



# **The Attractivity of Tampere Region as a Destination for Healthcare Professionals**

Basak Gurbuz

BACHELOR'S THESIS  
October 2022

International Business

## **ABSTRACT**

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This research has been made to offer an augmented comprehension of attraction factors of Tampere region, from the perspectives of healthcare professionals. The main purpose of this thesis is to potentially contribute redounding the healthcare workers and mitigate the lack of healthcare services in the future. According to the records, Tampere region needs a wide-ranging number of healthcare workers. Whole study documented with subjective approach with clear and scientific data and aims to extend the resurgence of healthcare professionals in the region. A comprehensive theoretical framework part of this study includes discrete well-being factors of the Tampere region, a combination of research in terms of attracting international professionals in the industry, remaining the current ones as well as attracting new students in the healthcare industry has been discussed and analyzed. Current index rates of the well-being and livability factors have been compared and stated. Diverse research about the subject with various surveys and interviews can be found in the Theory and Survey sections.

At the end of the research study, recommendations have been written to reinforce the apprehension of the decision-making process of the international talents as an implementation guide can be found. Utilization possibilities of the results of this research study includes a distribution of this document to gather the data of relocation and attraction factors from perspectives of healthcare workers, in means of providing a guide to create advertisements of Tampere region in attraction activities. A formal analysis has been made after gathering the results of the qualitative and quantitative research findings.

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Keywords: Healthcare, talent attraction, Tampere

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## 1 INTRODUCTION

Tampere is the second largest region in Finland. Urbanization has played a significant role and Tampere has become the major city in Pirkanmaa with major economic and cultural changes in the region.

The thesis was written due to an increased need for healthcare workers in the city. The research results, interviews, and documentation will determine the attractiveness of Tampere for healthcare professionals and therefore, create a feasible implementation plan for the City of Tampere to increase the number of international professionals in the field.

The study has been made due to a demanding need for at least 30.000 Healthcare workers by 2030, City of Tampere region needs more inducement of international as well as national people in the industry. (Yle, 2021).

The feasibility of this study has been discussed with International House Tampere and this research offers an understanding of the attraction factors of the Tampere region.

Since Tampere requires healthcare professionals, the applied theories based on the results of the collected data give a chance for the City of Tampere to use it as an implementation guide for new possibilities, services, and more offerings to increase the number of workers in the field by 2030.

Chapter 2 explains the previously collected data and results that have been made for the attractiveness of the Pirkanmaa region.

### 1.1 Background of thesis

Due to a demanding need for at least 30.000 Healthcare workers by 2030, the City of Tampere region needs more inducement from international as well as national people in the industry.

Previously there has been a report made about Pilipino Nurses in Finland, and this study will also include and analyze the findings, and provide a more in-depth understanding of the attractiveness factors of the Tampere region.

Since this region requires healthcare professionals, the applied theories based on the results of the collected data give a chance for the City of Tampere to use as an implementation guide for new possibilities, services, and more offerings to increase the number of workers in the field by 2030.

## **1.2 Thesis objective**

The thesis objective is to measure the attractiveness of the Tampere region for international talent. As there is an ongoing need for healthcare workers, to understand the scope of the decision-making process, gather data and information on the main reason to choose Tampere in terms of the healthcare industry, and understand the reason behind the less interest in caring careers.

Within the advancement and publication of the thesis, the City of Tampere can use the thesis as an implementation guide for attracting and retaining new talents. Therefore, it will be used to help understand multiple factors affecting the major decisions of internationals choosing the Tampere region as a destination to come, live and study. Within this understanding, there will be more healthcare workers working in this sector.

Furthermore, the development department of talent attraction services can benefit from this research in terms of understanding the scope of the factors, following up deliverables as well as analyzing surveys, interviews with the City of Tampere and International House Tampere employees, and both qualitative and quantitative approaches.

