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# **Customer insights of sustainability and responsibility in leisure travel intermediation in Finland**

## **1 Introduction**

Travel intermediation has changed almost totally after the introduction of the Internet and electronic market places supported by it. One of the main questions is that what is the role of traditional travel intermediaries in the dynamic and information rich environment where end-users and service suppliers can connect with each other without the third party (Novak & Schwabe, 2009). According to a few authors there should still be a need for traditional travel intermediaries, but they should be able to reposition themselves by giving added value to their customers, and not only acting as ticket reservation or ticketing offices (Dilts & Prough, 2002; Alamdari, 2002; Cheyne, Downes & Legg, 2005). There have been several studies to understand the future of traditional travel intermediaries with high street offices (e.g. Castillo-Manzano & López-Valpuesta, 2010), but how can they remain competitive and viable in filling the changing needs of more sophisticated customers.

Online shopping with sales 7/24 makes the contact with customers and travel service suppliers possible in a virtual environment. The physical environment is not, in principle needed anymore. Purchases are online transactions that have also changed the consumer behavior in a radical way. Of course, the evolution has gone through similar steps than on traditional channels including the adaption, acceptance and re-purchasing, but for intermediaries, it is important to understand motives of changing from a traditional intermediary to an online actor. Some of the issues for the traditional intermediaries are related to security, reliability and convenience when in a

physical office. For the online agencies, the pros are in service available 24 hours a day, immediate response time and smoothness of use.

This study discusses about sustainability and responsibility of traditional travel agencies and tour operators, how the customers see it, and its importance when choosing the agency. The themes of sustainability are based on sustainability megatrend and its interpretations. Responsibility rises from customer loyalty and its recent emphasis in employees. The aim of the study is to give agencies responses to understand contemporary customers and their purchasing behavior. The customer data was collected in a wider survey that focused also on other topics than sustainability and responsibility to get a richer view on more hybrid customers in the leisure travel environment. The other topics of the survey were service and digitalization that has changed the travel industry in the past twenty years.

## **2 Literature review**

**Travel intermediation** is a link in the distribution chain, a dealer between a service provider and its customers (e.g. Lubbe, 2000). Traditionally, travel agencies and tours operators have been intermediaries in the tourism industry. Today, it is difficult to separate a travel agency from a tour operator, but traditionally a travel agency is a retailer and tour operator a wholesaler. Lominé and Edmunds (2007) state that a tour operator pre-arranges and distributes or sells holiday packages to end-users. Now, the packages can also be more tailor made. Travel agencies offer products and services of tour operators, cruise lines, airlines, trains and ferry operators for sale. The main task of a travel intermediary is to bring end-users and service suppliers together and reduce costs between buyers and sellers. Travel intermediaries' importance for suppliers is that they can sell in bulk and, furthermore take a certain risk instead of suppliers when selling services to end-users. Tour operators are often tied to contracts with service providers. Consumers used to benefit by avoiding

search and transaction costs and getting specific information from agents of tour operators. To purchase a package gave consumers often more reasonable prices. Today, the benefits might not be that obvious. Scaglione and Schegg (2016) state that online travel intermediaries have a lot of market and business knowledge because they collect data of customer behavior. For the consumer, this can mean a reduced choice, higher prices and concentration and consolidation of travel agencies and tour operators under wider brands.

Ritalahti (2018?) concludes in his article that traditional travel agencies and tour operators face several challenges. It seems that supposed added-value of a high street travel agency is not related to good service or qualified experts. The challenges are more the impacts of megatrends on customers. We know that societies of high consumption are getting older, in general countries are more urbanised and better off; the middle class is growing. Furthermore, technology develops faster and faster. Ritalahti (2018?) goes on that megatrends steer more consumer and their purchasing behaviour than earlier. If the service supply is available 24/7 online, is there a need for face-to-face contacts anymore? To shop and purchase online is normal and an everyday activity and is easier and safer than before - consumers' trust has increased.

**The megatrend** on focus in this article is sustainability as a wide phenomenon including responsibility. "Megatrends are macroeconomic and geostrategic forces that are shaping the world. They are factual and often backed by verifiable data. By definition, they are big and include some of society's biggest challenges – and opportunities." (PWC 2016.)

