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Prime Mover

A Research of a Career of a Travel Guide

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Laurea University of Applied Sciences
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A Research of a Career of a Travel Guide

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Degree Programme in Tourism
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Abstract

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A Research of a Career of a Travel Guide

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Travel guides are continually needed more as the travelling as a business grows. This Bachelor's thesis focuses on researching knowledge of a career of a professional travel guide. In the research the main focus points are the executed interviews in order to accomplish the targets set by the principal of the thesis. The commissioner for this research is a Finnish tour organizer Finntours. As the competition between tour organizers grows within the industry it is crucial to research the differences in recruiting an employee and whether there is something to improve. The objective of the research is to offer information of the current situation with regards to knowledge of the career of a professional travel guide, and hopefully to offer improvement ideas for the future.

The theoretical part of the thesis consists of information concerning the tour organizers which is essential for the research as well as a central theory concerning the work of a professional travel guide. The introduction of the tour organizers is presented to clarify to the reader the main actors of the business as they play a major role in the research. As the work of a guide is under research, the theory of the nature of work has to be examined more carefully.

The research methods were collecting data from Internet sources and carrying out two theme interviews for tourism professionals and for individuals with no experience of the work of a professional travel guide. The interviews were implemented in 2014 for a group of professionals from the field of tourism and university students. The first theme interview was implemented for tourism professionals that are writing tourism related blogs online. The data for the research was collected with an inquiry consisting of open questions. Four answers were received for the first interview and nine for the second, which for a qualitative research, is not enough to make deeper speculations of the image or reality of the career of a guide.

Results of the research show that the image of the work of a professional travel guide is mainly positive and that the duties of a guide are well known by people. The marketing of some tour organizers is insufficient and therefore the knowledge of these organizers is not on the level of the organizers that market themselves actively. The main difference between the image and the reality was on the salary of a guide as the individuals with no experience of the work visualized the salary being better than it is.

Keywords: A travel guide, travel agencies, interview, marketing

Laurea-ammattikorkeakoulu
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Degree Programme in Tourism

Tiivistelmä

Oona Vilkki

Tutkimus matkaoppaan urasta

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Opinnäytetyössä käsiteltiin koulutetun matkaoppaan työtä. Tarkoituksena oli saada selville, mikä mielikuva työstä on, ja kuinka tämä mielikuva vastaa työn todellista luonnetta. Tarkoituksena oli myös tutkia, kuinka mielikuvat matkanjärjestäjistä vaihtelevat ja kuinka suuri vaikutus markkinoinnilla on mielikuvan luomisessa. Tutkimuksen tavoitteena oli tuottaa uutta tietoa koulutetun matkaoppaan työstä, ja tarjota eri matkailualan toimijoille kehittämissideoita. Opinnäytetyön toimeksiantajana oli suomalainen matkanjärjestäjä Finnmatkat.

Teoriaosuudessa esitellään pääpiirteittäin matkailualan kehitys nykyiseen muotoonsa, tutkimuksen kannalta olennaiset matkanjärjestäjät ja koulutetun matkaoppaan tärkeimmät työtehtävät. Lisäksi esitellään koulutetun matkaoppaan työstä kertovat tietolähteet. Työn teoriapohjaan kuuluu olennaisesti markkinointi sosiaalisessa mediassa.

Tutkimus on kvalitatiivinen ja tutkimusaineisto on koottu pääasiassa kahden teemahaastattelun ja Internet-lähteiden avulla. Ensimmäisen teemahaastattelun kohderyhmä koostui neljästä matkailualan ammattilaisesta, jotka ovat koulutettuja matkaoppaita ja kirjoittavat blogeja koulutetun matkaoppaan ammatista. Toisen teemahaastattelun kohderyhmä koostui yhdeksästä yliopisto-opiskelijasta. Tutkimusaineisto on analysoitu teemoittelun avulla.

Tutkimustulokset osoittavat, että mielikuva matkaoppaan työstä on pääosin positiivinen ja matkaoppaan työtehtävät tiedostetaan hyvin. Suurin ero mielikuvien ja todellisuuden välillä oli oppaan palkassa. Yliopisto-opiskelijat arvioivat oppaan palkkatason korkeammaksi kuin mitä se todellisuudessa on. Joidenkin matkanjärjestäjien markkinointi on puutteellista ja siksi tietoisuus näistä matkanjärjestäjistä ei ole samalla tasolla kuin niiden, jotka markkinoivat itseään aktiivisesti. Täten voidaan todeta, että markkinoinnilla on suuri rooli mielikuvien luomisessa. Tutkimuksen perusteella matkanjärjestäjät ovat löytäneet sosiaalisen median markkinointikanavat.

Suhteellisen pienestä otannasta johtuen haastattelujen tuloksia ei voi yleistää, vaan ne ovat suuntaa-antavia.

Asiasanat: Matkaopas, matkanjärjestäjät, haastattelu, markkinointi

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1 Introduction

Package tours have a long history; the first charter flight from Finland was made 1949 to Nice by Aero. Year 1952, the Olympic year, the airport of Helsinki-Vantaa was completed, and in the middle of 1950s the group trips and package tours became more popular. Aero Inc and Karhumäki Airways were the first companies to offer charter flights to Spain, Mallorca and the Canary Islands. However, only a few people were able to pay for these flights during the years. In the 1960s the package tours' prices decreased because of the technical improvement of the airplanes and the competition between tour agencies, and one did not have to be rich to travel. Right after travelling got more popular, the idea of apartments in locations born. The next step from apartments was building apartment hotels. Finntours was the first tour operator offering apartment accommodation for Finns in Corfu Island in 1970s. As long as there have been package tours there have been travel guides. In the early years the work of a professional travel guide was really versatile; because of the lack of hotel services in apartments the guide has been the one taking care of plumbing and other maintenance. Therefore, the first guides used to be males and were called tour managers. (Finmatkat 2014.)

In the end of 1970s computers became common and the first electronic booking systems were established to ease the ticketing. 1990s was challenging time for travelling due to the tour tax that was added to the price of a flight ticket. The amount of people travelling decreased and travel agencies drifted into bankruptcy. After many changes and unifications of tour organizers the tourism industry is today growing, and travelling is getting more popular. At the same time tourism is facing many external treats, such as tsunamis, bomb attacks, and SARS, and therefore travel safety is being considered strictly. As the travelling and package tours are increasing the need for professional tour guides is emerging as well. (Finmatkat 2014.)

The purpose of the thesis is to focus on the career of a professional travel guide and the image that people have of the work. The writer of the thesis will also research the process of recruiting travel guides in different tour organizers. These tour organizers are Finntours, Sun-tours, Tjäreborg, Holiday tours and Apollotours. All of the tour organizers are offering holidays for Finnish people and therefore employing Finnish travel guides as well. The research is made as a commission for Finntours and therefore it does not include any detailed information about the companies but still may help Finntours to develop their services and employment. The research questions are:

- What is the image of the career of a professional travel guide?
- How does the image of the work differ from the real nature of the work?
- What kind of information people are able to find of the work and where can the information be found?

To support the research the author of the thesis has used interviews, analyzed a variety of travel blogs, books focusing on the work of a professional travel guide and the webpages of the tour organizers that are being researched in the present study. The author of the study has interviewed bloggers that have worked or work as professional travel guides for any tour organizer. For the research it was not essential for which tour organizer the interviewed had worked for because the questions were general and of the work itself. The interviews consist of women and men between ages 18 and 30 that do not have personal experience of working as a professional travel guide. These people were interviewed of their opinions and vision of the job. The author of the thesis found it the most useful for the research and for Finntours to use several research sources, and to support the research include information of all the travel agencies and the work itself. All the information given in this thesis will be general information and will not harm the business and the competitiveness of the tour organizers.

2 Background of the research

In the thesis the writer focuses on Finland's five biggest tour organizers that have a major role in arranging holidays for Finnish people. These tour organizers are so called full service tour organizers by having at least one own office besides an internet service. Amongst that their trips may be sold in several places under another company. Some of the services of full service tour operators are for instance bus transportation, travel guide's services and an office at the destination. (Matkatoimistot 2014.)

