 'old well known resorts' but at the same time there is growing interest in new locations and countries which were not popular at all some years ago.

According to safari experience customers prefer walking safaris, mountain climbing, beach/island getaways, cultural visits, gorilla trekking and special interest safaris. Also plenty of other safari activities come after those mentioned above. According to those answers it can be said that travelers are interested in huge amount of activities, and most of them are equally popular. This means that for those customers it is easy to offer new service or product, because most likely there will be enough of those people who want to get new experiences. Most of the customers also were willing to pay more for fair-trade, therefore fair-trade safaris can be a right service. Such safaris can offer new experience, but also ideology and travelers themselves can see where money is actually going.

Travelers prefer different levels of safaris, but most popular seems to be camp participation, which is a good option for safaris. Also moderate, budget and 1st class are requested options. As for program, most wanted a combination of different programs, second place goes to inde-

pendent travelling, third to private program and on fourth place is group program. According to that, most customers have at least some travelling experience and interests in doing things in their own way; therefore the group programs are clearly not as popular.

According to most of the travel agencies their customers belong to mainstream nature tourists and casual nature tourists. That most likely means that people are interested in places with nature sites where they can visit, and also they are interested in their influence on the place which they visit. This can also be connected to the general Finnish behaviour, where nature is part of daily life and people are used to caring about it.

Most of the people do not travel in large groups; most common size of preferred group was 1-5, which can mean that people prefer to travel as families or as small groups of friends. Less popular was to travel with groups over 9 people, such groups most likely are school classes, or some other groups, which generally do not travel a lot. Also preferences in places where to stay, shows popularity of travelling as families/small groups. Family accommodations/villas and permanent tented camps were most requested.

Most popular ages of travelers were 22-30, 16-21, 31-40, 10-15 and 41-50. This can prove popularity of travelling among families, but also travelling of young people who most likely had not settled down yet.

June, July, August and November, December were the most popular months for travelling, most likely because usually during that time most of the workers have their summer and winter vacation. Also schools are keeping vacations during that time, which provides an opportunity for travelling to families with kids.

Most wanted length of trip was 14 days, which can be explained by habit of travel agencies to sell two week trips often and sometimes with some offers. Second most popular duration of trip was 10 days, most likely it also means all under 10 day preferences, most likely because some of travelers want to have bit cheaper trip, and one way to save money is to travel for a shorter time. Also shorter trips can be preferred by business travelers or some groups who travel somewhere for some certain purpose.

According to travel agencies best ways to sell safaris to their customers are web-site, flyers, and mail/letter. Somewhat requested were also videos shown in agencies. Popularity of the web can be explained by the fact that the internet is really common and popular in Finland.

Also travelers prefer usually to do some research online on their own before contacting any agency.

Most of the agencies classify their customers as mid income customers, and much smaller percent as high income customers. In case of some agencies mid income and high income customers are approximately half and half. This means that in Finland there is enough average income so travelers do not need to be obviously rich to travel. That is a good thing for agencies and providers of travel experience, because it means more potential customers for them.

6.2 Russia

Russians are most interested in travelling to East Africa; on second place with equal amount of answers are South Africa and Central Africa. Five most popular countries are Egypt, South Africa, Madagascar, Tanzania and Morocco. Some of African countries were not getting any interest from the agencies replied on the questionnaire. Generally there is a large variation in the amount of interest in African countries; it can be caused by limited selling of trips to Africa. It seems like Russians are more used to few countries and not trying so much to sell trips to other countries. That could mean a good opportunity for new safaris, because it looks like there is room for new locations and services. Russians seem to already be somewhat interested in Tanzania, so fair-trade based safaris would most likely attract even more people to visit there.

Beach/island getaways and special interest safaris are most popular among Russians, after those with equal amount of interest are walking safaris, honeymoon and mountain climbing. According to those replies tourists are looking for relaxing and some new experiences, extreme and not so extreme. Fair-trade seems to be not so well known, therefore most of agencies were unable to say if their customers would be willing to pay more for fair-trade or not. In second place were replies of unwilling to pay extra for fair trade. It could be caused by not knowing what fair-trade actually is or just general unwillingness to pay any extra money for anything.

According to the level of safaris Russians preferred luxury and 1st class, budget class was a bit sell wanted. Moderate and camp participation received less interest. As a structure of program, private one was requested more than group program or combination. There was less interest in independent travelling. This can mean that most of Russian travelers prefer to have a vacation with some luxury, where the main purpose is most likely relaxation.

According to travel agencies most of their customers present school or scientific groups, classification as mainstream nature tourists and other was in second place. Classification of other could mean business tourists, or any other option which was not mentioned separately in the questionnaire. The fact that school or scientific groups was most popular answer could mean that Russians at least somewhat prefer group organized trips.

As amount of travelers most preferred to travel with groups of two people, in second place was groups of three and four people, and in third place groups of one and five persons. Also groups over 10 people got a bit of interest. According to those replies it seems like most preferred to travel as couples, small families or groups of friends, and only then alone. As accommodation family accommodation/villas was most requested, in second place was small boutique hotels and permanent tented camps. Those replies indicate that family travelling is pretty popular; also travelling with small groups is popular. Interest in hotels is explained by wish to have something luxurious, but at the same time there is an interest in camps, which can be based on growing interest in new experiences.

Age groups of 22-30 and 31-40 were most interested in travelling, after those was an age of 16-21 years. Age preferences tell that family travelling with older kids and travelling of young people and those who are in work life is much more popular than travelling of older people. Based on that, safaris should be suitable to those most popular age groups, to increase profit.

Summer months as June, July and August were most preferred for travelling. Also January and February were famous. That is most likely caused but the timing of vacations, as most people have vacation during summer time and/or during winter. And for many it is a good opportunity to travel. As length of travel most popular was 19+ days, other options were much less popular. This can be explained by interest in having a good trip abroad, and for most of Russians good trip abroad means that it is also supposed to be a long one.

As way to promote safaris for customers the most preferred was flyers, followed by videos shown in the travel agency. This could mean that Russian customers are still a bit old fashioned and they prefer paper promotion, which they can take with them and look at several times before deciding anything. Promotion via web-site was just a bit more popular than direct phone calls and mail/letter. That could be because the internet is not part of the daily life of all Russians. It is slowly becoming more common, but it will take some time until the role of the internet will be in Russia similar as in Finland. Also Russian customers generally trust companies more when they have personal contact, only web-based promotion would be most likely considered as not trustworthy.

According to replies high income class is travelling more than mid income class. That may be because in Russia differences between different income classes can be really big, and therefore middle class in Russia is not as rich as in Finland. On the other hand middle class still travels, but perhaps just less than high income class. For fair-trade safaris it could mean that if they can provide only expensive trips, it should mostly be marketed to high income class. If the trip has a reasonable price, it can be marketed also to mid-class, but in such case profit most likely will be smaller, and it will take a longer time to get it.

7 Conclusion

Based on the replies to the questionnaire certain suggestions could be made to attract Russian and Finnish customers. Because Russia is large and it has a large amount of agencies I would suggest that it would be better to start by contacting agencies from Moscow and St. Petersburg. That's because they have really wide customer circle and most likely more money to use for travelling than customers from small cities. In case of Finnish travel agencies it would perhaps be also wise to start from biggest cities, and also from travel-agency chains, also to maximize the amount of potential customers.

7.1 Finland

Goals

My aim in this project is to make a small Tanzanian fair-trade safari organizer known in Finland and to find more Finnish customers. The company wishes to find customers by using travel agencies which can bring even bigger groups to safari trips. This project has also a minimal funding, so it was important to find cheapest possible options. Main objective was to find travel agencies willing to co-operate with fair-trade safari provider and also to find cheap marketing options.

Generally the idea of fair-trade and eco-friendly travelling is known in Finland, also people seem to know a bit about volunteerism based travelling. Therefore it is most likely easier to enter Finnish market than Russian. Indeed in case of volunteer work based trips more promotion will be needed. In Finland there are some agencies which are providing only eco-friendly travelling. Those agencies can be strong option for co-operating with fair-trade safaris. Below are some suggestions which could be useful for entering Finnish market.

1. Improving services

Web-pages of fair-trade safaris should be updated; information about safaris should match reality, as well as prices. It would be good to also have the pages translated from English to Finnish. Some translations were already there, but they should be better. Translating the website makes it easier for Finnish customers to learn things about safaris and parks where they are held.

2. Helsingin Sanomat

Advertising is a good way to market the company. The company wants more Finnish customers on their safaris. The most effective way to approach potential clients in Finland is to put an advertisement on a newspaper which has wide circulation. In Finland, Helsingin Sanomat has the widest circulation. Helsingin Sanomat has almost one million readers (KMT Lukija 2009 / TNS Gallup). In this newspaper there are tourism information pages, which appears daily and it is the most followed topic area in Helsingin Sanomat. These pages help potential customers to plan their travelling. Saturday and Sunday - are days when the papers are mostly read.

Prices (in Euros): the smallest advertise (44mm x 50mm)

Monday-Friday, color: 400,16€ (taxes included)

Monday-Friday, black&white: 298,29€

Saturday, color: 412,36€

Saturday, black&white: 307,44€

Sunday, color: 490,44€

Sunday, black&white: 370,27€

3. Group discount

When a group books the trip, they could get a group discount. The discount could attract more groups to come to the safaris. They would have their own peace when there is no one else at the same safari but them. An example of such group could be a workplace or students or families.

4. Internet discussion forums

Advertising in the travelling discussion forums is a good channel to market the company. Many Finnish people browse the internet when making a decision about their travel destination.

5. Students, businessmen

Students and businessmen are a very good target group. For businessmen a company can offer a relaxation trip with a touch of luxury. For students they could offer cheaper options based on volunteer work. In case of businessmen trips can be offered around the year. In case of students peak of travelling is usually when schools and universities are holding vacations. Also most likely students who are having a break after studies would be interested in travelling, perhaps even for a longer time than usually.