Dwyer & al. (2009) described megatrends underpinning tourism to 2020 as following: Globalisation and long-term economic trends, social trends, political trends, and environmental trends. Globalisation and long-term economic trends include topics like growing global economy, globalisation, and breaks to growth. Social trends are listed as population and ageing, urbanisation, changing social structures in developed economies, health, values and lifestyles, and education. Political trends include topics like existing and emerging global players, terrorism, health risks and

security, haves vs. have nots, political Islam, impact of climate change. Environmental trends are climate change, depletion of natural resources, loss of biodiversity, and other environmental trends.

Oxford Economics (2012) looks at macro trends in travel industry until 2023. The report focuses more on impacts of mega trends on the industry more than mega trends themselves. The impacts or trends are the growth of tourism in emerging markets i.e. the increasing overnight visitor flows to Asia Pacific, the Middle East, and Africa. The share of non-OECD countries in global air traffic is growing from 44% (2013) to 51% by 2023. The driver of this change is the economic expansion of these areas, especially China. The growth of the travel sector in emerging markets means also innovations in service supply to meet the fast increasing and changing demand especially in maturing domestic markets. The use of new technology and experimenting with it is more common than in the traditional and advanced markets. Seamless travel based on technological and infrastructural development is growing in importance as well as demand of services and applications in internet and mobile technologies. The number of mobile device users is growing, especially in emerging markets.

OECD (2017) defines following megatrends as important with long-term implications (until 2040) for tourism: Globalisation and demographic trends, global shift to low-carbon and resource-efficiency, sustainability, and travel mobility. Globalisation and demographic trends will change the visitor demand in tourism. The growing incomes and education level in emerging economies mean also an increased importance of these tourism generating areas. The number of people over 60 in age is expected to double in the next 35 years. Millennials (generation Y) and generation Z will be the key consumers in tourism by 2040. Global shift to low-carbon, resource-efficiency challenges also tourism, but tourism can play a key role in enhancing the shift to more environmentally friendly technology and policy. Mobile technologies change the planning and experiencing travel. Peer-to-peer supply and sharing economy using digital platforms will grow in popularity through creating new marketplaces and business models. Transport and its development

is essential to the tourism system. It connects the markets in tourism generating areas to destinations. The topical issues in transport are the growing number of visitors (volume), safety and security concerns, ecological perceptions of tourists, transport innovations, infrastructure, and regulations.

According to Horwath HTL (2017) 10 megatrends influencing mid- and long-term tourism development are in the demand side silver hair tourists, generation Y & Z, growing middle class, emerging destinations, and political issues and terrorism. The megatrends in the supply side are technological (r)evolution, digital channels, loyalty of customers, health and healthy lifestyle, and sustainability. Silver-haired tourists is an impact of Ageing Population megatrends. The share of people over the age 60 is increasing from 8% in 1950 to 12% in 2013 and 21% by 2050. Seniors, in this case people over 60 of age, are ready to spend money. They live longer and healthier and are active travellers who are looking for highly personalised services, soft adventure for feeling young, and health and wellness products. Generations Y and Z will be of importance aside with seniors as a market segment. Their preferred lifestyle means changes in the service supply and supply chain: they use mobile devices, they have a high level of involvement in digital trends, and they are highly educated. Furthermore, they'll probably have 17 jobs and 15 places of residence in a lifetime.

The growing middle class comes from the emerging economies especially from Asia-Pacific region. When travelling, middle class is looking for value for money. They have invested in their own training and are able to speak English, thus the travel supply on the Internet is open to them. The growing middle class and their request for good price-quality-ratio services, opens opportunities to new destinations in emerging and developing regions. Cities with double digit growth rates are e.g. Istanbul, Seoul, Bangkok, Tokyo, and Taipei. Political issues and terrorism include topics like governments' ability to tackle the unwanted incidents from terrorism. Furthermore, how to cope with the increasing number of refugees and illegal immigrants. Transportation security is important for travellers. Technological (r)evolution influences in tourism

by increased demand of mobile services, real time insights and customisation as well as digital interaction, robots in service encounters and wearables.