The organizers for the research were selected based on their services that include at least the services of a travel guide. The organizers are being introduced in the following chapters and the focus points are the role in Finnish tourism industry, the recruiting of employees and the process of becoming a professional travel guide. The tour organizer Finntours is presented diversely in the first chapter despite the fact that the research is executed as a commission for the company. The purpose of the thesis is to ensure that the reader comprehends the main information of all the parties of the research and therefore it is crucial to focus evenhandedly on all authors.

2.1 Finntours Ltd

By arranging 280 000 package tours annually Finntours is the biggest trip arranger in Finland. Finntours is part of TUI Nordic that is the biggest trip arranger in Nordic countries. TUI Nordic has several tour organizers in Scandinavia, and amongst that it has a charter flight company named TUIfly Nordic and a cruising company named WonderCruises. On a bigger scale TUI Nordic is part of the world's biggest travel concern TUI Travel PLC that has over 30 million

passengers annually. Based on the information given year 2014 TUI Travel PLC employs around 53 000 people globally. (Finnmatkat 2014.) Finntours has fought with Suntours of the title of the biggest package tour arranger in Finland. Year 2013 Finntours beat Suntours for the first time by having 30 percentages of the customers when Suntours had 28 percentages. The country manager of Finntours, Tiina Siren, assumes that the growth is because of the increased online sells and hotels for different target groups. (Taloussanomat 2014.) Finntours markets hotels for instance for families, for couples and for friend groups and that way tries to answer to everyone's wishes as the expectations between families and youngsters may vary quite a lot. (Yle 2013.)

The employees of Finntours are divided in two main groups; Part is working in a home country handling for instance the sales, marketing, customer service and finance. The other part is working abroad as a travel guides, activity and sport instructors and leaders of the children's clubs. Around 180 people are working at the destinations, and around 80 people are working at homeland. These 180 people working abroad include employees from all Nordic countries. To be able to work as a professional travel guide, one has to have an education of a guide and for that Finntours offers its own education called Blue Academy that is common for all the Nordic countries' employees. Before being accepted for the education one has to pass an interview and to be noticed to be suitable for the work of a guide. The education takes around two weeks including an educational trip to one of the destinations, and costs 560 euros for the student. After the education the company offers a job for all the passed participants in one of the destinations. (Finnmatkat 2014.)

Amongst Blue Academy's guide school there is a general institute named Päivölä that educates people for the duty. The institute's education takes altogether six months and therefore gives inclusively information of the work of a guide. It enables one to work for several tour organizers, and the majority of the graduated work for Finntours, Apollo tours, Holiday tours and Tjäreborg. The given price for the education is 725 euros a month including lessons, an accommodation, flights, meals and an accident insurance. The other expenses for the student are for instance a guide's outfit and a Spanish book as the education includes two month training in Fuengirola, Spain. (Päivölä 2011.)

Finntours, as all the tour operators, requires its' guides certain professional features. Besides being positive, flexible and independent, tour guide has to have earlier working experience, a vocational or high school education, language skills in Finnish and English, and a driving license. Other skills and experience that might be beneficial for the job are being looked as an advantage. No age limit for the work has been mentioned on the web pages but it can be assumed that it is at least eighteen years as the applicants are required to have a driving license. (Finnmatkat 2014.)

2.2 Suntours Ltd Ab

Suntours Ltd Ab has arranged tours for 51 years and it has a daughter company in Estonia. It is part of a Finnair concern which means Finnair accounts to its' flights. Annually the company has around three hundred thousand customers meaning year 2013 the share of the company in Finland's package tours was twenty eight percentages. Suntours is employing 263 people of which 115 are working in the destinations. However the company has reported in January 2014 that it will fire forty five employees this year when it closes the offices in Turku and Tampere, and decreases its personnel in Helsinki's main office. Tuomo Meretniemi, the managing director of the company tells the reason to be in grown online sales and decreased amount of trips bought from the travel offices. (Taloussanomat 2014.) The company offers package tours to 29 different countries and to 128 different destinations, and besides that for instance active tours, city tours and themed tours. All the package tours include the services of a travel guide. (Aurinkomatkat 2014.)

As well as Finntours, Suntours arranges an education for upcoming professional travel guides. With professional travel guide the writer refers to a person that has educated herself/himself for the work and therefore has the acquirements to work as a travel guide for an agency. More detailed information of the education of Suntours could not be found due to the fact that the company had recently ended recruiting new guides for the coming summer season. From the web pages one can find out that the selected ones will have a short introduction in Finland, and the actual learning for the job will happen at a holiday destination. Criteria of the company for a travel guide are the age of at least 23, degree in high school or vocational school, language skills in English and Finnish, driving license, experience of customer service related work, the management of office programs, understanding of social media, good health, skills of performing and several other qualities. (Aurinkomatkat 2014.)

2.3 Tjäreborg Ab

Tjäreborg, officially Tjäreborg Ab, is the third biggest tour operator in Finland with around 190 000 passengers annually. It belongs to Thomas Cook Northern Europe Corporation which is the biggest tour operator corporation in Northern countries. The corporation has tour operators in Finland, Sweden, Norway and Denmark. In the Nordic countries the corporation has several major partners, such as Thomas Cook Airlines, the biggest charter-flight company, and Sunwing Family Resorts and Sunprime Hotels -hotel chains. (Tjäreborg 2014.)

In Finland Tjäreborg employs 58 people and at the destinations it has 70 Finnish travel guides. One is able to work at the holiday destinations in several positions. Amongst the travel guide Tjäreborg has children's and youngster's guides organizing entertainment for younger travel-

ers, activity guides having aerobics, gymnastics, competitions and so on, and show artists performing in Tjäreborg's hotels. The requirements for different positions vary a lot and at this essay the writer will focus on the requirements of the travel guide. The travel guide of Tjäreborg has to be able to perform for an audience, serve customers naturally, handle the problem situations and be extrovert. Driving license and skills of Finnish and English are needed. The education is held in one of the destinations and takes two weeks. The cost of the education is 450 euros including flights, accommodation, education and material used on the course. The election for the course is based on the applications and an interview that is being kept for the best candidates. After the training all the participants will have a job in one of the holiday destinations. It is being mentioned on the web pages that a successful tour guide has good opportunity to proceed on the carrier. (Tjäreborg 2014.)

2.4 Holiday tours

Holiday tours Inc is part of a Nordic corporation named Primera Travel Group which besides Finland functions in Sweden, Norway, Denmark and Island. The corporation is being run from Sweden and it has eight own airplanes flying vacationers to several locations. Holiday tours in Finland is the fourth biggest tour organizer having around 60 000 passengers annually. (Lomamatkat 2014.) Matka-Vekka which has the biggest trip store network in Finland by having offices around Finland sells the trips of Holiday tours as well, being the biggest retailer for Holiday tours. (MatkaVekka 2014).

When looking for information from the webpages of recruiting tour guides or other personnel the writer faces the issue there is not such information available. (Lomamatkat 2014.) Holiday tours is nevertheless cooperating with institute Päivölä that educates travel guides and makes it possible to become employed by one of the cooperative tour organizers. Based on that information the recruiting of new guides happens at least partly with cooperation. (Päivölä 2011.) As the writer has been in an interview for working as a travel guide for Holiday tours, it can be reported that the recruiting happens after an interview and a test of whether the person is suitable for the work or not. The test included a staged situation where the applicant acted as if she was guiding a group in a tour bus. The writer recalls that the education for the work would have happened totally at the destination by learning the information of the location and monitoring the working of the colleagues for around a week.

2.5 Apollo tours

The name of the company, Apollo, comes from the Greek God, God of the sun. Apollo was established by two Greek friends who fell in love with Swedish women, and moved to Sweden 1982. At first the company sold trips to four destinations in Greece: Athens, Athens' Riviera,

Poros and Naxos. Within the years Apollo got more destinations and different type of tours. Since year 2001 Apollo has been part of a corporation called Kuoni Nordic. Annually Kuoni Nordic has around one million passengers, and Apollo tours arranges around 50 000 package tours annually which means it is the fifth biggest tour operator in Finland. Today besides Greece the company arranges package tours for instance to Bulgaria, Turkey, Croatia, Spain, Montenegro and several destinations in Asia. Since 2007 Apollo has also arranged golf tours when it bought the Sweden's biggest golf tour organizer named Gold Plaisir. (Apollomatkat 2014.)