Interviews with foreign nurses will determine the perspective of an international healthcare worker that came and decided to live in Tampere. The interview objectives are understanding the reason behind their decision to move to Tampere and therefore provide the scope of the research of why a healthcare talent came and decided to live in Tampere.

Within the continuation of this research, basic attraction factors from various resources could be determined and ready to be implementable for further city improvements on the talent attraction side.

### **1.3 Main research question**

The main research question is “ What are the major motivating factors for healthcare professionals to move, work and live in Tampere?

The main research questions are “ What are the main attraction factors of Tampere region?” and “ What are the benefits, education, consultation, or opportunities does the City of Tampere provide to healthcare workers?” The research was done via both qualitative and quantitative methods, and interviews with the City of Tampere. The questionnaires helped the author to understand the direction of international employee retention in the healthcare sector.

### **1.4 Sub-questions**

1. What are the current benefits, education possibilities, consultation services, or other opportunities provided by International House Tampere?
2. What are the main attraction factors of the Tampere region?
3. What motivates international talents to come and live in Tampere?
4. What are the major attraction factors to move, relocate or retain as a destination for Healthcare professionals.”

Delamination of the research problem consists of major sections about the definition of research methodology, qualitative, quantitative, and mixed methodologies, data collection methods as well as data analysis methods, and the reason to choose this methodology.

To begin with, this thesis has been chosen to go forward with the qualitative approach as it would give needed answers for several main research problems and offers a broad analysis of solutions to deliver broadly.

This goes as follows “What are the benefits, education, consultation, or opportunities the City of Tampere provides Healthcare workers?”

With the analysis of this research problem, a qualitative approach used to check the validity and reliability as this research problem will be implemented as a direct interview with the employers of International House Tampere.

In addition, the quantitative approach also used for data collection of the research problem. It follows “What are the main attraction factors of the Tampere region? “In the data collection, this gathered the results of people’s votes as well as results of Wellbeing in Tampere.

### **1.5 Methodology**

The research objectives are firstly through qualitative and quantitative approaches, understanding foreign nurses' main decision to come and live in Tampere. This excludes family ties as the focus is to understand the reason behind the decision of their choice of moving to Tampere.

Identification of research variables goes as follows;

Target group → Nurses or other talents working in the healthcare industry

Control variable → Healthcare Talents

(2021, Leverage Edu)

The research has been designed to study the target group’s impressions of living and relocating to Tampere Region, researching, and analyzing their results.

The target group “Healthcare Talents” has been chosen to identify the exact demographics needed to further deliver the research results. Identifying the variables of moving and relocating to the Tampere region has been analysed from the views and perspectives of international healthcare workers, nurses, or other talents working in the healthcare sector in the Tampere region.

The first research has been designed as “Qualitative approach of Interviewing Healthcare Nurses in Finland” and it took place in International House Tampere.

The research objective is by analyzing the results of the summary from both Qualitative and Quantitative data, improving the services of International House Tampere and the City of Tampere by offering the attraction factors of the Tampere Region and services that need to be improved, in addition to a further recommendation.

The approach of the research design is using both research methods and finally, creating a tangible implementation guide.

## **1.6 Ethical Issue**

The principles that set guides into this thesis have been considered and required permissions to do this research have been granted by International House Tampere and the City of Tampere. Due to this thesis is going to be written for a city, additional permissions are required.

- 1) Permission to do this research for International House Tampere
- 2) Research permit access for the City of Tampere
- 3) Interviews and collecting data for documentation from the City of Tampere.

The above permits have been granted to do this research.

## **1.7 Limitation**

To protect the rights of the research participants, the names and personal information will not be used in this research paper. Interviews with the employees of the City of Tampere and International House Tampere will be made privately and therefore qualitative data mostly be collected anonymously.

In addition, during a qualitative study, further limitations have been set for potential bias in sentences of qualitative research questions to better analyze the result and offer valid and viable research solutions.