Travel megatrends of 2017 vary by reports and sources. Skift (2017) defines them as following: Human touch, over tourism, artificial intelligence, day tours, ageing population, festivalisation and MICE tourism, new luxury, and dining out. Even though, the technology steers more and more most tourism related transactions, people demand human touch when travelling. The touch can be as simple as stories and advices from the locals. Artificial intelligence helps search engines to help travellers with a good tourism service. Artificial intelligence learns how to deliver better results after understanding the customer behaviour on the Internet. Day tourism is enhanced by increasing number of flights by budget and network carriers, as well as lower ticket prices. The new growing generations in tourism are post-baby boomers like generations X and Y. It is not yet time generation Z. Mass tourism is a phenomenon that has also its bright sides, but over tourism is a recent phenomenon where the social carrying capacity of the local people has exceeded its limits. Reasons behind the over tourism can be the expansion of low-cost carriers and sharing economy businesses like Airbnb. The nature of e.g. Airbnb has changed in many places from renting one of the empty rooms to apartments purchased by investors who can make bigger profits with tourists than local people. MICE industry tries to bring together businesses and creative industries. Leisure tourists also travel for religious and cultural events. New luxury is about exclusivity and delight. The brand size doesn't matter anymore, it is the story that matters. Dining out is one of the highlights of the day of a modern traveller. Dining and food are more critical components of the holidays; thus, restaurants have turned even to destinations itself. Also, in food, the local touch is most important.

According to the managing director of Finnish Travel Agents, Ms. Heli Mäki-Fränti (01.09.2017), for travel and tourism industry, including hospitality the important megatrends until

at least 2025 are globalisation, ageing population, technological development, and sustainable development.

The description on sustainability as a megatrend can be following (table 1):

Sustainability	Increasing energy and water consumption; rising CO2 emissions; scarcity of resources; growing population > increase in food demand; climate change and extreme weather conditions; declining biodiversity; sustainable and smart solutions
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Table 1. Sustainability

Sustainability as a megatrend can be interpreted in different ways. It depends the interpreter as well as well as his/her academic, professional, geographical and cultural background. Megatrends can be defined in diverse ways especially how important it is to the receiver. A global phenomenon, or megatrend e.g. ageing population, is very relevant to Europe and part of Asia. But not that important to countries like USA and Saudi Arabia where the populations are growing. The previous statement is not totally real, because the ageing population in other countries have impacts on export of products and services to the ageing markets. So, a megatrend can be seen or emphasised in diverse ways in different countries and regions. Megatrends can also have different impacts in different industries, and their importance can vary.

Sometimes industries emphasise a strong trend or an impact of a megatrend as a megatrend. Like, higher demand for health and wellness services in travelling. The demand of health and wellness services as such is not a megatrend, but an impact of one (ageing population), but it can be very important in the everyday life of a service supplier, thus it can be interpreted as a megatrend. Another megatrend, technological development can be interpreted as increased

connectivity or huge rise in demand of mobile services. Once again, the megatrend is technological development and its impacts are increased connectivity and demand of mobile services.

Table 2 shows how sustainability as a megatrend is interpreted in this study based on the previous data in this chapter in the framework of travel intermediation.

Mega Trend	Impact on Travel and Service Industry	Impacts on Travel Intermediation Organisation	Changes in Organisations and Their Structures
Sustainability	Low-carbon and resource efficiency; enhancing the shift to more environmentally friendly technology and policies; mass tourism; over tourism	Virtual travelling, virtual meetings and technology. More environmentally friendly technology in aviation, shipping, and land traffic. Also, hospitality services accommodation & catering focus on sustainability. Trains replace flying in short and middle haul trips. Domestic	The generation gap and its importance in the work life: Generations Z & Y vs. generations X & baby boomers (Orange, 2016)

		and short distance travel more popular.	
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Table 2. Sustainability in travel intermediation

Outcomes of the expression of loyalty are intention of repurchasing, repurchasing, WoM (word of mouth), and brand appreciation. According to Beatty, Homer and Kahle (1988) a satisfied customer, customer who is satisfied with the service, does repurchasing and that way forms loyalty. When the frequency intensifies, the customer is not doing that much search for alternative services anymore.

According to Schneider et al. (1998) service climate refers to customer service and service quality based on employees' perceptions of rewarded, supported and expected practices and behaviours. Service climate exists when a company's organizational climate focuses on supplying services to customers (Schneider et al., 1992). Deshpandé and Webster (1989) state that organisation culture represents the norms and values of it, and the organisation climate how the culture is operationalized in the everyday tasks and activities. Both includes the joint understanding of the organisation by the managers and employees. Company culture is interpreted by managers to employees who can also work with the customers (Dean, 2004). It is possible to say that service culture extracts through all organisational levels of a company from the top to the operational level where the customer meetings take place. Company culture influences as well how customers see the company. Service climate is something collective, descriptive and service specific in its framework (Bowen & Schneider, 2014).