From Apollo tours' web pages the writer finds out that the tour guides for the company are being educated in Helsinki or in Stockholm and after that at the holiday destinations. The education focuses on customer service, selling, arranging trips, performing, first aid and airport actions, and it is told to be really practical training. Before getting to the actual education, one has to fill in the form in English, pass the test of service liability, get to the personal interview and after that be selected as a professional tour guide. (Apollomatkat 2014.)

Apollo tours expects its tour guides at least the age of 18, certificate of high school, two years or more experience from customer service, driving license, language skills in Finnish, English and Swedish, and the interest towards customer service, cultures, history and people. In reference to the web pages the most important is the attitude and the real desire for helping and serving the customers. (Apollomatkat 2014.) Compared to Finntours and Suntours the company requires the education of high school and the skill of being able to speak Swedish.

3 Implementation of the research

The thesis is focused on a job of a travel guide abroad. The main task of a travel guide is to make sure the clients are doing well and that all the practical matters are running. These practical matters include a lot of different tasks. The travel guide for instance receives the clients, helps with the accommodation, guides on the trips, helps in problematic situations, visits the clients at the hotels, and escorts to the airport when the holiday becomes to an end. Besides these tasks the guide is responsible of many matters that for the client may not be visible but are part of a successful holiday. These matters are just to mention some planning the trips beforehand and booking the services from the local producers, studying the main sights, culture, lifestyle and other useful facts about the location, getting the customer to a hospital in case something happens, being on call at the office, and handling insurance related compensation matters. The guide is not having a certain working time but he/she has to be ready to work at any time. (Ammattinetti 2014.) Combining the private life and working life may be challenging due to the fact travel guide is spending most of the time together

with the colleagues; at work the colleagues are close to each other, after work they are used to spending time together, and they are sharing an apartment with one or more colleague as well. What comes to bad days or days after a short sleep, a travel guide is not expected to have those- People having a holiday are not willing to look at a guide with a sad face and therefore the happy face has to be faked from time to time. (Tjäreborg 2014.)

On the other hand the job of a guide also gives a lot. One is able to learn about other cultures, history and geography, the language skills probably will improve, and new friends are guaranteed when most of the free time will be spent together with the colleagues. (Lomamatkat 2012.) The new and challenging situations keeps the work interesting and makes it easier to handle difficult situations in the future, and the social skills will improve since the work is all about customer service and human contacts. Usually the weather at the locations is warm and sunny year around. (Tjäreborg 2014.)

Seija Hirvonen, a tour guide of Apollo Tours, describes the work with following words: "The work of a travel guide is variable and versatile, and that is the best part of it- Airport days, hotel visits, trips, inspirational events and office days. Not one day is the same: today I ride a bicycle sweat on my back along a village road to a hotel visit, next day I drive by car to a small village revering the wonderful ocean and mountain landscape. Feels like I am on a holiday as well!" (Apollomatkat 2014.)

3.1 The objectives of the research

To support the research, the writer has executed two interviews for different groups of people. All of the interviewed are Finnish and therefore the questions were created in Finnish. The first interview was planned for people that have experience of working as a travel guide in any location and by any tour organizer. The purpose of interviewing the people was to clarify the reality of the work. It also works as a baseline with the other interview which is focusing on the vision of the work. The objectives of the research were to find out how the ones already having experience of the work are describing the work and how it differs from the visions gained from the ones not having experience of the work. In case new information for the principle Finntours is discovered it is found beneficial and success in the research.

3.2 The research method

The used research method was implementing theme interviews with open-ended questions. With open-ended questions refers to questions that are allowing the respondent to give an unstructured response without limiting the answers to 'no', 'yes' and 'I don't know'. (The free dictionary 2014). As the themes were clear before analyzing the data collected from the

interviews, the analysis is deductive. (Inside-Installations 2006.) The individual interview that was used can be considered to be more reliable than for a group interview, but the transcription and analysis of the data was more time consuming. (Kananen 2011, 52.) As the reliability of the research improves when there are more than one source for information the researcher found it useful to implement two theme interviews and compare the results. At the same time the research gets more value. (Kananen 2011, 63.)

The criteria for the chosen ones were the age between eighteen and forty years and the working experience of the field under research. The researcher approached the subject by looking for blogs that are focusing on the job of a travel guide and therefore are being written by someone that is the target group for the research. To proceed in the process the writer contacted a few bloggers aiming to get responses for the interview questions. The results of the research consist of answers of four female bloggers. The amount of answers does not make it possible to generalize the nature of work but it gives the reader an image of it, and allows comparing real experiences and an image.

3.3 The target group of the research

The first interview was created for people already having experience of the work of a travel guide. The respondents were selected from bloggers writing tourism related articles. As the age limitation was people between 18 and 40 years old, the researcher found it easy to find bloggers for the research. The research group was not required to consist of females but it was started to consist of females as the bloggers found were all the same gender. The interviewed were not demanded to have experience of the work for some specific time but it was as valuable for the research to get respondents with a half a year or many years of experience.

3.4 Analysis of travel blogs

With a blog one means an informational site that consists of posts of versatile topics. Blogs can be maintained by an individual, or for instance a company. As an example Visit Helsinki is having a Helsinki related blog as part of its marketing. (Visit Helsinki Blog 2014). Year 2010 an international expert of media visibility, Cision Finland, made a survey of the best travel blogs in Finland. The best ranked blog was a biking blog, 'Around the world with a bicycle', which is maintained by a man named Jukka Salminen. (Rantapallo 2010). The blog may work as a diary for the writer as it a channel for sharing the pictures, thoughts and experiences from the trips. By writing blog the experiences are documented so that they are viewable afterwards as well. For a reader blogs may work as a boost for travel fever and a source for information.

4 The results: The experiences of the work of a travel guide

The interviewed were asked fourteen questions starting from background questions. The questions were created in such a way that the information gained from the results would be as versatile and useful as possible, and that the respondents would be able to express themselves as freely as possible.

4.1 The background questions

The ages of the people were thirty six, twenty seven, twenty four and twenty years. Two of the interviewed had a tourism related education from university of applied sciences or vocational school, and one had an education from other area of study. One had a matriculation examination. Amongst that two of the interviewed mentioned having an education of a travel guide- one from institute of Päivölä and one own travel guide education of Suntours. It is however presumable that all four have an education for the work as it prepares the person for the specific work. The language skills varied quite a lot-Everyone mentioned speaking, besides Finnish, English and Swedish at least tolerably. Other languages mentioned were Spanish, Russian, French, Germany, Greek and Chinese. One of the people also mentioned the language skills improve while doing the work itself and argues she did not speak Swedish well before starting the work but has since then developed a lot.

4.2 Reporting the experiences of the work

When asking the length of working as a guide the answers were eight months which the interviewed mentioned to be the length of one period, one year, two and a half years, and eleven months. The one working for eleven months is at the moment working in Lanzarote as a travel guide and will be working at Rhodes the summer. The length of one period depends on the location-in some of the destinations it may be from March until October, and in some from May until September. The guides will be placed based on the need of that time-For instance the winter period may be spent at Canary Islands and the summer period on Crete. (Finnmatkat 2014.)

The locations that the interviewed had worked in were various locations in Thailand, different parts of Greece, Tenerife, Malta, Turkey and Lanzarote. The question of the company working for was voluntary for the people due to the possible professional secrecy. Regardless of that three of the interviewed were willing to tell the company they had worked for. Two of the ones had worked for Suntours and one for Nazar Nordic. As well as Finntours, Nazar Nordic, is also a part of TUI Nordic Plc Corporation. Nazar Nordic has one office in Nordic countries and it is located in Malmö. The vision of the company is to offer luxury vacations for

everyone which means its' holidays are all inclusive in four and five star hotels. Nazar Nordic offers holidays to Spain and Turkey, to various parts of the countries. (Nazar 2014.)

The interviewed were next asked the motives to apply for the job of a travel guide. The mentioned reasons were desire for having something new in life, opportunity to get a couple of years to think the future plans, dream of working and living abroad, desire for trying something else than the contemporary work, a suitable life situation, the feeling that the experience gotten from the work would be useful for the future carrier and that the work itself would challenge, the desire to meet people, see the world and learn to handle the hard situations, the nature of an adventurer and the feeling that not trying the work would be something to regret in the future.