6. Shopping tour

There should be a tour guide who shows all the best shopping places and maybe even the best little local shops which cannot be found without a guide. Especially local product should be shown for example before or after actual safari experience.

7. Facebook

A link to the Facebook group could be added to the company website, preferably in either the menu or the front page. This would help increase the Facebook group's member count. On Facebook account there could be some photos of safaris, and maybe sometimes some offers to attract customers

8. Prices

Prices could be converted to Euros for clarity, just so the customers know an approximate price for the trips. Also there should be a mention of possible price changes if a group is really small, or if there are discounts available in case the group is big enough.

9. Budgeting

The budget during project had been minimal. Marketing should be either free or as cheap as possible. So far all of the suggestions have been free of charge. To save on marketing and other expenses it is also good to create strong co-operation with big travel agencies, because they usually automatically attract a lot of customers.

7.2 Russia

Goals

The aim in this project is to make a small Tanzanian fair-trade safari organizer known in Russia and to find more Russian customers. The company wishes to find customers by using travel agencies which can bring even larger groups to safari trips. This project has also a minimal funding, so it was important to find cheapest possible options. The main objective was find

travel agencies willing to co-operate with fair-trade safari provider and also find cheap marketing options.

In case of Russian agencies it would be wise to introduce fair-trade safaris properly to them, since the ideology of fair-trade and eco-friendly travelling is fairly new in Russian market. Usually customers also trust product or service more if they can see it first. Since it is impossible to bring safaris to Russia, it would be important to do good visual presentation of safaris. Below are some suggestions for the company, which could be useful for entering Russian market.

1. Improving services

Web-pages of fair-trade safaris should be updated; information about safaris should match the reality, as well as prices. It would be good to also have the pages translated from English to Russian. Translating the website makes it easier for Russian customers to learn things about the safaris and the parks where they are held.

2. Newspaper

Advertising is a good way to market the company. The company wants more Russian customers for their safaris. The most effective way to approach potential clients in Russia is to put an advertisement on a newspaper which has wide circulation. Several Russian newspapers have wide circulation. If the company wants to start from Moscow and its surrounding, they could choose for example a newspaper called *Moskovskaya Pravda*.

3. Group discount

When a group books the trip, they could get a group discount. The discount could attract more groups to come to the safaris. They would have their own space and a peaceful environment when there is no one else at the same safari but them. An example of a group could be a workplace or students or families.

4. Internet discussion forums

Advertising in the travelling discussion forums is a good channel to market the company. Some Russian people browse the internet when making a decision of their travel destination. Indeed the internet is not in as strong a position in Russia as in Finland. Therefore the company should not use all their budget and time on it.

5. Flyers

Russians are still very familiar with flyers, and mostly they prefer them to using the internet. Therefore it could be worth investing in flyers which can be given to potential customers, so they can look at them on their own time, and perhaps later contact travel agency/ fair-trade safari company for further questions.

6. Businessmen, families

Businessmen are a very good target group. For a businessman the company can offer a relaxing trip with touch of luxury. Families also could get more private trips via this company. Most likely businessmen are as interested in travelling at any time of the year. In case of families most likely peak of travelling is during winter holidays and summer holidays.

7. Shopping tour

There should be a tour guide who shows all the best shopping places and maybe even the best little local shops which cannot be found without a guide. Especially local products should be shown for example before or after actual safari experience.

8. Vkontakte

A link to the Vkontakte group could be added to the company's website, preferably in either the menu or the front page. This would help increase the Vkontakte group's member count. On Vkontakte page it would be wise to show some photos of the safaris to attract customers. Also sometimes it might be wise to publish some offers on Vkontakte page; it may be fastest way to reach those potential customers who are using the network a lot.

9. Prices

Prices could be converted to Rubles for clarity, just so the customers know an approximate price for the trips, because not everybody is so familiar with dollars. Also it could be good to mention how the prices change if the group is big or small. Russians will prefer to see exact prices, not just a mention that price can be different in case of small and big group.

10. Budgeting

The budget during project had been minimal. Marketing should be either free or as cheap as possible. So far all of suggestions have been free of charge, exception is newspapers because some of them are charging for advertising and some not.

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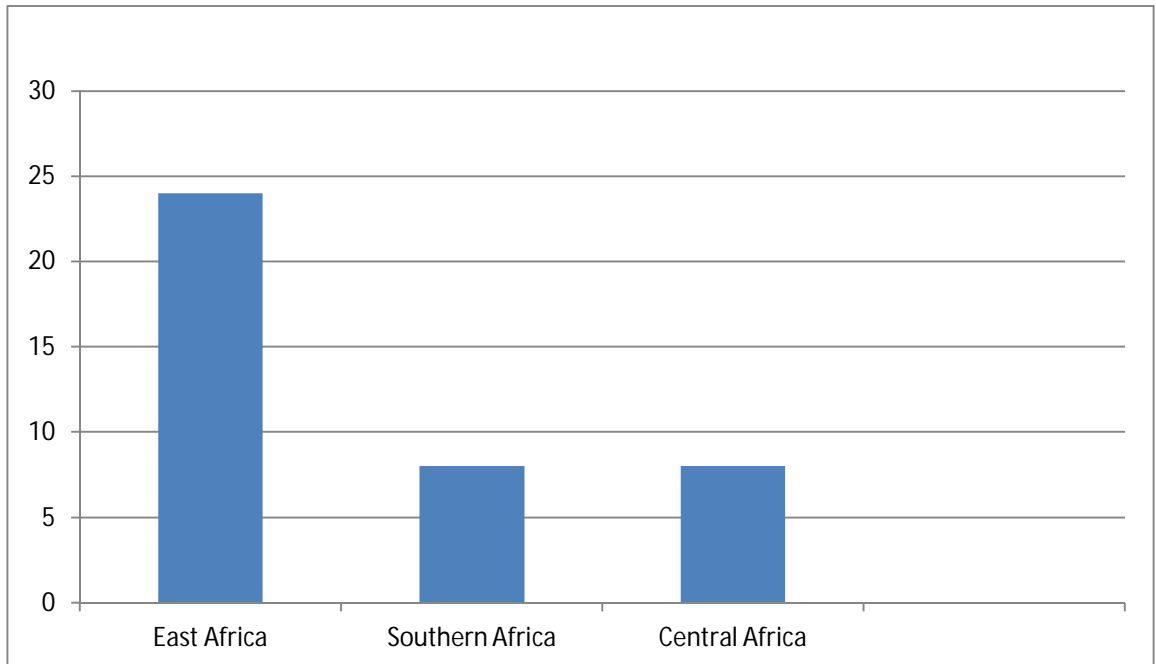
Marketing Teacher, Referred 04.03.2013