The antecedents of service climate are leadership, HRM practices, and systems support from operations, marketing, IT, etc. Leadership is central when constructing and keeping a service climate. In leadership, the question is not always about vision and strategies, but more on

everyday tasks. In the framework of service climate, relevant issues are e.g. competent personal with a positive attitude to customer service. System support related to service climate are equipment and machinery, and customer records, to name a few. (Bowen & Schneider, 2014). He et al. (2011) see that service climate is a combination of three components: customer orientation, managerial support and work facilitation. Customer orientation focuses on customer interests and its position as a high priority in business activities. Furthermore, it means the generating and use of customer information for business purposes. (Day, 1994.) Managerial support is interpreted as actions supporting and rewarding employees towards the delivery of quality service Work facilitation is about general HR practices, work guidelines and supervision as well as cooperation in the organisation to ease the delivery of quality service. (He et al., 2011).

Another view on service climate is servant-leadership and its impact on it and on customer service performance. Servant leadership means a new organisational strategy that is enhanced by customers' concern how to make a better world. Servant-leadership puts employees need in the front and the idea of serving a broader community. (Linuesa-Langreo & Elche-Hortelano, 2017.) According to Trompenaars and Voerman (2009) the basic idea behind servant-leadership is being human. They continue that the fast-changing world and work relationships must have impacts in the management and leadership models in organisations. Also, Maitland and Thomson (2011) emphasise the change in work life that should be faced with new employment and management practices. They think that the change takes place as well in the new workforce and motivation that is not always any more money. The message is that employer should capture the hearts, minds and wallets of the employees.

### 3 Survey

The survey was executed in March and April 2018. It was sent to the member organisations of Association of Finnish Travel Agents who forwarded it to their customers or people who were in

their emailing lists. There were first a few demographic questions concerning the gender, age, education and place of living of the respondents. Furthermore, some questions about their travel habits. The demographic questions were multi-choice questions and the questions about travel habits both multi-choice and open-ended questions. The rest of the questions were statements with a scale from zero to 10 where zero indicated a total disagreement and 10 total agreement. Five indicates “can’t say/I don’t know”. The standard deviation (SD) of the statements was in the most the statements very wide. The distance between the mean/average and median as well. Thus, the use of median as a characteristic or key figure was more explaining than the mean/average (Heikkilä, 2014; Holopainen & Pulkkinen, 2002). When the difference in the numerical value of the median is two or more, it is pointed out in the text below. It might have an importance when comparing the results and travel behaviour of the respondents.

The number of respondents was 182 and 75% of them were female. The two biggest generations were the baby-boomers II (1953-1965), generation Jones and generation X (1966-1980). The respondents live with their spouses or alone and only about one out of five lives in families with children. The respondents are well-educated because 70% of the respondents has a higher-level diploma or degree (college or university). The respondents are working or retired and live in towns and cities.

The respondents were rather experienced travellers while they have done in average at least three leisure trips during the previous two years. They were interested in new travel destinations, like destinations in Western Balkan, Africa and South America, and ready or prepared to travel there as well. To travel to close-by or neighbouring destination, e.g. domestic or Estonia, Russia and Sweden, didn’t rise much interest in the near future.

In general, it was not easy to find differences between individual groups by cross-tabulation. According to Heikkilä (2014), the sample was too small for multi-variable analysis. Thus, the following paragraphs try to describe some differences, and in the end of this chapter

personas to get a deeper picture of the attitudes of Finnish travel agency customers. The personas were created by cross-tabulating the statements linked to sustainability and responsibility in the survey. The number of the statements were eight, and the attitudes were divided to negative, neutral and positive. As mentioned above, the scale of the statements varied from zero to 10 (0 = totally disagree, 10 = totally agree), thus the values from zero to three were regarded negative, four to seven neutral and eight to 10 positive.

All the **generations** included in the analysis thought that a travel agency must do business in a sustainable way. They also find the well-being of the staff important when they chose an agency. This was appreciated most among the representatives of the baby boomers II. Travel agencies' values had a meaning when people book a leisure trip. The values were the least important to the representatives of the generation Y. All the respondents wanted to purchase their trips in agencies who value their employees. Again, this was not so important to the representatives of the generation Y. Sustainable development was an important reason for all the respondents when they chose leisure travel services. This was least important to the generation Y. When comparing the results by **genre**, the differences remain rather small. Females appreciated sustainability and responsibility of business when choosing the travel agency, a bit more than men. The well-being of the employees was especially important for people **living in** the capital area, but less important for respondents in the other big cities, middle-sized towns and municipalities. The values of the travel agency were emphasized among respondents of the small towns. Virtual travelling interested least people living in the capital area and most people of the middle-sized and small towns.