When asking if there were a certain company in mind to work for the answers varied as well. One told the company choice being limited to Suntours due to the fact the image the company was that it is the most reliable and known company on the travelling industry. The person also mentioned the appreciation regarding domesticity, in this case meaning of having a Finnish background. Also other of the interviewed mentioned Suntours being the first choice what comes to working for a certain company. The reason for the choice was the time for applying for the work-the applying period of Suntours was for the person the most suitable. The interviewed argues as well that the working for Suntours was versatile with regarding to guiding and organized tours for the tourists when many travel agencies' services do not include tour guide's services as comprehensively. The third person told the main reason for the company choice being the lack of a driving license which limits the possibilities working for certain companies. The person mentions the praises heard of Nazar Nordic beforehand effecting the choosing as well. The fourth person passed the question due to the fact she was not allowed to give any information of the company working for.

The following question concerned the recruiting and the challenge of being selected as a travel guide. The first person argues that more important than having an education is the attitude and personality. The personality traits mentioned were presentation skills, briskness, open-minded, positive and flexible. It was also noted that even though the person is being selected for the work there may come issues with adapting to the work when one has to suddenly survive without the family, friends and homeland. The next of the interviewed argues the selection being quite strict what comes to the amount of applied people versus the selected people. The reason for the strict selection is supposed to be result from the need of new guides that lives with the moment. The third person argues the most important issue to be the personality consisting of sociality, braveness and industriousness. The recruiting interviews are told to include group interviews and tasks as well as personal interview in English.

The next questions concerned the positive and negative sides of the work itself. The positive sides mentioned were the versatility of the work, the opportunity to improve and get better in every sector, getting to know different locations, people, cultures and languages, improvement of common knowledge, guiding the day tours for the customers, growing as a person and learning to handle the hardest situations so that the self-assurance grows, the colleagues and the customers. The mentioned negative sides instead were the fact one usually has to change the location after a season and learn the facts of the new location, the fewness of a free-time and long working hours compared to other works and according to the salary of the work, and the issues in group dynamics from time to time due to big size of the working group. However, when asking if the image of the work responded to the reality, all of the interviewed told it mainly responding. One of the interviewed argues that still there are people willing to work as a travel guides and facing the reality that the work is not that rosy as it may look like. It was also mentioned by one of the people that the image before the guide school did not face the reality but at the latest after the school the nature of the work had become clear. The person tells before the school the image of the work being enjoying the sun and chatting with the customers, which is partly true but still small part of the work. She describes how there are days when it is raining, the working hours are over twelve hours a day, nothing goes as planned and customers are discontent but that is what makes the work variable.

When the interviewed were asked the personality types that the work is suitable for, the personality traits mentioned were flexible, generally a good and positive attitude, conscientiousness, extrovert, responsibly, spontaneous and braveness. Other useful features mentioned were the ability to get along with people and solve problems rapidly, ability to stay away from the family and friends, and ability to internalize information and to make compromises. Two of the interviewed noticed that one will learn a lot by doing the work itself so the most important is the interest towards the work.

The last question concerned the marketing and visibility in the social media, and the interest towards the companies based on the image gotten from the marketing. The interviewed were asked to place Suntours, Finntours, Tjäreborg, Apollo tours and Holiday tours on order thinking to which company they would work for based on the social media marketing. The answers varied a lot-Tjäreborg, Suntours and Finntours all got one vote based on their marketing in social media's channels. The only conclusion that can be done based on the results is that the presence of Holiday tours in social media is the weakest when all of the three interviewed people placed it last on their list.

The interviewed were asked an approval to mention the blog's names on the research and after getting permission from three of them the researcher publishes them here as a refer-

ences for the research. The interviewed blogs are named What would life be if we had no courage to attempt anything?, Rusketusraidat, and Suvin seikkailut. One of the bloggers' identities will not be published.

4.3 Analyzing the answers of the interview

Based on the information of the education that the interviewed have, it is not required to have an education on the field of tourism to be able to work as a travel guide. The writer argues that the earlier studies on the area tell of the interest towards the industry but it is not the only way to end up working on the field. It may be so that the person finds it fascinating to work as a travel guide even though the tourism as a whole did not interest. As the travel guides are being educated in its own education program to the specific job, the earlier studies of the field may not help. Language skills instead can be counted as beneficial for the work as there are customers and colleagues of different nationalities. Working in the destination presumably is easier if the guide is able to communicate with the local language as English still is not spoken everywhere. The estimated amount of English speaking people globally is not precise but it is being evaluated to be something between 600 and 1700 million people. Year 2012 thirty eight percentage of citizens of the European Union were speaking English as a foreign language, and it is being classified as a world language as it is being used in business, technics and culture worldwide. (Algeo 2010, 182-183.)

The lengths of working as a travel guide varied between the respondents. The periods in different destinations are unequal length but the guides in most of the cases work at least in the locations during a year. The destinations are divided into summer and winter locations and therefore the need for guides varies depending on the time of year. For instance one of the respondents is located in Lanzarote at the moment that is classified as a winter destination due to the nice weather during the winter season as well. The temperature in Lanzarote is around 25 degrees Celsius year around which can be warm but not burning hot for Northern Europe citizens with sensitive skin type. (AccuWeather 2014.)

The companies worked for were not essential information for the research, and one is not able to make assumptions based on the information given. The researcher argues it is about coincidence for which companies the people chosen for the research have been working for, and does not allow making any conclusion of the popularity of the companies. The statistics tell the facts of the companies' sizes and the amount of employees and therefore the interview is meant for learning of the work of a travel guide itself, regardless of the companies.

The writer argues that the motives for working as a guide are personal and not comparable. The same applies to any work or a goal. Motivation is desire regarding something that makes

us then do things. (Psychology today 2014). Having goals motivates people to achieve things more than performing without any reason or an aim. The fact is based on our brain-achieving goals produces dopamine which is neurotransmitter for people's feelings and pleasure. Dopamine then activates neural circuitry that is responsible for the desire to seek new challenges. (Psychology today 2003.) As the results of the interview show, the desire to experience something has motivated the people to start working as guides. Some was motivated by the opportunity to experience something new, some by the desire to meet people and live abroad. If thinking that the work did not motivate enough probably not single one of the respondents would have not tried working as a travel guide, as we do not do anything with pleasure if the motivation is missing.

The interviewed were asked if there were a certain company in mind when starting to plan working as a travel guide. One of the mentioned reasons for choosing Suntours was the reputation of the company. The company was described as reliable, Finnish travel agency that is known by everyone. The person counting on Nazar Nordic also relied on the reputation as she had heard commendations of the company and based on that applied working for it. The writer argues that the reputation of the company effects distinctly to recruiting as the people believe in what they hear and see. Year 2008 there has been made a survey for 527 MBA students from different parts of the world about how the reputation affects the choosing of an employer. Ninety six percentage of the respondents felt that the reputation had a big role while choosing the employer. (MITSloan 2013.)

The recruiting of new travel guides is running the year around. The respondents were asked about the recruiting process and the possible challenges what comes to the selection from the candidates. Based on the bloggers educational backgrounds it can be noticed that the earlier education from tourism is not necessary but the personality is the main author. Regardless that the travel agency Detur Finland Inc is not under research the writer uses the company's destination manager Terhi Alanya's blog as a reference for the paper. Alanya describes in the blog how the actual recruiting happens twice a year even though the company is hiring people year around. She argues how the education is given value regardless of the line of study. As stated before in the paper, also Alanya talks for the personality over tourism related education. One has to be show the enthusiasm towards the work and to be able to speak at least English. (Iltasanomat 2014.)

The writer assumes the positively and negatively experienced sides of the work are private and changing. As it was mentioned by one of the respondents the positive sides of the work are governing and make the work pleasant. The image of the work being negative or positive will be compared to the reality later in the paper when the other interview is under process.

As been argued several times the personality is the key element for a travel guide. Jaana Nyström, a travel guide for Suntours from 1997 until 2003, regards that instinct to perform and social skills are the most crucial features for a guide. Amongst that Nyström mentions curiosity and initiative being beneficial as a guide has to learn the main information of the culture, language, history. The more knowledge the guide has, the better-the customers may ask the guide questions regarding everything between the ground and the sky. (Jaana Nyström 2011.)