www.marketingteacher.com

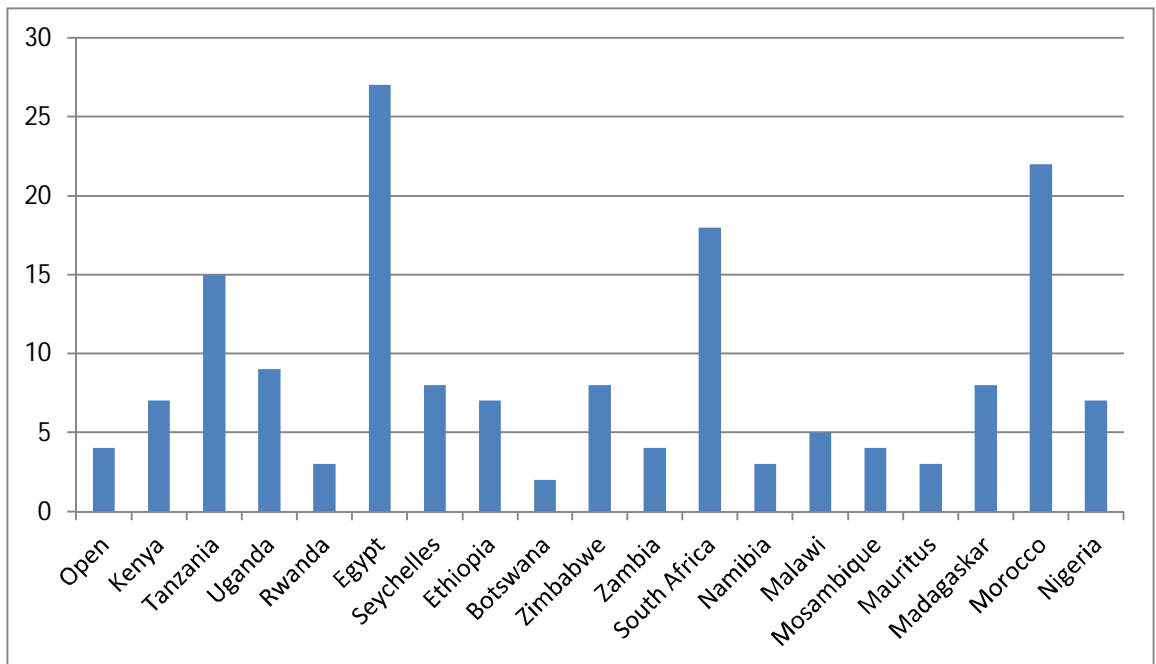
9 Diagrams

9.1 Finland, (40 replies)

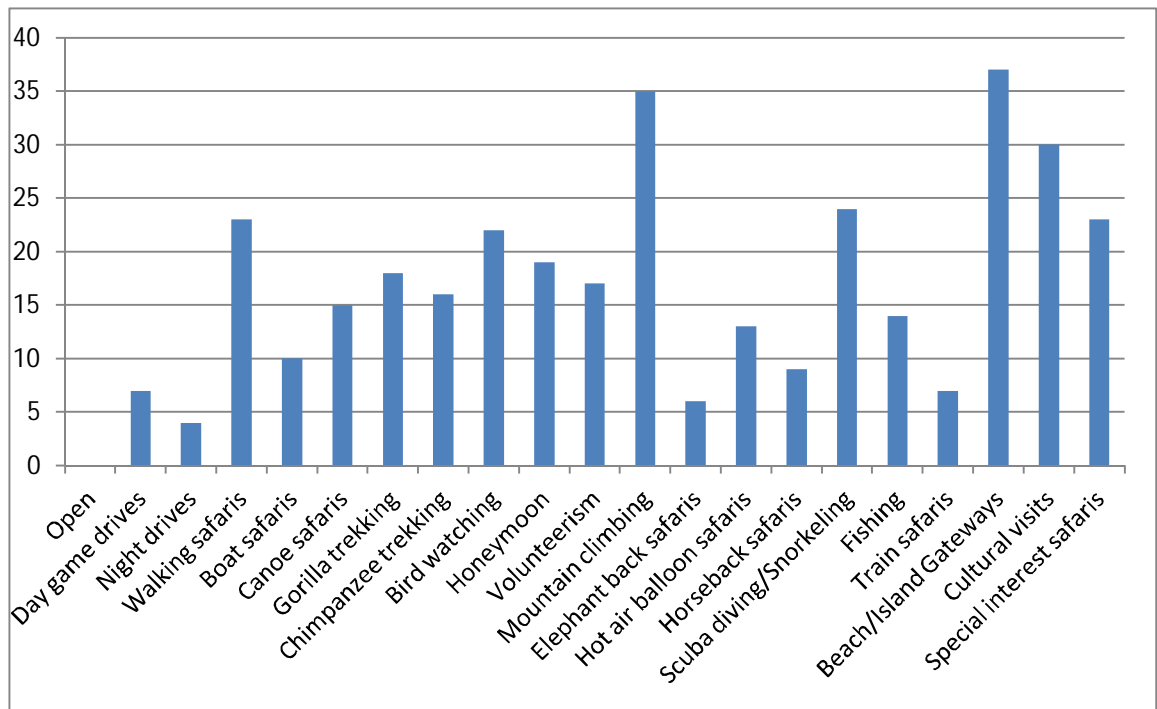
Which region do your customers usually wish to visit?



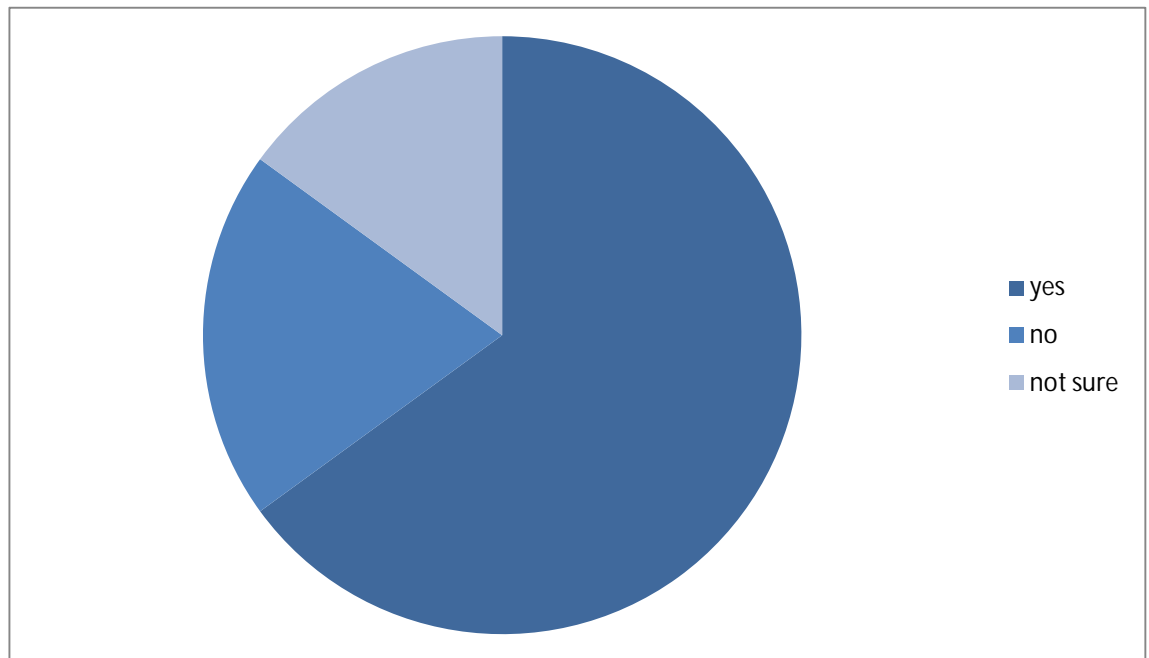
Which Countries do your customers usually wish to visit?



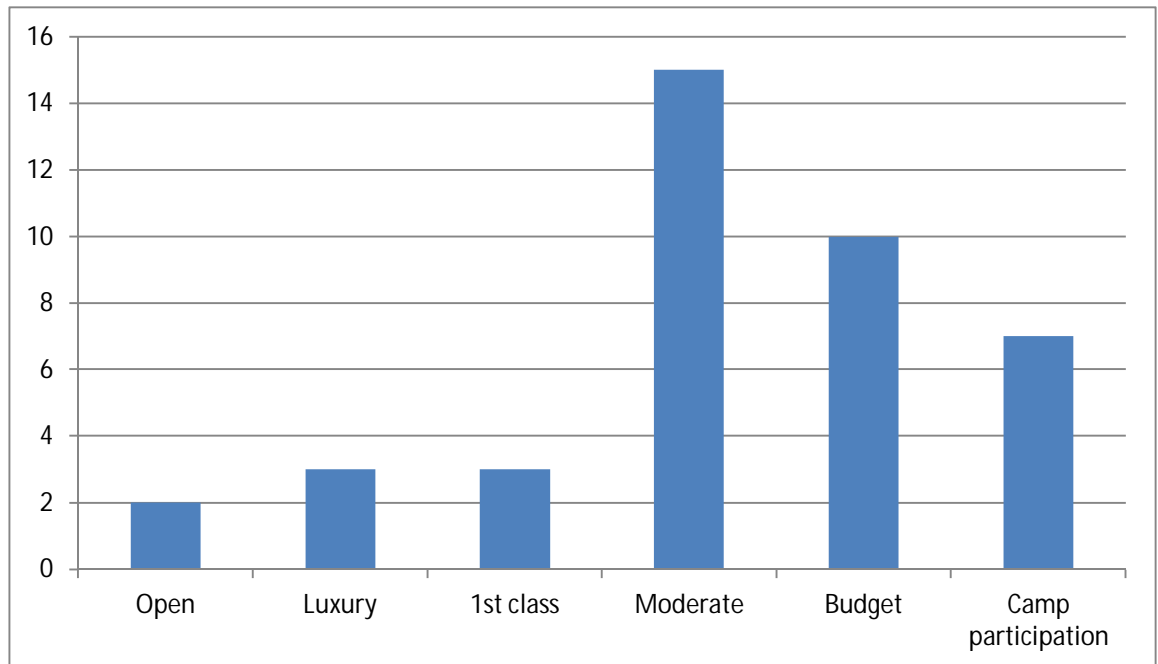
What do your customers usually wish to experience in safari? (Several answers can be chosen)



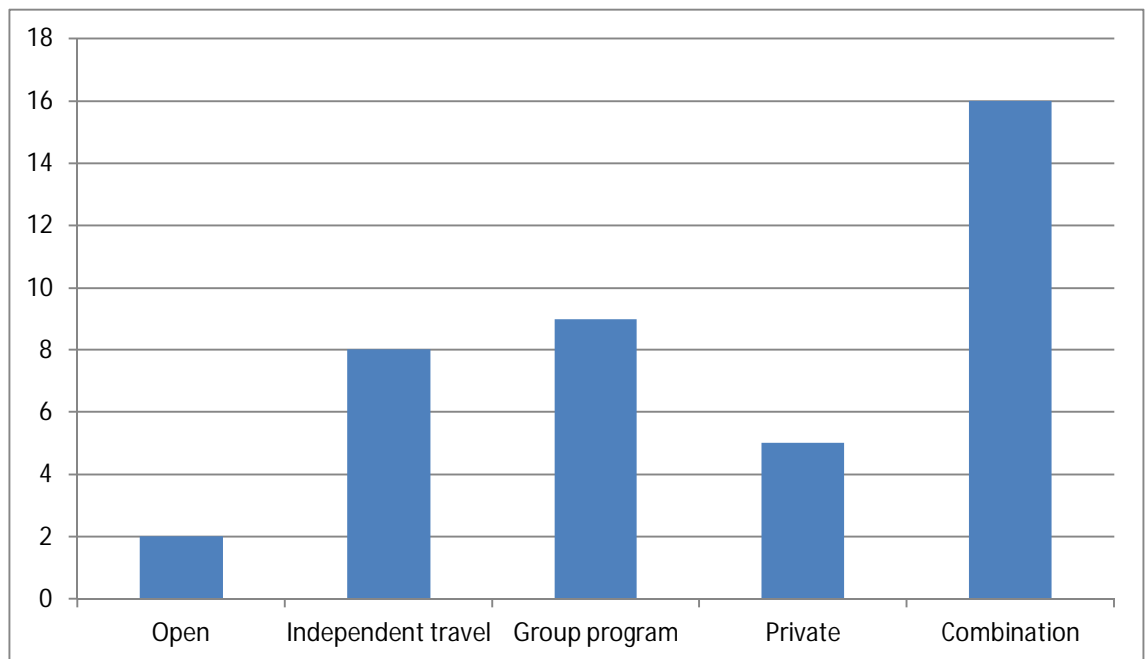
Would your customers be ready to pay more for fair-trade safari than for traditional?