### **1.8 Sampling methods and Criteria**

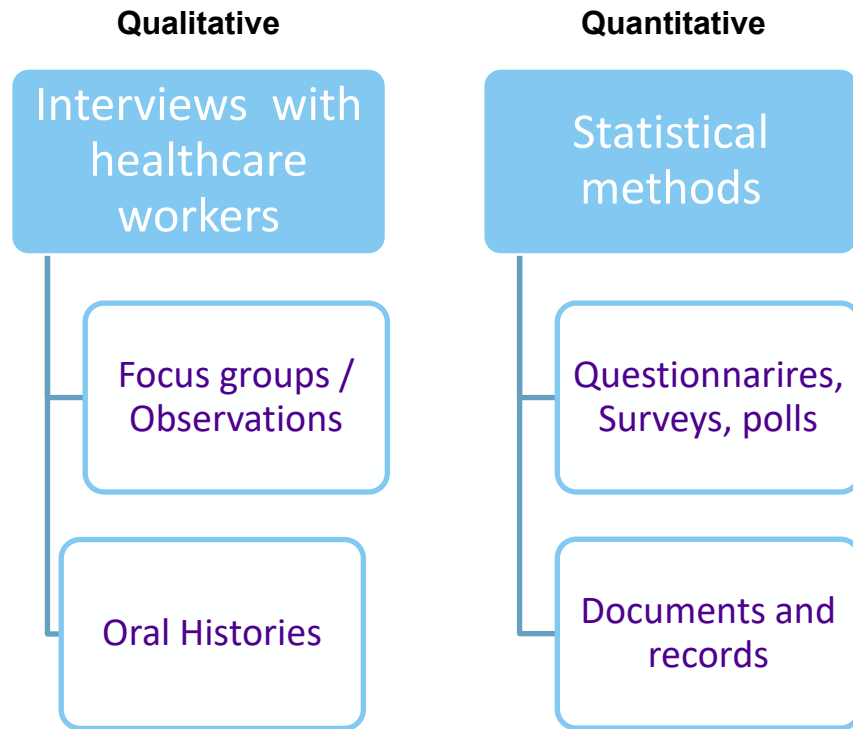
As a quantitative approach, a survey held targeting the internationals in Tampere, focusing on deeply analyzing the attraction factors of the city itself, tangibility, the impact of education on Tampere's vitality, as well as general discrimination factors has been analyzed. Further, the significance of English service while choosing to relocate to a city has also been summarized.

The criteria for attending the quantitative research method is to live in the Tampere region, and mostly from another country than Finland. This will further elaborate on the attraction factors of the Tampere Region as a destination for International Talent.

In addition, the employability of international talent has also been further explained in the "Wellbeing of Tampere" section of this study.

### **1.9 Data Collection Methods**

Data Collection Methods for this study have been chosen as follows. Divided by 2 intersections of Qualitative and Quantitative research methods.



(Figure 1, Comparison Chart)

## **2 THEORETICAL FRAMEWORK**

The thesis title has been chosen as “The Attractivity of Tampere Region as a destination for Healthcare Professionals “

As can be seen from the chosen title of the thesis, the main research problem will target audiences as international nurses or other international, multinational healthcare workers in the Tampere region.

In addition, the factors of which a foreigner decides to come and live in the Tampere region outside family relations will be further investigated and analyzed to offer better and improved services for international talents and improve the quality of services that the City of Tampere offers.

Stating the key variables of this research, the major variable is foreign talents working in the healthcare sector and their decision to move to Tampere. Followed by a secondary variable as moving to the Pirkanmaa region. The major deciding factor of relocation. In this section, the specific viewpoint will be taken as 2 dimensions and variables for one research question. As, several decision factors of an individual moving to the Tampere region, and Pirkanmaa area.