Marketing regardless of the business is turning more and more into online marketing channels. Tour organizers are following the time and leaving the printed marketing behind and investing in online marketing. Year 2013 Suntours and Finntours opened up on their plans regarding the marketing in the future. Even though in general the printed media still has over half of all the informing, in tour organizer business the printed media is disappearing due to the fact most of the customers are already online. The statistics tell almost eighty percentages of the customers of Finntours booking trips online, and the share is even bigger what comes to people dreaming of a trip. The manager of sales and marketing of Finntours, Jouni Ojaniemi, explains that the different media channels need to support each other, and the bought media has to attract people to the webpages and develop the image of the brand. As an example Ojaniemi mentions television commercial that has to guide the viewer to visit the web page. Ojaniemi also brings up that the digital marketing is on time-if something does not work as planned it is changeable. Still both of the companies believe in direct marketing and therefore the newsletters and holiday guides are there to stay at least for now. (Markkinointi & Mainonta 2013.)

The writer argues that doing cooperation and charity is part of a company's marketing. The cooperation and charity actions are noticed by media and when published noticed by people as well. These actions may have a positive impact on the image of a company. When focusing on the five tour organizers under research it can be noticed that also these organizers are involved in charity. Suntours does cooperation with Children clinic's godparents by sending children in nursing together with their families to a holiday. The families are chosen by raffling. Amongst that the company collects money for Children clinic's godparents by arranging happenings such as exercise events and participating to a restaurant day with pop-up restaurant. (Aurinkomatkat 2013.) Since 2012 Suntours has done cooperation with the S group. Customers are able to get bonus from chosen holidays meaning the saved money can be even hundreds of euros. (Rantapallo 2012.)

Finntours has supported the sustainable tourism by taking part in several projects. It has for instance helped an organization named Archelon in preserving highly endangered sea turtles by supporting the organization's finance, adopting the turtles and telling about the turtles for the customers of Finntours. It has been involved in planting trees in Cran Canaria and has

taken part in WWF projects in several locations. Year 2000 Finntours was associated with a global network called Tour Operator's Initiative that has been established for developing and marketing sustainable tourism. More of the charity and cooperation of Finntours can be found from the websites as there is an enormous amount of subjects that are not rational to list here. (Finmatkat 2014.)

Tjäreborg announced in February 2014 that it will start cooperation with Royal Caribbean Cruises by offering cruises in Caribbean and Mediterranean Sea in the future. In December 2013 Tjäreborg arranged an inquiry concerning the demand of the cruises and after finding out that the Caribbean and Mediterranean Sea cruises are the most popular holiday types right after beach holidays and city holidays started to offer cruises. The customers are able to book cruises in the summer 2014. (Deski 2014.) Tjäreborg also reports on its webpage how it strives to support local social and environment protection related projects in its holiday destinations. One of these projects is for instance Samata Sarana institute in Sri Lanka which purpose is to offer education, nutrition and health care for the local children and adults. Tjäreborg is helping the institute in two different projects: in the first project Tjäreborg supports a school that educates four hundred children that do not have the possibility to study in government's school, and in the second project Tjäreborg is taking part in serving breakfast, snacks and dinner for five hundred children and adults five times a week. The purpose of the second project is to fight against starvation. (Tjäreborg 2014.)

From the companies under research also Apollotours does cooperation. Finnair is responsible of the companies' flights to distance destinations, such as Cuba, Dominican Republic and Mexico as the cooperation between the companies started 2012. Amongst that Apollo tours has published on its webpages how it year 2013 started cooperation with Magnus Lönnqvist, Finland's first competitor in triathlon. Lönnqvist guides active holidays in Fuerteventura by training customers in swimming, cycling and running not forgetting wellbeing and life controlling. There has been mentioned on the web pages that the company is offering other active holidays as well-diving trips, tennis trips, and cycling trips. (Apollo tours 2012.) Year 2013 was not limited to one new cooperation contract as Apollo tours started working with Best Western Hotels as well by meaning that the regular customers of Best Western Hotels are able to change their bonus points to holidays of Apollo tours. The marketing manager of Best Western, Maija Hyötyläinen, explains the cooperation being natural as Apollo tours already has Best Western hotels as their hotel partners. (My news desk 2013.)

As the interview showed, the respondents would rank Holiday tours on the last place if thinking to which company to work for based on their marketing. When the researcher was searching for information of the marketing and cooperation of the company, it became clear that the marketing is not sufficient. However the writer found out that the company is present in

several social media's marketing channels such as Facebook and Twitter, and updates the channels by marketing destinations and special offers regularly. (Facebook 2014.) As the statistics show these marketing channels reach an enormous amount of people every day. By the end of year 2013 Facebook already had over one billion monthly users meaning it had attracted one hundred seventy million users more from year 2012. (The Guardian 2014.) Twitter has gained around six hundred and forty five million registered users of which over hundred million users tweet actively every month. (Statistic brain 2014).

The researcher is aware of the fact that the mobile application named Instagram is getting more popular amongst people. The application was developed 2010 by American Kevin Systrom and Brazilian Mike Krieger for taking pictures by using mobile phone's camera which then can be shared to other applications such as Twitter, Facebook, Tumblr and Flickr. The application is available for Android, Windows phone and iPhone customers. In June year 2013 the founder Kevin Systrom exposed that the application had achieved the limit of one hundred thirty million active users monthly and sixteen billion shared photos since the beginning of launching Instagram. (Mashable 2013.) All five of the tour organizers under research have established their own users at Instagram that are followed by different amount of people. (Instagram 2014). The writer argues that the photos posted may increase the desire to get more information and travel to the shoot destinations and therefore work as a marketing tool for the tour organizers. The expression 'a picture tells more than thousand words' holds true as the holiday destinations may be described without still getting the reader a feeling of the destination being worth visiting, when at the same time one picture may give the feeling.

5 Implementation of the second interview

To research the image of the travel guide's work the writer implemented second interview. The research is based on the answers of nine people of which eight are from females and one from a male. The names of the respondents are not mentioned as they are not crucial information for the research, and the answers are processed generally without specifying the respondents behind them. The interview was implemented in Finnish due to the fact the researcher was aware that not all of the target group were able to communicate in English. The responses are translated in English by the writer and the original interview is included to the paper's appendices in English and Finnish.

5.1 The target group of the second interview

The target group was females and males between ages eighteen and thirty years. The researcher collected respondents from the circle of acquaintances thinking people with differ-

ent ages, backgrounds and interests. However the researcher was not familiar with the respondents' images or opinions of the career of a travel guide and therefore the collected data is based on neutral activity of the researcher. The interviewed individuals were allowed to express themselves freely and describe issues with own words.

5.2 The objectives of the second interview

The objectives of the research were to find out how the image of the work is like amongst people, and how it differs from the facts argued by the respondents of the first implemented interview. As it was aspire by the principal of the thesis the vision of the career of a travel guide was researched variedly with using open-ended questions. The objective of the research was to find out issues that are not yet on the realization of the principal so that it is able to breed its knowledge and improve the activity in the future.

6 Reporting the results of the interview

As grounding for the research the interviewed were asked two main background questions to give the reader a vision of the respondent group's consistency.

6.1 Background questions

The respondents were asked the gender and age as a background questions. The ages varied between 22 and 28 so that two of the people are 22 years old and the oldest responder 28 years old meaning rest of the group is by their ages something between those. As mentioned before one of the interviewed is a male and the rest females as it was for the writer easier to gather respondents from females.

6.2 Reporting the vision of the work

After the background questions it was asked whether the individuals had considered the career of a travel guide or not. The responses were divided so that seven of the people responded prohibitively and two of them told that they have considered it. After that the ones that had not considered it were asked whether they could rethink it or not. Of the seven four responded not seeing it as a possibility and three responded that they could rethink it. The following question was about moving abroad and if it was as a thought to implement. Eight of the group thought that they can imagine themselves living abroad and only one thought it was not an option. The one that did not find it as an option was asked the restrictive factors, and they were the family, friends, relatives and the lack of language skills.

Next it was asked if the respondents had a vision how the new travel guides were recruited and educated. Two of the people indicated not having any vision of the subject. Rest of the responses varied between having some kind of a vision and having a clear image how it happens. The answers for recruiting were that it happens via employment and economic development centers and by applying for an education that is preliminary for travel guide's work, and via Facebook pages and web pages of the travel agencies. The thoughts of an education of a travel guide included the institutions of the area of work, university of applied sciences and chargeable education programs, and the educational programs arranged by travel agencies that include training abroad before heading to the destination. Rest of the ones having some sort of an image did not specify the image.