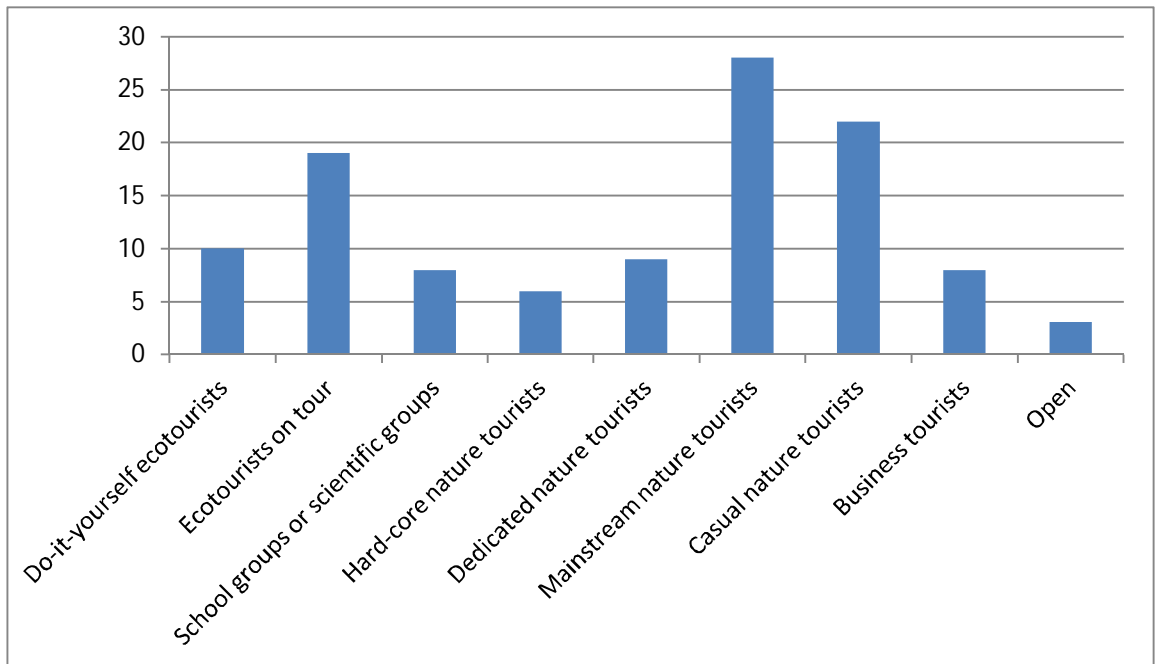
What level of safari do your customers prefer?



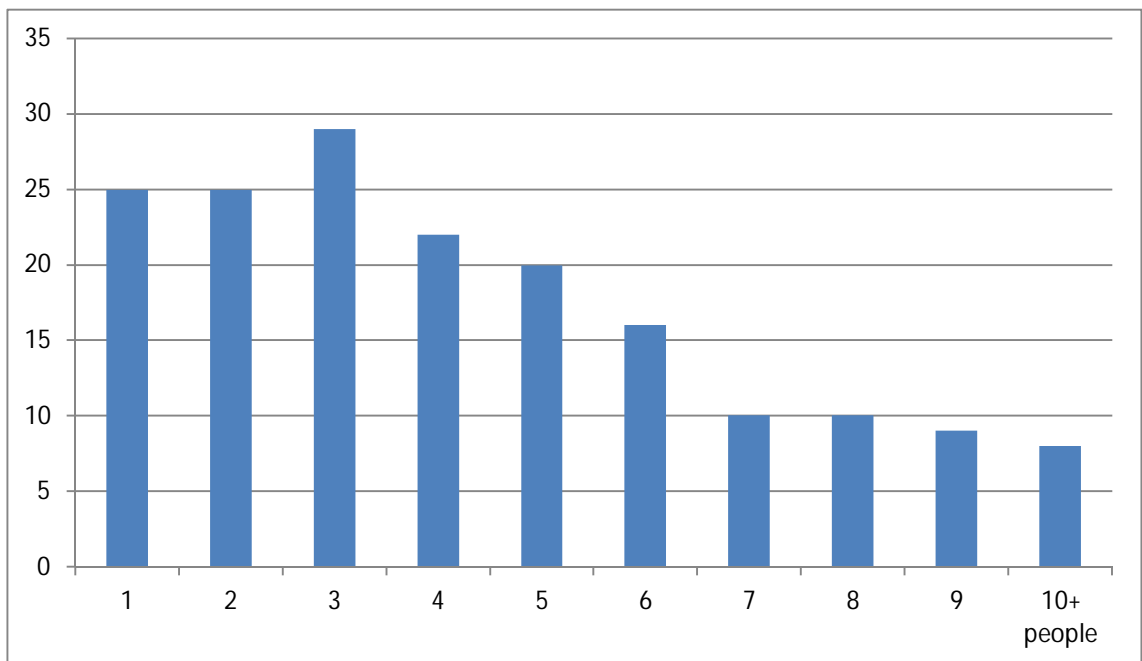
Do your customers prefer?



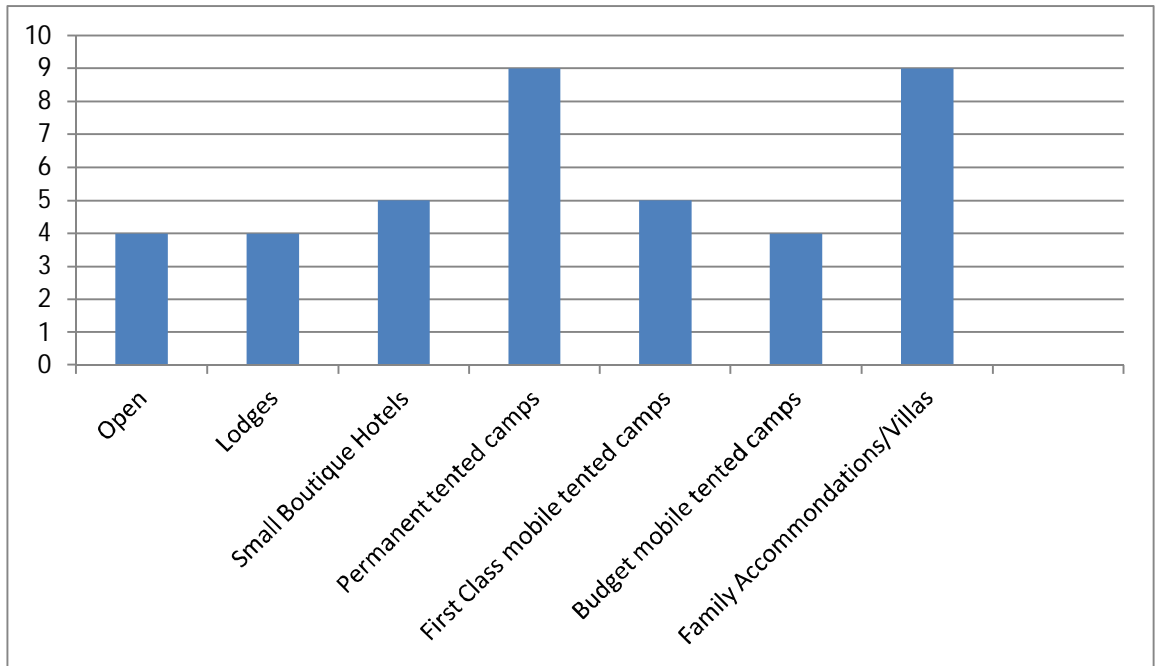
To which traveler group your customers belong? (Several answers can be chosen)



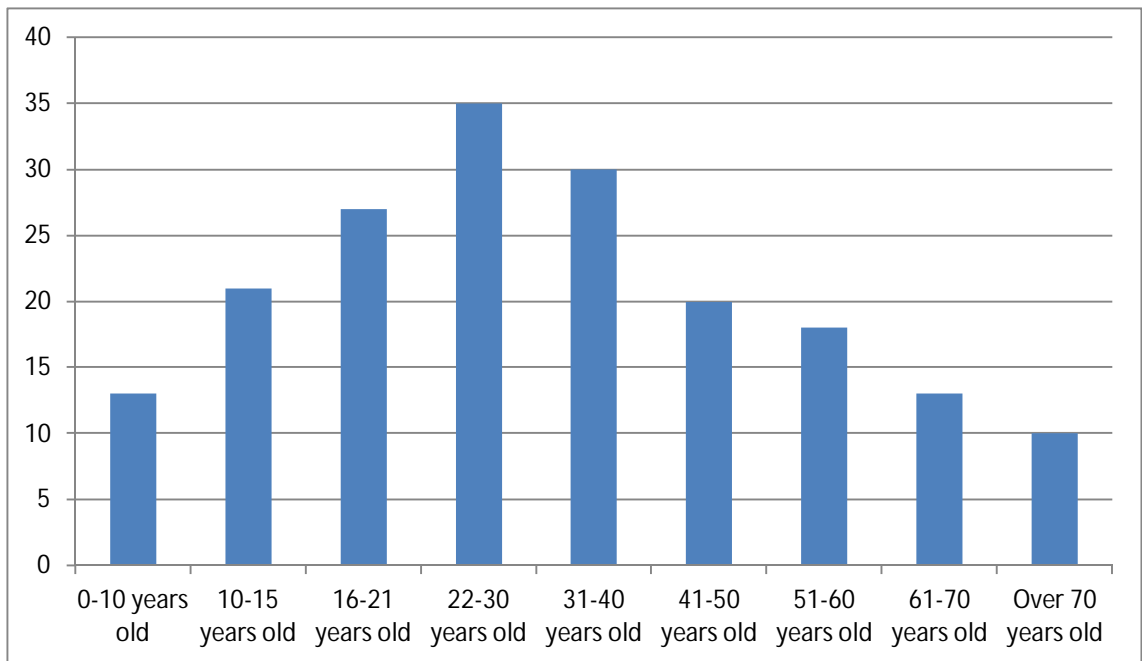
In how big groups your customers prefer to travel?