Statement 14 in the survey was about respondents' interest in near-by destinations in the future: Respondents who are more interested in near-by destinations are women. They cover 84% of the positives, men are more neutral. Baby boomers I and generation X are more interested in near-by destination than the other generations, but generation X is also least interested in them. Furthermore, they are also the biggest generation in the neutrals. The most positive households are

singles and respondents living with their spouses. The attitudes cross-tabulated by the education background show that the higher the education is the less interest there is to travel to near-by destinations. Respondents working are less interested in near-by destinations than retired. The place of living can't differentiate the respondents. People who have done three to five leisure trips in the last two years are most interested in near-by destinations when respondents who have done over 10 trips are least interested in.

When quality is one element in sustainable and responsible business, statement 33 is part of this analysis. Females are a bit less interested in doing business with an agency with good service, male a bit more neutral. Baby boomers II appreciate good service and generation X not that much. Good service is appreciated among families, singles are more neutral and empty nesters (living with spouses) covers quite evenly all the three groups. The higher the education is the less appreciation there is for good quality service. Respondents with vocational and college degree appreciate good quality service, bachelors are neutral and masters negative. Retired people don't appreciate that much agencies with good service. People living in the capital area appreciate less good service agencies when it is the other way around among respondents living in middle-sized towns. The importance of the frequency of travelling: the least and most travelled don't pay that much attention to the good services of a travel agency, but it is most appreciated among respondents who have done 6-10 leisure trips in the past two years.

Responsible business (statement 34) is important for women, but not for men. It is rather important for Baby boomers II, neutral to generation X, and least important to generation Y. It is least important for singles and to some extent important to respondents living with their spouses. People with a university degree are neutral, but with a college diploma negative. Responsibility is important for people working and retired. Respondents living in the capital area are least interested in responsible business, people living in other locations more positive and

neutral. People who have done 1-2 trips in the past two years are least interested in the responsible business of an agency, other are either neutral or positive.

The wellbeing (35) of the staff when choosing an agency is more important for women than men. It is more important to baby boomers I and II and to younger generations who are more neutral or negative. Singles and empty nesters seem to appreciate the wellbeing of the staff a bit more than families. Again, the lower the education level is the more the wellbeing of the staff is appreciated. Bachelors are more neutral and masters negative. Retired people understand the wellbeing of the staff better than working respondents. People living in municipalities don't see the wellbeing that important as well as those who live in the capital area. Others are more neutral. More travelled don't choose the travel agency always according to the wellbeing of the staff. It is more important to respondents who have done 3-5 trips in the past two years.

The values of an agency (36) are more important to women than men. It seems to be important to baby boomers I, but baby boomers II are rather neutral, generation X are a bit more negative and generation Y neutral. Agencies' values are important for empty nesters, but for the other groups it is more a neutral issue, thus it is for families more negative. Values are least important to masters as well as to people who work. They are most important to people living in the capital area and municipalities. For others, it is neutral. Frequency of travelling doesn't differentiate the attitudes to values.

The staff appreciation of agencies (37) is a neutral issue for both men and women. It is neutral to all the other generations that generation Y. It is most important to respondents living with their spouses, but rather neutral to the rest of the groups. The importance of staff appreciation is lowest among respondents with a master's degree. It is more important to people working than retired. It is more important for people living in the capital area than in other locations. Least important to people living in municipalities. It is least important for respondents who have made 3-5 leisure trips in the past two years, but more neutral in the other groups.

Sustainable development (38) when purchasing travel services is more important to women than men. It is rather important to every other generation than the generation Y. Sustainable development is important to singles, but rather neutral among other households. The difference between the educational backgrounds is not that big. People working don't see it as important as the retired. Respondents in the capital area are polarised, but in the other locations respondents see this as a neutral issue. Sustainable development is least interesting for most frequent and unexperienced travellers and most among respondents who have done 6-10 trips in the past two years.

Virtual travelling (45) is rather neutral issue for both genres. It seems to be more attractive for older than younger generations and for singles. It is more neutral to people of every education group. It is more interesting to retired than people who work. It is least attractive to people living in the capital area than in other cities and towns. Virtual travelling is most interesting for respondents who have done 6-10 trips in the past two years.

The creation of personas was based on the summary in the table below (table 3).