When the group was asked the most essential duties of a guide a lot of different opinions were received. The duties mentioned were advising and listening, giving hints, being the safe for the customers and the one helping in challenging situations, taking care of the passengers, giving information inclusively of the history, sights and current issues, easing the customers' travel, advancing the thrive, bringing the feeling of a holiday and wellbeing, finding out issues behalf of a customer if needed, solving the problems, supporting the customer in a new destination and guiding tours. After that the individuals were asked to think of the features and personality traits that are useful for a guide. Based on the answers these features are social, helpful, openness, cheerful, systematic, desire to take good care of people, ingenious, positive, flexibility, persistent, calm, linguistically talented, patient, independent, tolerance of pressure, talent to solve problems, reliable, ability to work in a team, skilled to perform, and common sense.

The following question concerned the image of the work being positive or negative. Seven out of nine told the image of the work of a guide being positive. One told it to be negative, and one that it is both negative and positive due to the fact that the image is based on own thoughts and the image that a television series have given. The next questions worked as a continuation questions as they were of the positive and negative sides of the work. The respondents argued that the positive sides are being able to see different kind of destinations and cultures, getting to know people, working abroad, opportunity to spread own worldview, helping cheerful customers, the sun, the internationality of the work, social working environment, developing oneself in difficult situations and improving the language skills. The negative sides mentioned were being forced to be away from home, the relationships outside the work suffering, the fact one has to be reachable all the time, bad treatment from the customers especially when they are drunk, bad salary, working hours, conflicts due to different cultures of the customers and local people, working conditions meaning temperature and

breaks, uncertainty of the workplace as the season ends, time difference and taking the responsibility of the customers' mistakes.

The interviewed were next asked to think of the marketing of the five tour organizers in under research and based on that assess for which agency they could work as a travel guide. The marketing was specified meaning internet, television and radio marketing. Suntours was mentioned by five of the individuals and explained by one that due to the satisfaction towards the company while being on its holiday it could be a company to work for. Tjäreborg was mentioned by three, Finntours by two, Holiday tours by one and Apollotours by no one. One of the respondents argued not seeing the working as an option for any of the companies. On the other hand one argued seeing it possible to work for all of the companies.

When asking if the people had used the services of these tour organizers at some point, three told of having used the services of Finntours and two the services of Suntours. The others either did not have experience of the services or could not recall of which organizers' services they had used. The ones that had experience of Finntours and Suntours, found the experience and the image of the organizer positive. Related to the work of a guide it was also asked if the ones with experience of the services had used the services of a guide and whether their services and help was found useful or not. All had used them, and found them useful. It was justified that the guides had helped with finding the right bus when arriving to the airport and that they seemed cheerful and helpful.

The last question concerned the image of the monthly salary that guides are earning. The images varied from 500 euros per month plus the accommodation to 2500 euros per month. One of the individuals mentioned the salary being based on the destination country's wage level and therefore being varying.

6.3 Analyzing the interview results

The writer argues that the images of the career of a guide depend on how much information there is available for people. The images alternate according to whether there is knowledge to support the image or whether the information is based on psychic picture of something. Person makes a decision of buying something based the image of a company or a brand, not based on how the company or product is in reality. Therefore the image and the truth are the same issue. The researcher will focus more on the available information on the next chapter.

The age distribution was not wide but it included individuals from a bit over 20 years and individuals close to their 30th birthday. The researcher argues that the variation in opinions is more based on personality types than the age as the variation in the ages of travel guides is

wide as well. Also the distribution of view amongst female and male is personal as there are both men and women working as a travel guides. For the research the writer found it however interesting to interview both male and female and in different ages as the image of the work amongst people was not clear for the researcher either.

The writer assumes that the respondents' opinions of working as a travel guide are based on the image they have of the work. As the image is limited on own thoughts and possibly on television series the nature of work may be seen negatively. As one of the answerers mentioned the opinion of the work is partly based on the television series that has been done of the subject. However when the individuals were asked whether they see the work negatively or positively the majority saw it positively. Therefore the writer argues that the reason for why the people would not see themselves as a guide is more based on interests than opinion of the work itself.

For the interviewed it was not an issue to move abroad excluding one person that told the main reasons being the lack of language skills and need to be away from the family and friends. As the writer is aware of the issue that one of the respondents does not speak English at all it can be found reasonable not willing to move abroad. Even though it was mentioned that the negative sides of the work include being forced to stay away from family and that the relationships may suffer from the work, they were not seen as obstacle of moving abroad. Based on the replies on the questions the researcher argues that the main issues for moving to foreign countries are the lack of language skills and moving away from family, friends and relatives.

Based on the replies to the question concerning the education and recruiting of travel guides people have some kind of an image of how it happens. Not all of the answerers were able to tell of the issue or were unsure of their knowledge that did not want to divine anything. The writer speculates that some of the individuals may have the knowledge if they have studied the subject or have an acquaintance on the field. As the recruiting of new guides does not happen in television or radio, the information may be hardly reachable if not consciously looking for it from the web pages of tour organizers.

The lists of the duties of a guide and the personality traits included a lot. The researcher finds it positive that it is recognized that the guide has an enormous amount of tasks to handle. The individuals seemed to be aware of how the guides are there for the clients willing to help when needed. What is something to pay attention to is that most of the mentioned duties are done while the customers are at the destination; the duties that are done before receiving the clients are not noticed. The writer finds the positive and negative sides of the work quite realistic when comparing to the stories of the bloggers having experience of the

job. The interviewed seem to understand the nature of the work not being only sun and happy customers even though it is that as well. The negative sides such as long working hours, difficult customers and situations, and bad salary are brought up, likewise the opportunity to see new destinations and cultures and to meet people of the positive sides of the work.

The marketing question shared opinions as based on it there were people willing to work for Suntours, Finntours, Tjäreborg and Holiday tours. The writer finds it interesting that no one were willing to work for Apollotours as it has been marketing itself at least on television commercials. The presence of the company in social media may be so recent that the publicity has not found it yet as it has found the biggest travel agencies in Finland. Apollotours started its' operation in Finland 2011 and 2012 joined Facebook as its intent to improve the customer service and the visibility in social media. Apollotours has used travel fairs as well to increasing the visibility and strengthening the brand. (Markkinointi & Mainonta 2012.) The researcher ponders the attention gained from the marketing takes time and effort. However as one of the interviewed states the reason for choosing Suntours being in the experiences towards the good service of the company, it may be assumed that the marketing happens via experiences as well. As the customers use the agencies' services and feel satisfied, they leave with a positive image of the company, and are willing to use the services newly or to recommend them to others. For the tour organizer this chain of events works as marketing.

The next question was related to the image of the organizers. All five that had used the services, including guide's services, of some of the travel agencies had been satisfied with them. As in any work the employees work as the face for the company. The writer argues that when the interviewed have found the guides helpful and have been contended for the service overall, the image of the agency has become positive as well if not being that before. A company markets itself for people via employee.

When asking the image of the salary of a travel guide, there was a lot variation. The guides are not paying for the accommodation at the destination as the tour organizer arranges an apartment which then is usually shared with one or two colleagues. (Aurinkomatkat 2014.) The tour organizer pays the flights to the destination and back to homeland, the uniform, electricity and water bills, internet, possible car and fuel expenses, visits to a doctor, and medicine. The living expenses at a destination are relatively small as the ordinary expenses such as rent, insurances, electricity and water are not needed to pay. The guide is required to pay for using a phone and food. The salary is based on the destination country's wage level and therefore varies. (Päivölä 2014.) One of the interviewed knew the salary being based on the wage level of the country, and one knew the accommodation being paid for the guide. Otherwise the evaluations of the wage were rather high and unrealistic. The average wage of a guide is from 700 euros to 1100 euros. (Päivölä 2014).

7 Conclusions

In this chapter the researcher analyzes the differences in results of the two interviews and especially compares the differences in the vision and the reality of the work. The writer will research whether there is information available for public of the career or whether it is an upcoming topic that is not researched yet. The conclusions include the overall evaluation of the made research, the validity and reliability of it, and the further research suggestions.