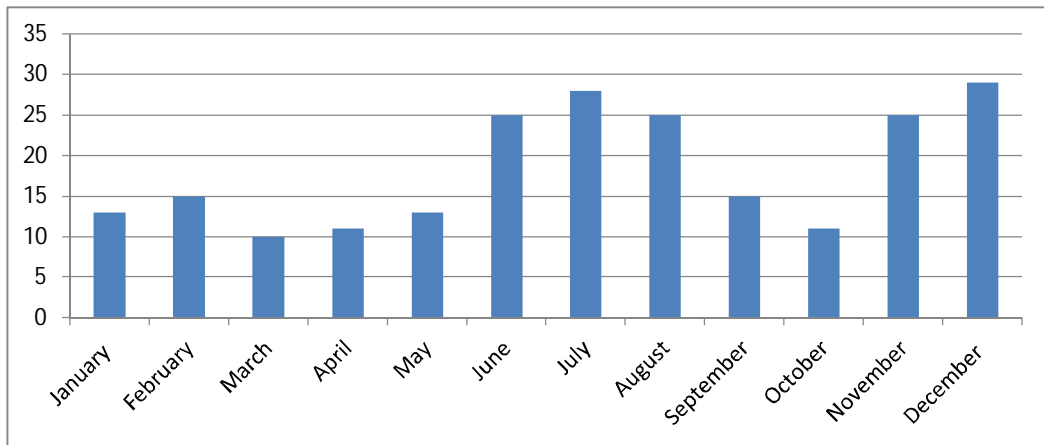
What type of accommodations do your customers prefer?



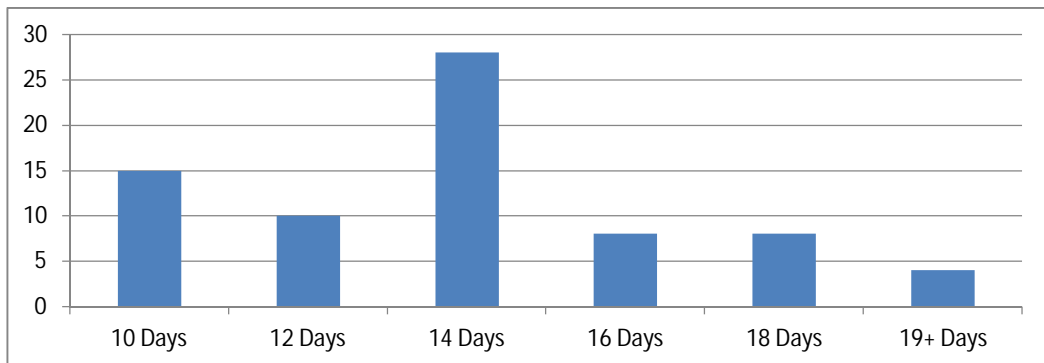
What is the age ranges of those travelling? (Several answers can be chosen)



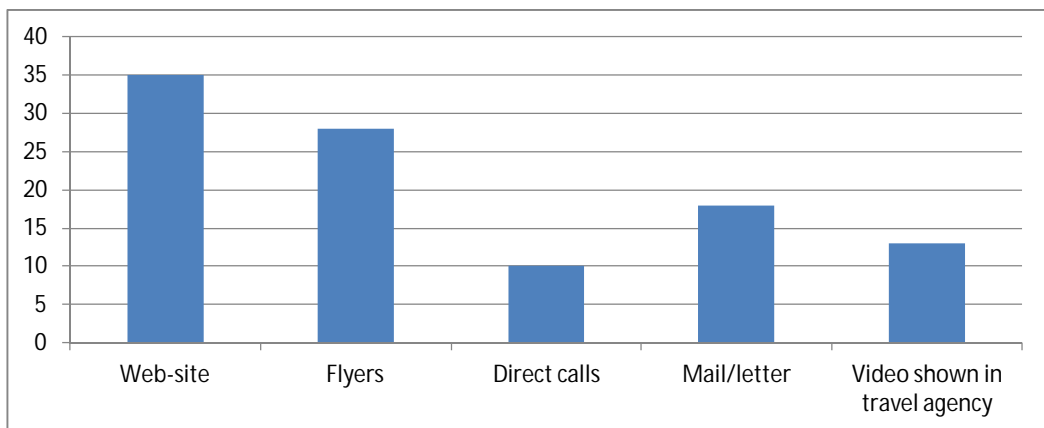
Month in which your customers prefer to travel? (Several answers can be chosen)



Length of travel itinerary wished by your customers?



By using which method is better to sell safaris to your customers? (Several answers can be chosen)



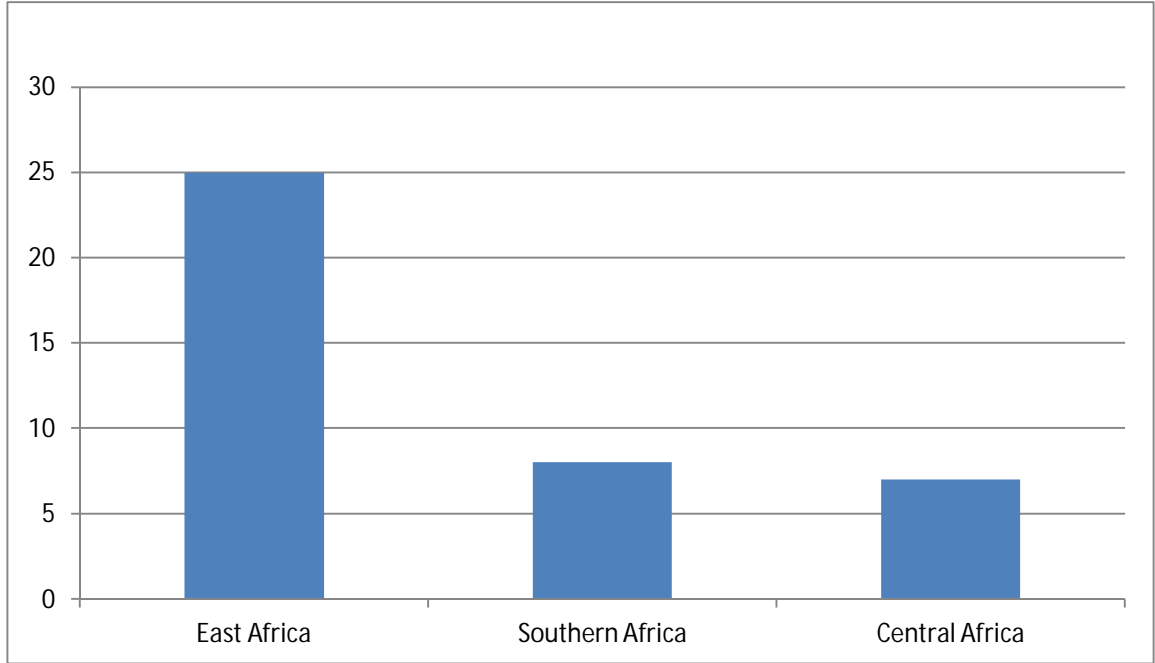
How big percent of your customers represent mid income and high income classes?

	Mid income %	High income %
Agency 1	30	40
Agency 2	70	20
Agency 3	70	15
Agency 4	40	40
Agency 5	40	35
Agency 6	60	30
Agency 7	50	40
Agency 8	50	50
Agency 9	80	5
Agency 10	45	25
Agency 11	60	30
Agency 12	90	10
Agency 13	80	20
Agency 14	70	30
Agency 15	75	20
Agency 16	55	40
Agency 17	60	30
Agency 18	50	50
Agency 19	45	60
Agency 20	50	45
Agency 21	60	25
Agency 22	20	60
Agency 23	90	0
Agency 24	40	40
Agency 25	50	30
Agency 26	65	35
Agency 27	50	40
Agency 28	65	10
Agency 29	95	5
Agency 30	40	35
Agency 31	25	65
Agency 32	70	20
Agency 33	100	0
Agency 34	95	5
Agency 35	15	60
Agency 36	80	20
Agency 37	75	25
Agency 38	55	30
Agency 39	45	55
Agency 40	60	30

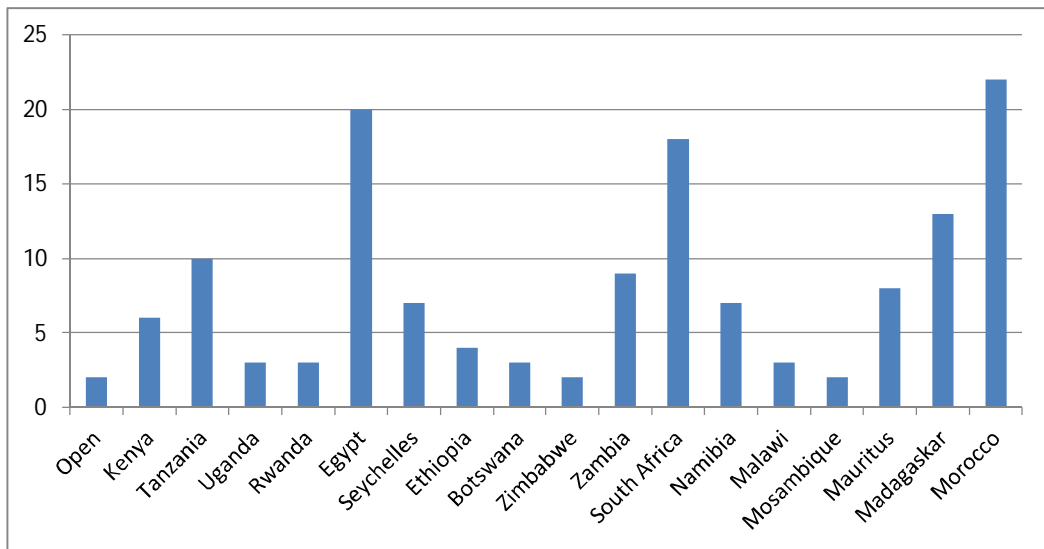
Individual Travel Budget of your customers: 500-750€/day, 1500€/2000€/2500-5000€/week
 Comments / Extra: difficult to tell the budget of customers, because it changes really much between different people.