Statement	Positive	Neutral	Negative
14 (nearby destinations)	Women; baby boomers I & II; singles, empty nesters; retired; 3-5 trips in the past two years	Generation X	Generation X; bachelors & masters; working; more than 10 trips in the past two years
33 (quality services)	Baby boomers II; families, empty nesters; vocational & college education; middle-sized towns;	Men; singles, empty nesters; bachelors	Women; generation X; empty nesters; masters; retired; capital area; 1-2 &

	6-10 trips in the past two years		over 10 trips in the past two years
34 (responsible business)	Women, baby boomers II; empty nesters; working & retired;	Generation X; bachelors & masters	Men; generation Y; singles; college diploma; capital area; 1-2 trips in the past two years
35 (staff wellbeing)	Women; baby boomers I & II; singles & empty nesters; vocational & college diploma; retired; capital area; 3-5 trips in the past two years	Bachelors	Men; families; masters; working; municipalities; 6-10 & over 10 trips in the past two years
36 (agencies' values)	Women; baby boomers I; empty nesters; capital area	Baby boomers II; generation Y; singles; other locations	Men; generation X; families; masters; working
37 (staff appreciation)	Empty nesters; working & retired; capital area;	Men & women; other generations; other households; other locations	Generation Y; masters; municipalities; 3-5 trips in the past two years
38 (sustainable services)	Women; other generations; singles;	Other households; other locations; 3-5	Men; generation Y; working; capital area;

	retired; capital area; 6-10 trips in the past two years	trips in the past two years	1-2 trips & more than 10 trips in the past two years
45 (virtual travelling)	Baby boomers I & II; retired; 6-10 trips in the past two years	Men & women;	Generation X & Y; working; capital area

Table 3. Classification criteria for personas

A customer persona who thinks positively about sustainability and responsible business in travel intermediation is a woman belonging to baby boomer -generations, especially to baby boomers II. Baby boomer I representative is more married or living with her spouse and is retired. Baby boomer II representative is more single but lives also with her spouse and is still working. She has a vocational or college diploma and lives probably in the capital area. She is a frequent traveller but doesn't belong to the most travelled group.

A customer persona with more a neutral attitude towards sustainability and responsibility in travel intermediation is a female representative of generation X who works and lives in any location and has a bachelor's degree. The household form also varies.

A customer persona who doesn't find sustainability and responsible business that important is a working man with a university degree and who has travelled a lot in the past two years. He lives in the capital area. Another persona who is less interested in sustainable development and responsibility is a woman belonging to generation Y and who lives with her husband and children and has a university degree. She is also working and lives in the capital area or probably in a municipality. Her travel experience is not that wide in the past two years.

## 4 Discussion

The results of the survey show that especially the question of sustainability is not that important among customers of Finnish travel agencies. It has importance when it concerns sustainability of travel services, but Finns are not very interested in nearby destinations nor virtual travel that are both in the focus of sustainable development in tourism. In this study, nearby destinations are domestic destinations and destinations in the neighbor countries like Estonia, Norway, Russia and Sweden. Of course, Finns travel in Finland and to the neighbor countries, but they are not going to gain in popularity in the future. New destinations for Finns are especially countries in West Balkan, Africa and South America, thus the future demand will not only emphasize long-haul holidays.

Responsibility is more in the hearts of the customers of the Finnish travel agencies. An appreciated agency must have acceptable business values, it must do business in responsible way, and take care of the wellbeing of its employees. This might be, of course obvious, but the emphasis on the responsibility compared to sustainability is interesting. However, responsible way to do business should increase customer loyalty. There are differences between individuals and groups based on the demography, even though the differences statistically seem to be rather small.

According to megatrends, the younger generations should be more sustainability and responsibility savvy than the older generations. For some reason, this survey doesn't strengthen it. Baby boomers I and II pay more attention to sustainability and responsibility than generations X and Y. Especially, more neutral attitudes of generation X and even negative attitudes of generation Y generates questions, and request to another study with the focus on them.

## 5 Conclusion

The study should give Finnish travel agencies and tour operators a picture of attitudes of their customers in sustainability and responsibility in the travel intermediation business. As the both themes were only two parts of a survey that included also other themes like service and digitalization, the number of statements were not very numerous. However, it is possible to get a picture of contemporary customers and their attitudes to exploit it to some extent in the business development.

As the sample was, in the end rather small, and the differentiation of various consumer groups challenging, the question of the reliability and validity is obvious. The population was reached, but according to the statistics given by the online tool, Webropol, only about 15% of those who opened the survey replied to it. Those who started to reply, finished it as well. There are many reasons for not replying, but according to the Association of Finnish Travel Agents it is a trend. The association gets less and less replies to their own surveys as well.

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