7.1 Comparing the results of implemented interviews

As the interviewed with experience of the work mentioned the vision of the work often is too rosy and the reality will become clear after starting the education or at the latest after starting the work. The writer argues the nature of the work clarifies by doing the work as people may experience matters differently. When comparing the positive and negative sides of the work mentioned by the bloggers and the interviewed with no experience many issues were turned out from both of the interview groups. Based on that the image is not distorted but people are quite aware of the pros and cons of the career. It was clear for the inexperienced individuals that the working hours rarely are the normal eight hours and that the customer from time to time are difficult to work with.

The biggest difference of the reality and image seem to be on the salary of a travel guide. As most of the interviewed estimated the salary being around 1500 euros when it in reality is at most 1100 euros, the vision of the salary is better than it actually is. Everything is proportional; as the interviewed evaluated the wage being average level, on the level of wages in Finland, the average level would be over 3000 euros per month. (Iltasanomat 2013.) The researcher argues that the average for some may be high and other way around as well. As pointed out in the earlier chapter, the guide's salary is paid based on the destination country's wage level and therefore it differs. Based on statistic, for instance in Greece the average wage is around 700 euros and in Turkey around 550 euros per month. (Wikipedia 2014). As the salaries are lower compared to countries with higher prices, the living expenses are lower as well. A one bedroom apartment from the center in Turkey costs on average 288 euros when in Finland it costs 718 euros. In Turkey one is able to eat a lunch with less than four euros and in Finland one has to pay 10 euros. (Hintataso 2014.)

7.2 Available information of the career

Awareness of the real nature of the travel guide's work is being improved. A travel series called 'Travel guides' started 2010 on television and has since then been filmed for four sea-

sons as the series was noticed to collect watchers. The first season gathered over two and a half million viewers and it was clearly the most watched television series of the show time. (Rantapallo 2011.) On two first seasons the series follows the guides working for tour organizer Detur of which destination manager works Terhi Alanya. The first two seasons were filmed in Alanya, Turkey, the third in Sunny Beach, Bulgaria, and the fourth in Alanya, Turkey and Sousse, Tunisia. On the third season the filmed organizer was Alma Tour of which destination manager was Janne Antin. Two weeks after ending the filming in Sunny Beach the tour organizer Alma Tour got bankrupted and so the plans for the next season had to be thought over again as it was supposed to be filmed with Alma Tour in Cyprus. The fourth season was then filmed in Alanya and Sousse following the tour organizer Detur. (Wikipedia 2013.) The series has got visibility abroad as the option of the program format has been sold to twenty countries already. Norway has filmed the series in Thailand and France in Crete. (Rantapallo 2011.)

Based on the television series there has been published a book named Travel guides. It was published the same year as the first season started on television, year 2010. As the introduction of the book reports, the purpose of the book is to tell in a funny way such issues that interest the ones following the television series as well. The book consists of interviews of the travel guides', tests for a reader such as 'Would you be capable of working as a travel guide?' and revelations of the work of a guide. The travelers are not forgotten as there are stories told by the customers. As the book was published during the first season of the series, the main focus is on Alanya as a destination but the second season influences the book in such a way that the new travel guides of the second season are introduced in the book. (Mykkänen 2010, 6-7.)

Related to the series the destination manager Terhi Alanya is writing a lifestyle blog for a newspaper Iltasanomat. As the topics of the articles are not limited into any specific the blog consists of diverse writings including introductions of Turkey, recruiting of new guides for Detur and the life of a guide. (Iltasanomat 2014.) The writer argues the reader of the blog is able to increase the knowledge of the career of a guide by reading the articles concerning the topic. As there has been a writer article of a travel guide's multi-purpose bag, the reader is informed of the duties that a guide has during a working day. The posting of 'the limits of humanity' expresses how the guides are facing different type of customers and are expected to get along with all of them despite the sentimental differences or bad behavior of the client. The article named 'New guides out from the oven' portrays the process of a guide school and the requirements for the work. (Iltasanomat 2013.)

The webpages of tour organizers' are offering information diversely. In case there is a certain organizer in mind willing to work for an individual is able to find information of the recruiting

from the webpages. However as the researcher noticed for instance the webpages of Holiday tours do not offer diverse information of the matter and therefore the information has to be gained by calling or mailing the company. In case the person is not having a specific organizer in mind, the writer finds it a useful way for an agency to market itself by offering the needed information in a straightforward way. Additionally Facebook, Twitter and Instagram can be used for marketing the company as the visibility in social media is getting more essential.

7.3 Evaluation of the research

As the aim of the research was to find out the image of the work of a guide people between 18 and forty years being as a target group, and the recruiting for the work, the interviews were implemented based on that. The researcher focused on the five biggest tour organizers in Finland as it was asked by the principal of the thesis. Another issue mentioned by the principal was the reasons affecting the choice of moving abroad and it was taken into account as it was included to the interview. Giving Finntours improvement ideas concerning the marketing, informing and recruiting was essential aim of the research and hopefully was accomplished.

As the research topic was suggested by the principal the research was based on the requirements of the tour organizer. The researcher however felt comfortable with the topic as the work of a travel guide had been considered by the writer herself as well. Assessing the thesis process as a whole, the attendance of the principal was not remarkable. After creating the topic with the principal, the writer was uncontrolled to research the topic in a way seen most suitable. To be able to research the topic in a wide-ranging way the researcher decided to implement themed interviews for two focus groups. With themed interviews the writer refers to interviews focusing on the research questions and limiting the questions into them so that the issues concerning the topic are on the focus point and that the research stays contiguous.

The writer argues that the information gained from interviewing people was useful and versatile. The fact that there were two interviews created makes the comparing of image and the real nature of the work easier for the researcher and the reader. As the other interviewed group did not have experience of the work the interview implemented for the travel guides works as a baseline for it. Bearing in mind that the readers of the thesis consist of people with no previous information of the main travel agencies in Finland and the work of a travel guide, the theories were needed to support the research as a whole.

7.4 Validity and reliability of the research

As the qualitative research was originally developed for natural sciences applying them to social sciences is challenging. Social sciences are focusing on people that are changing their opinions all the time. (Kananen 2011, 66). Due to the small amount of respondents in the interviews no remarkable conclusions can be done of the image concerning travel guide's work. Being able to make conclusions and act based on that one would have to research the topic more and to implement an interview for a bigger group of people. The theory of the research is valid and may give the principal a valuable information as there may not be time for research the issue by the principal itself.

As all but one of the interviewed with no experience of the work was willing to move abroad it can be considered that the living abroad is not an issue amongst people under 30 years old. The issue mentioned by one of the respondents was the lack of language skills which can be considered as an issue for a travel guide as the working happens abroad. The new information gained from the inquiry was that the moving to another country is not an issue but the work itself is the conclusive factor. Also the finding that the knowledge of recruiting new guides was slight may work as a new information for the principle and give a reason to improve the informing of recruiting into more efficient.

As the main research question was the image people are having of the career, many perspectives were received. The overall image of the work was mainly positive excluding a few negative opinions. The researcher finds it interesting that even though the travel guide's salary was estimated being low or average, the estimates of it were still higher than the salary actually is. Due to that fact the writer argues that the knowledge of how the salary of a person working abroad is paid is insufficient.

The basic knowledge of the duties of a travel guide seemed to be well known by the interviewed as well as the positive and negative sides of the work. The knowledge concerning the recruiting process instead was not extensive possibly due to the fact that majority of the respondents had not considered the career of a guide. The writer argues that gaining information of a subject is connected to an interest towards the subject, and as the majority had not visualized themselves as a guides the information of the career was not gathered.

7.5 Further research

As the research was not wide enough for bigger conclusions, the writer suggest the topic being researched more with a bigger amount of interviewed people to be able to speculate the

results and to act in exacting way. Interesting for future tourism would be research whether the image of the work has changed during the times or not. For the research the writer recommends interviewing people with bigger age scale as the research was limited into people under forty years old. As reported in the introduction there have been travel guides for tens of years and therefore the researcher finds it worth researching if the older people have experience of the topic and whether their opinion of the work is based on the how the work has been at the beginning.

During the research the writer faced the fact the topic is becoming current as there has been done a television series and a book of it. As the series collected a huge amount of viewers it can be noticed that the career of a travel guide interests people. Based on that the researcher suggests investigating whether the television series are effecting on the image of the work. In case the series have an influence on the vision one is suggested to research whether it enhances or debases the vision. As the series is based on the work of travel guides working for travel agency Detur, the research question concerning the image of the tour organizers arises. The researcher finds it possible that the vision of a travel agency changes while seeing filmed material of it.