9.2 Russia (40 replies)

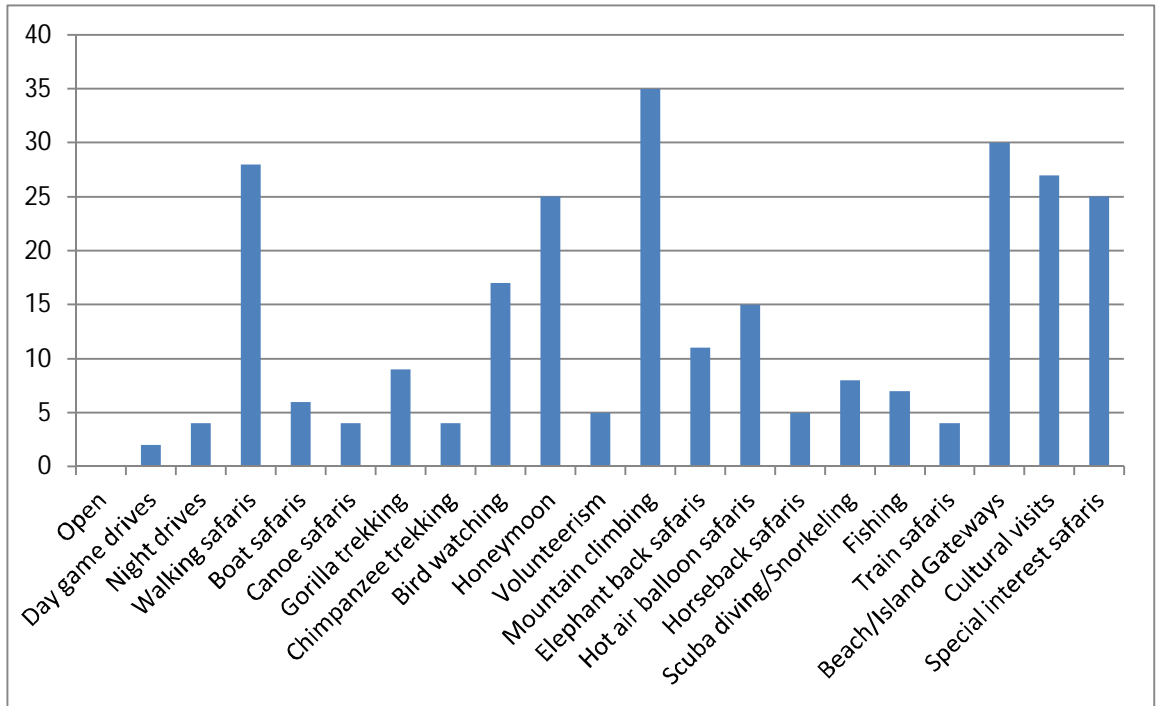
Which region do your customers usually wish to visit?



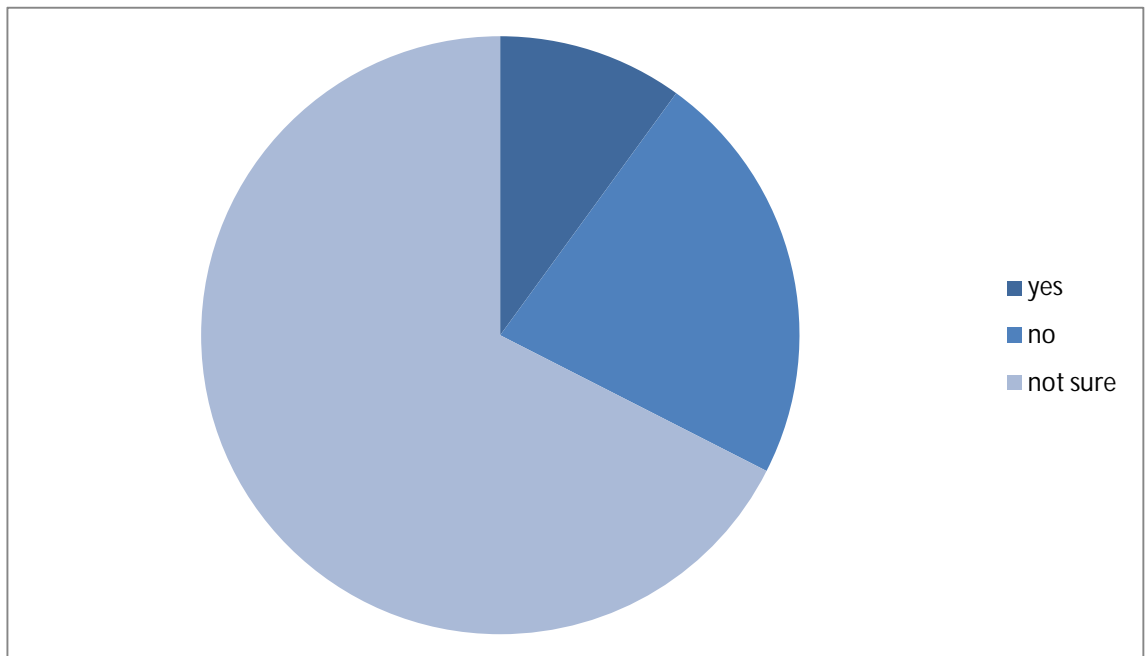
Which Countries do your customers usually wish to visit?



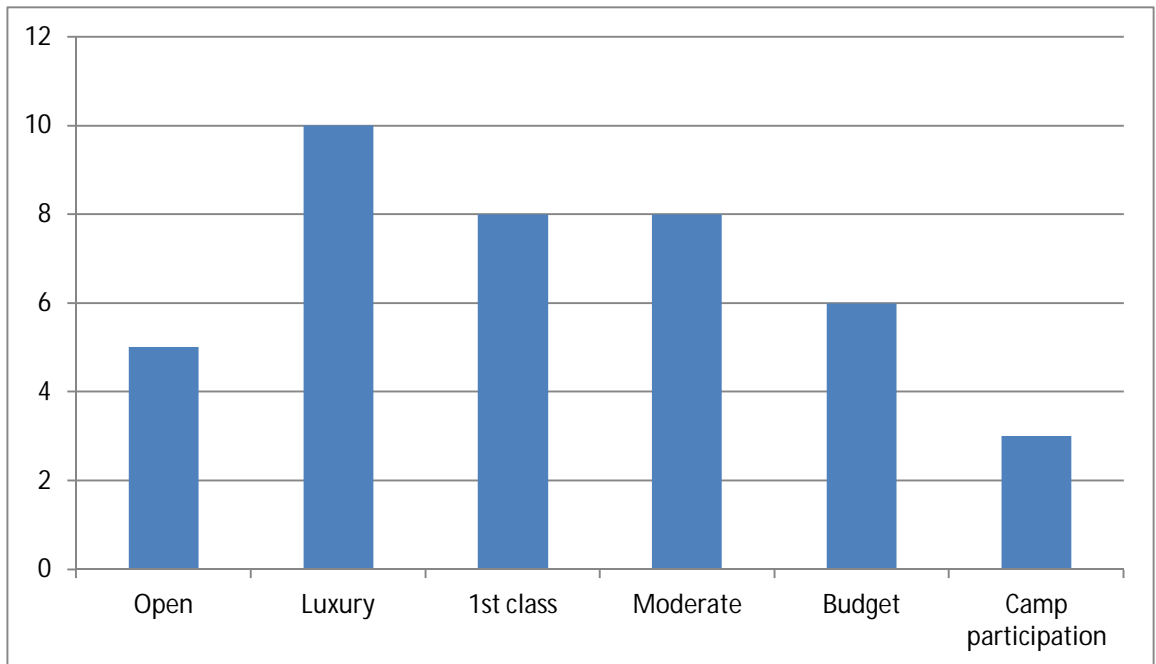
What do your customers usually wish to experience in safari? (Several answers can be chosen)



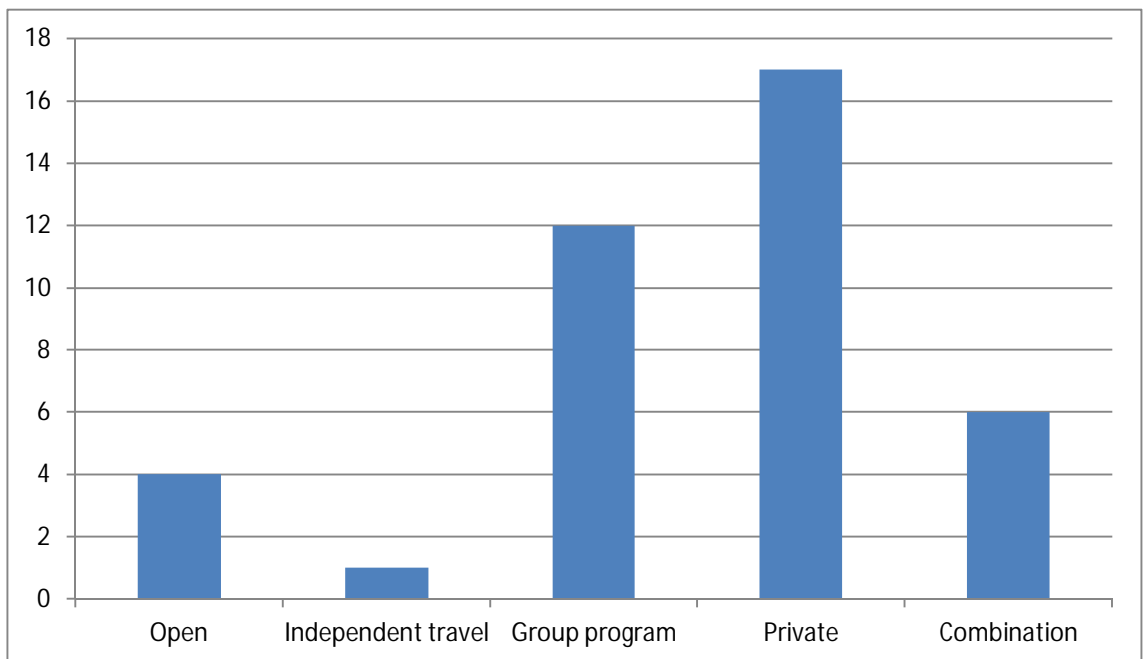
Would your customers be ready to pay more for fair-trade safari than for traditional?



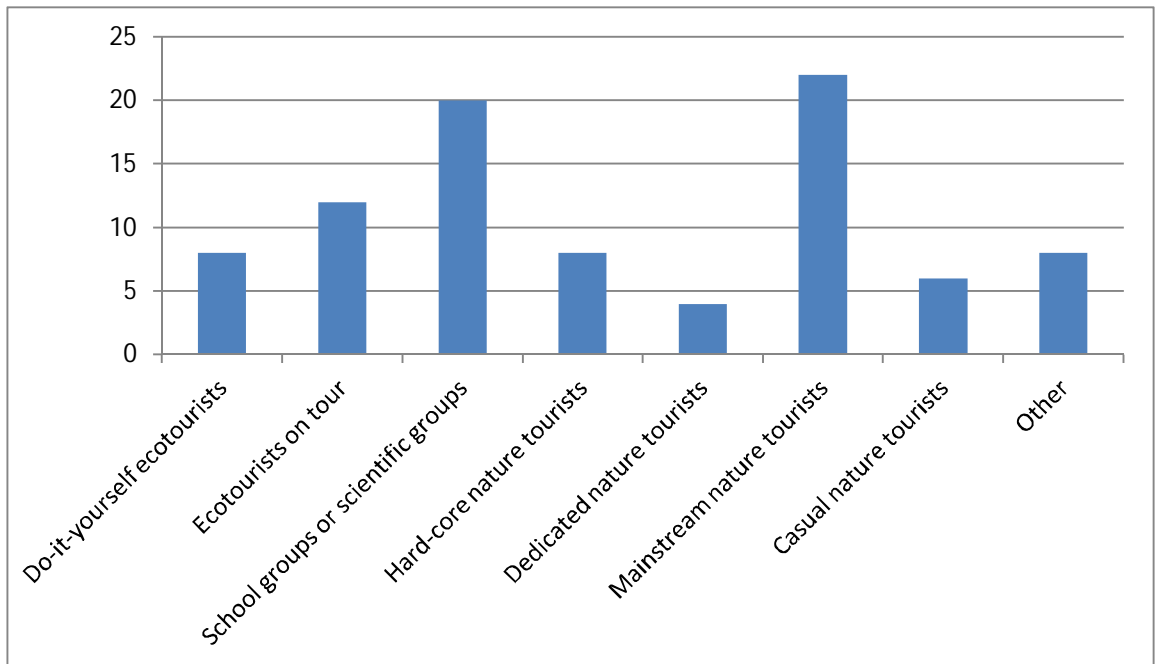
What level of safari do your customers prefer?



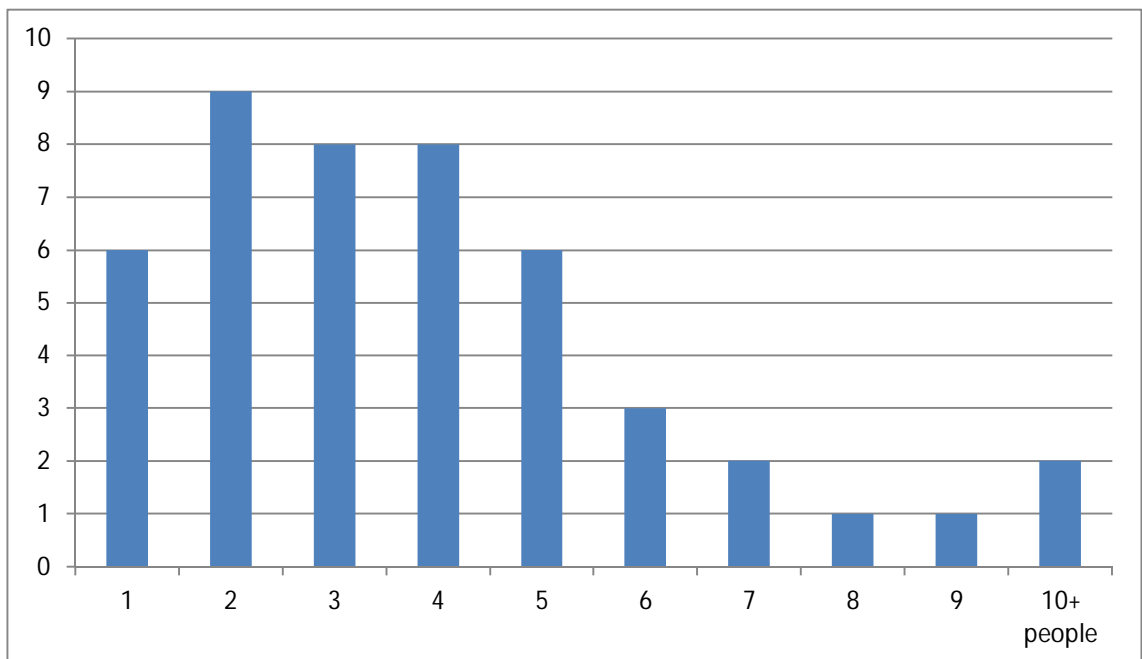
Do your customers prefer?



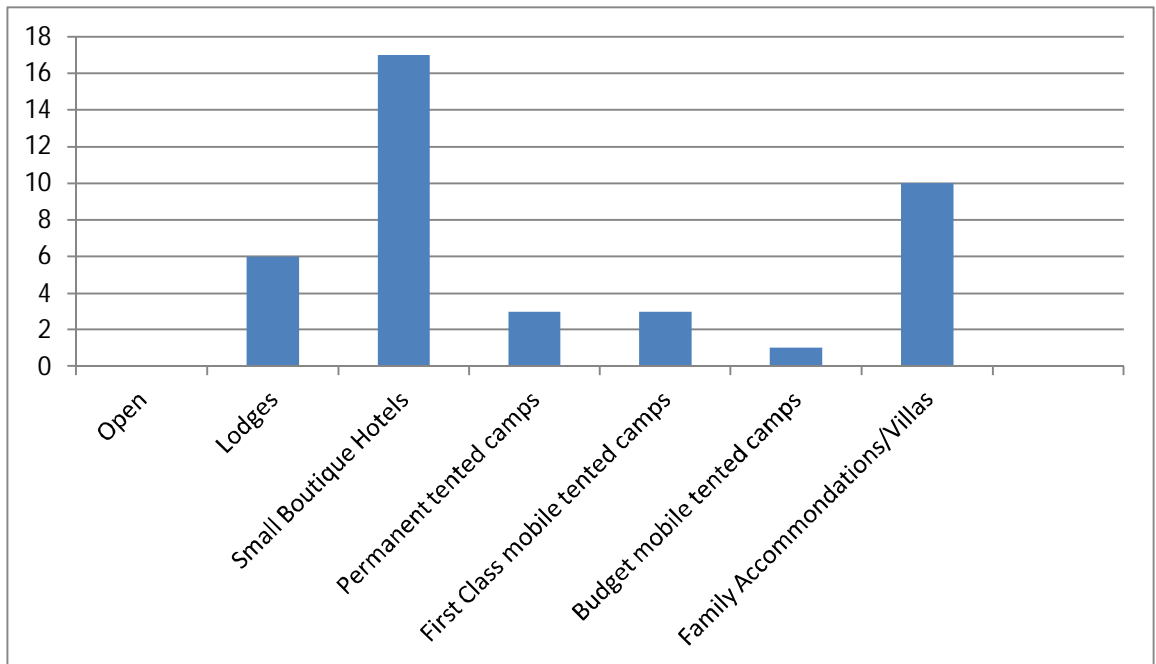
To which traveler group your customers belong? (Several answers can be chosen)



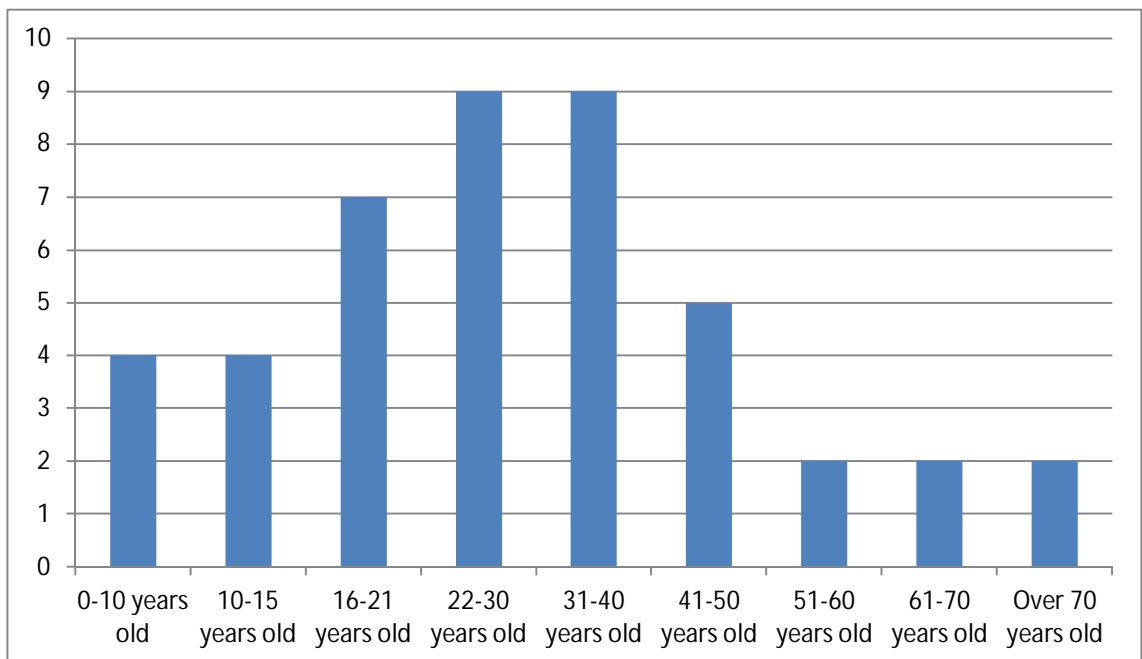
In how big groups your customers prefer to travel?