As the competition between the biggest tour organizers is hard, for the agencies it could be beneficial to research the differences in recruiting and educating employee in order to develop the own acting. Based on the finding that the visibility in social media and in marketing channels influence the image of the company, the organizers are suggested to research the marketing channels and compare the visibility of tour organizers. The researcher argues that following the competitors actions may be beneficial for the own business as it may give ideas and keep on track of the changes on the field. Based on a questionnaire implemented by Finntours over 90 percentages of Finns are planning to have a holiday trip during the year 2014, the competition between the tour organizers becomes even tighter and therefore the presence in marketing channels is essential.

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Appendices

Appendix 1

Pohjustusta haastattelua varten

Haastattelun tarkoituksena on selvittää kuinka jo matkaoppaina työskennelleiden odotukset ja ajatukset ovat kohdanneet todellisuuden matkaoppaan työhön liittyen. Opinnäytetyön aiheena on: Matkaoppaiden rekrytointi ja mielikuva matkaoppaan työstä 18-40-vuotiaiden keskuudessa. Tutkimusta tukemaan haastateltavilta on kysytty muutama taustatietokysymys. Haastattelun tuloksia kirjatessa otetaan huomioon, etteivät vastaukset edusta kaikkien matkaoppaina työskennelleiden mielipiteitä, vaan ne ovat ainoastaan suuntaa antavia.

Haastattelukysymykset opinnäytetyötä varten

Taustatietoja

- Ikäsi
- Koulutustausta (erityisesti matkaoppaan työhön valmistava koulutus)
- Kielitaito
- Kuinka kauan työskennellyt matkaoppaana
- Missä kohteissa työskennellyt oppaana
- Missä yrityksessä työskennellyt matkaoppaana (vapaaehtoinen)

- Mitkä olivat suurimmat motiivit hakea matkaoppaaksi
- Oliko matkaoppaaksi hakiessa mielessä tietty yritys, jossa työskennellä, ja jos oli, niin miksi juuri tämä yritys
- Kuinka arvioisit matkaoppaiden rekrytointia, onko matkaoppaaksi hankalaa päästä? Arvioi sen yrityksen rekrytointia, jossa työskentelit/työskentelet.
- Matkaoppaan töitä tehneenä, mitkä asiat koet jälkepäin ajateltuna työn parhaiksi puoliksi
- Mitkä asiat taas koet työn huonoiksi puoliksi
- Vastasiko mielikuvasi matkaoppaan työstä todellisuutta
- Millaiselle ihmiselle matkaoppaan työ mielestäsi sopii

Yrityksen tavalla markkinoida itseään voi olla suuri vaikutus rekrytointiin. Miettien seuraavien yritysten markkinointia (näkyvyyttä sosiaalisessa mediassa, markkinoinnista välittyvä kuva yrityksestä) laita ne järjestykseen sen mukaan kuin koet niiden houkuttelevan ihmisiä työhönhaakuun: Finnmatkat, Aurinkomatkat, Apollomatkat, Lomamatkat, Tjäreborg.

[] Blogini nimen saa mainita opinnäytetyössä.

[] Blogini nimeä ei saa mainita opinnäytetyössä.

Appendix 2 Translated version

Grounding for the interview

The purpose of the interview is to find out how the expectations and the image of the travel guide's work are facing the reality when asked from the people with experience of the work. The topic of the thesis is recruiting of travel guides and the image of the work amongst people between 18 and forty years. For supporting the research the interviewed are being asked a few background questions. When reporting the results of the interview it is being taken into account that the answers do not represent the opinion of all people with experience of the work of a travel guide but they are directional.

Interview question for the thesis

Background questions

- Age
- Educational background (especially an education preparing for a career of a guide)
- Language skills
- For how long worked as a travel guide
- In which destinations worked as a travel guide
- For which agency worked as a guide (voluntary)

- The main motives for applying as a travel guide
- When applying as a travel guide was there a certain tour organizer in mind willing to work for, and if there were why exactly this agency
- How would you evaluate the recruiting of travel guides, is it difficult to be selected as a guide? Evaluate the recruiting of the agency you have worked for
- As being done the work of a guide which matters you find the best parts of the work?
- Which matters you find the worst parts of the work?
- Did the image of the work face the reality?
- To which kind of a person is the work suitable for?

The way a company markets itself may influence a lot on the recruiting. Considering the marketing of the following organizers (visibility in social media, the image gotten from the marketing) put them in order based on how you believe them attracting people for applying for a job: Finntours, Suntours, Apollo tours, Holiday tours, Tjäreborg

[] The name of the blog is allowed to be mentioned on the thesis

[] The name of the blog is not allowed to be mentioned on the thesis

Appendix 3

Pohjustusta haastattelua varten

Haastattelun tarkoituksena on selvittää millainen mielikuva ihmisillä on matkappaan työstä ja eroista rekrytoinnissa ja markkinoinnissa eri matkatoimistojen välillä. Opinnäytetyön aiheena on: Matkappaiden rekrytointi ja mielikuva matkappaan työstä 18-40-vuotiaiden keskuudessa. Kohderyhmänä ovat sekä miehet että naiset. Tutkimusta tukemaan haastateltavilta kysytään muutama taustatietokysymys. Haastateltavien nimiä ei kuitenkaan kysytä, sillä ne eivät ole oleellista tietoa tutkimuksen kannalta.

Taustatietokysymykset

Sukupuoli:

Ikä:

Oletko harkinnut matkappaaksi ryhtymistä?

Jos et, voisitko harkita matkappaaksi ryhtymistä?

Olisiko ulkomaille muutto sinulle mahdollinen ajatuksen tasolla?

Jos ei, niin minkä koet rajoittavana tekijänä ulkomaille lähtöön?

Onko sinulla mielikuvaa siitä, millä tavoin uusia matkappaita rekrytoidaan ja kuinka he koulutautuvat kyseiseen työhön?

Mitkä koet matkappaan tärkeimmiksi tehtäviksi?

Mitkä ominaisuudet/luonteenpiirteet koet matkappaalle hyödyllisiksi?

Onko mielikuvasi matkappaan työstä positiivinen/negatiivinen?

Mitkä näet matkappaan työn positiivisiksi puoliksi?

Mitkä näet työn negatiivisiksi puoliksi?

Jos mietit seuraavien matkatoimistojen markkinointia (internet/tv/radio), minkä matkatoimiston alaisuudessa voisit nähdä itsesi matkappaana: Aurinkomatkat, Tjäreborg, Apollomatkat, Finnmatkat, Lomamatkat

Oletko käyttänyt yllä lueteltujen matkatoimistojen palveluja? Jos olet, niin minkä?

Jäikö sinulle kyseisestä matkatoimistosta positiivinen/negatiivinen kuva?

Olitko kyseisillä matkoilla tekemisissä matkappaiden kanssa? Jos olit, koitko heidän apunsa/palvelunsa hyödyllisiksi?

Mikä on mielikuvasi matkappaan palkasta - Onko se hyvä/keskitasoa/huono?

Appendix 4 Translated version

Grounding for the interview

The purpose of the interview is to find out the image of the career of a travel guide, the differences in recruiting and marketing between tour organizers are like. The topic of the thesis is: The recruiting of travel guides and the image of the work amongst people between 18 and 40 years old. The target group consists of both female and male. To support the research the interviewed are asked a few background questions. However the names of the respondents are not asked as they are not essential information for the research.

Background questions

Gender:

Age:

Have you considered the career of a travel guide?

If not, could you consider it?

Could you imagine yourself moving abroad?

If not, what factors do you see as sumptuary factors?

Do you have a vision how new travel guides are recruited and educated for the work?

Which duties you see as the most important duties of a guide?

What characters do you see useful for a guide?

Is your image of the work positive or negative?

What sides do you see as the positive sides of the work?

What sides do you see as the negative sides of the work?

If you think of the marketing of the following tour organizers (internet/television/radio), for which organizer could you see yourself working: Suntours, Tjäreborg, Apollo tours, Finn tours, Holiday tours

Have you used the services of these tour organizers? If you have, which organizer's services?

Did you get a positive or a negative image of the tour organizer?

Did you communicate with travel guides during the trip? If you did, did you feel the help and services useful?

What is your image of the salary of a travel guide-Is it good/average/bad?