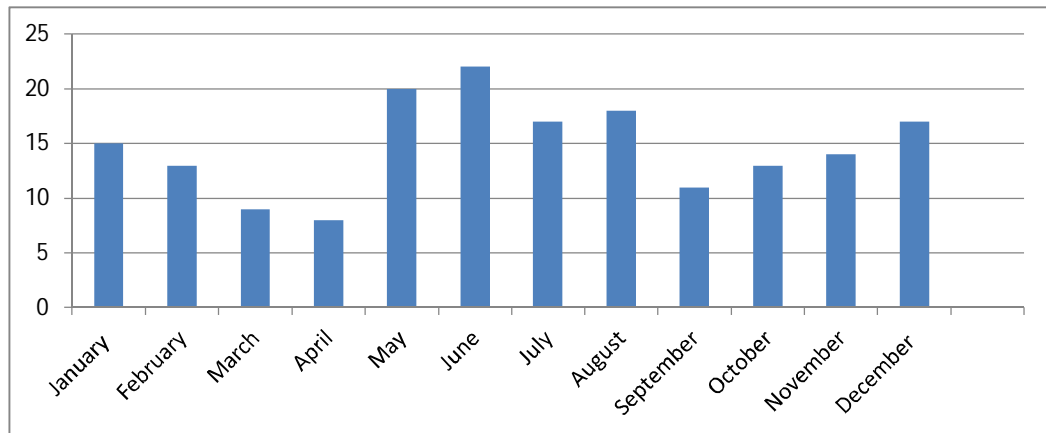
What type of accommodations do your customers prefer?



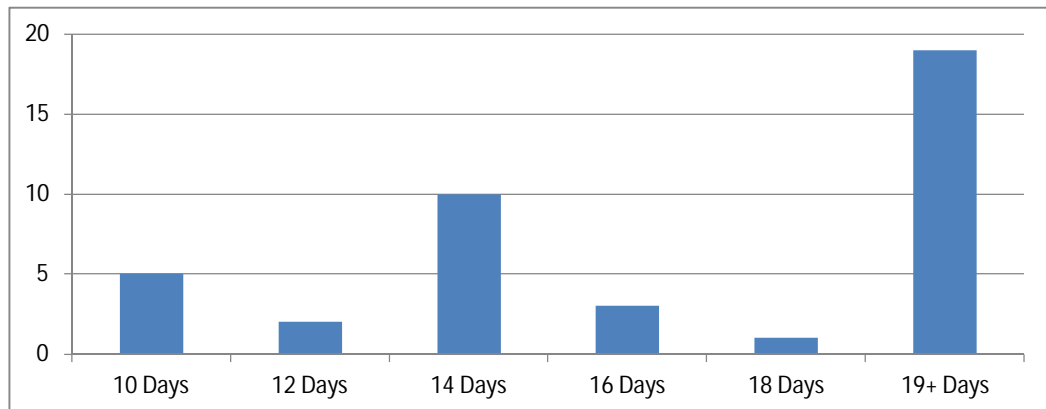
What is the age ranges of those travelling? (Several answers can be chosen)



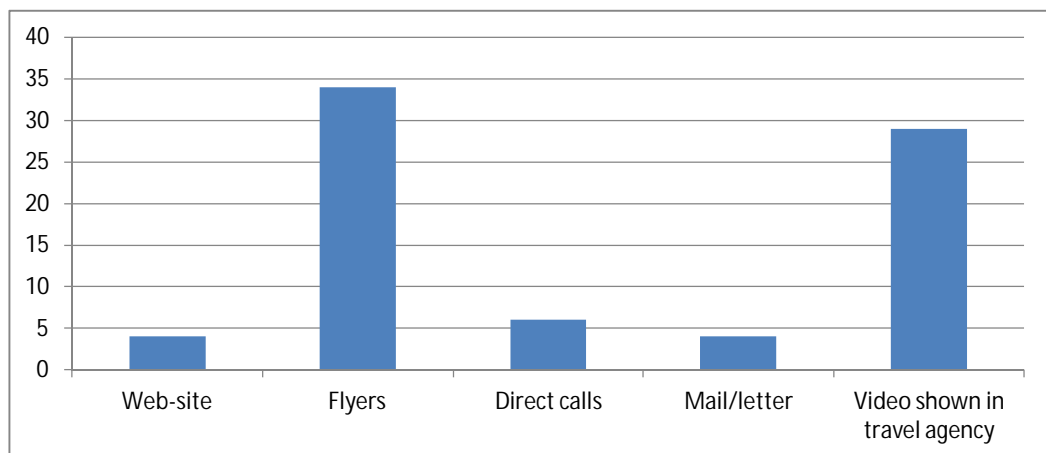
Month in which your customers prefer to travel? (Several answers can be chosen)



Length of travel itinerary wished by your customers?



By using which method is better to sell safaris to your customers? (Several answers can be chosen)



How big percent of your customers represent mid income and high income classes?

	Mid income %	High income %
Agency 1	20	80
Agency 2	50	50
Agency 3	10	70
Agency 4	40	60
Agency 5	50	50
Agency 6	50	50
Agency 7	30	50
Agency 8	35	65
Agency 9	20	80
Agency 10	40	45
Agency 11	0	100
Agency 12	20	80
Agency 13	50	50
Agency 14	35	65
Agency 15	20	40
Agency 16	40	50
Agency 17	60	30
Agency 17	15	55
Agency 18	40	60
Agency 19	30	70
Agency 20	30	60
Agency 21	0	100
Agency 22	40	40
Agency 23	20	85
Agency 24	40	50
Agency 25	10	40
Agency 26	25	65
Agency 27	5	95
Agency 28	80	20
Agency 29	40	50
Agency 30	30	65
Agency 31	15	35
Agency 32	0	100
Agency 33	50	50
Agency 34	35	60
Agency 35	70	30
Agency 36	40	55
Agency 37	20	70
Agency 38	10	40
Agency 39	30	60
Agency 40	10	90

Individual Travel Budget of your customers: 5000-20000 USD, 1000 USD/day
Comments / Extra:

10 Annexes

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Annex 1 Safari questionnaire

Contact Details

Name:

Address:

City:

Zip:

Telephone:

E-Mail Address:

Safari Specifics

Which region do your customers usually wish to visit?

East Africa Southern Africa Central Africa

Which Countries do your customers usually wish to visit?

Open Kenya Tanzania Uganda

Rwanda Egypt Seychelles Ethiopia

Botswana Zimbabwe Zambia South Africa

Namibia Malawi Mozambique Mauritius

Madagascar Other (Please write in comments box)

What do your customers usually wish to experience in safari? (Several answers can be chosen)

Open

Day game drives

Night drives

Walking safaris

Boat Safaris

Canoe safaris

Gorilla trekking

Chimpanzee trekking

Bird watching

Honeymoon

Volunteerism

Mountain climbing

Elephant back safaris

Hot air balloon safaris

Horseback safaris

Scuba diving / Snorkeling

Fishing

Train safaris

Beach/Island Getaways

Cultural visits

Special interest safaris

Would your customers be ready to pay more for fair-trade safari than for traditional?

Yes no not sure

What level of safari do your customers prefer?

Open Luxury 1st class Moderate Budget Camp participation

Do your customers prefer?

Open Independent Travel Group program Private Combination

To which traveler group your customers belong? (Several answers can be chosen)

do-it-yourself ecotourists ecotourists on tours
 school groups or scientific groups hard-core nature tourists
 dedicated nature tourists mainstream nature tourists
 casual nature tourists other (please write your answer below)

In how big groups your customers prefer to travel? :

What type of accommodations do your customers prefer?

Open Lodges Small Boutique Hotels
 Permanent tented camps First Class mobile tented camps
 Budget mobile tented camps Family Accommodations/Villas

What is the age ranges of those travelling? (Several answers can be chosen)

0 - 10 years old 10 - 15 years old 16 - 21 years old
 22 - 30 years old 31 - 40 years old 41 - 50 years old
 51 - 60 years old 61 - 70 years old Over 70 years old

Month or date range in which your customers prefer to travel? (Several answers can be chosen)

January February March
 April May June
 July August September
 October November December

Length of travel itinerary wished by your customers?

10 Days 12 Days 14 Days 16 Days 18 Days 19+ Days

By using which method is better to sell safaris to your customers? (Several answers can be chosen)

web-site flyers direct calls mail/letter videos shown in travel agency

How big percent of your customers represent mid income class?

How big percent of your customers represent high income class?

Individual Travel Budget of your customers:

Comments / Extra:

Annex 2 Finnish travel agencies/organizers

ABC Matkatoimisto Ky

www.abcmatkatoimisto.fi

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Area Oy
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Event travel
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Kaleva travel

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33100 Tampere
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www.lomamatkat.fi
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01510 Vantaa
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Luxury Action Oy
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Select Travel Oy
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Annex 3 Russian travel agencies/organizers

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Astravel CJSC

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Biblio Globus

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Breeze Line LLC

www.breeze.ru

agency12@breeze.ru

Druzhba office building,

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BSI group LLC

www.bsigroup.ru

company@bsigroup.ru

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Club Med LLC
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Coral travel LLC
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ICS Travel Group LLC
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Central Office for travel agents:
13 Lyusinovskaya St. Moscow
Phone: +7 (495) 748-48-47

INTAER Group of Companies
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intaer@intaer.ru
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Phone: 781-00-82

INTERCONNECT Management Corporation CJSC
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info@inter-co.ru
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JAZZ tour
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KMP group LLC

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Tretyakovskaya or Polyanka Metro Stations,

6 Pyzhevskiy Pereulok, Moscow, 119017

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MBS Tour LLC

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Megapolus Tours LLC

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MOSTURFLOT (MTF LLC)

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Raena Tourist Company CJSC

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Spectrum-travel

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Sunmar tour

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