The research question is “ What are the major motivating factors for healthcare professionals to move, work and live in Tampere”

The previous concepts and theory that has been done about Pilipino nurses in Finland. This paper will also consider the findings of previous research and provide data of summary of both types of research.

### **2.1 Concepts and Theory**

The concept of the research forms 5 different varieties. These include reliability, validity, statistical cognizance, experimental validity, and correlations.

In terms of reliability, the research forms and interview questions will be focused on a major target group, which is foreign nurses. Therefore, both the qualitative and quantitative methods of the research will be conducted by having a private

meeting/interview with the target group. In addition, a large set of questions will be conducted to measure the same research question. Later, it will be divided randomly into two question sets. Then, the correlation between the results will indicate the differentiations.

The validity of the thesis will be determined within the theoretical structure that provides evidence and true findings among similar individuals from the target group.

In terms of statistical importance relies upon the null hypothesis of being true compared to the understandable level of uncertainty. According to this research, statistical significance is supported by qualitative answers from the target group, as the research analysis will be operated individually.

Experimental validity stands for generalizability to the population at large, and it supports this thesis in ways of the feasibility of the population at large.

Correlations in research divide into 3 different sub-categories. These are naturalistic observation, the survey method, and archival research.

According to naturalistic observation, recording the behaviors in real life setting is needed. This is done via observation during qualitative methods. The target group is set into sub-categories to analyze and record the behaviors and record their body language. This method is done without the intervention of employees. The survey method conduces an analytical approach to the problems and research questions and therefore provides validity and reliability.

## **2.2 Working Methods and Data**

Working methods in this research of “The Attractivity of Tampere as a destination of an International Talent “divided into dissimilar categories and sections to conduct the research.

First, both qualitative and quantitative methods of research have been agreed to carry on finding an answer to several research questions.

As a form of qualitative approach, interviews with the City of Tampere and International House Tampere employees will be carried out. The interviews also include observation through naturalistic observation to bring correlations in research that belongs to concepts and theory.

Focus groups for this research are foreign nurses in Tampere, foreign nurses in Tampere, International workers in Tampere, and International talents working in the healthcare sector.

Focus groups will determine the attractiveness of the Tampere region and state the distinct reasons for the choices.

As a form of quantitative approach, surveys will be made to gather the results and analysis of several research questions and therefore bring up reliable data to analyze and write an implementable guide for attraction in Tampere.

Another form of the quantitative approach is questionnaires to better understand and analyze the attraction factors in the category of moving and living in Tampere and in general, the Pirkanmaa region.

### **2.3 Wellbeing in Tampere**

The attractiveness of a city is measured from various categories such as economic, demographic/environmental variables, crime rate, employability, and services that a city provides to its residents.

The Tampere City region consists of the main Tampere Central Region, and the surrounding towns and municipalities of Nokia, Orivesi, Ylöjärvi, Vesilahti, and Pirkkala.

The city itself has currently a strategy for an international, carbon-neutral city region.

To promote more health and well-being, healthy cities should have access to

food, water, shelter, and health services. The research has been focused on the healthcare approach. According to the survey research and results of the collected data, more services are needed in the English I healthcare sector. Therefore, the employability of International Talent plays a vital role in the city's overall well-being.

In this chapter, opportunities, and recommendations to increase the overall number have been summed up.

According to the "Healthy Cities, Good Health is Good Politics" study from World Health Organization, key factors of establishing a "Healthy City" derives from good urban governance, policy coherence, and openness to innovations. (WHO, 1988)

"A healthy city is continually creating and improving those physical and social environments and expanding those community resources which enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential."

This section has been written to oversee the current situation of the above-mentioned variables and therefore provide a viable starting point for how to implement the new services based on current challenges.

## **2.4 How Smart City Technology Can Improve Wellbeing?**

The use of technology has been rapidly increasing, so why not use it to improve the city's general well-being?

Use of technology in da-to day activities to make life easier and more accessible for their residents through connectivity. Strengthening the legitimacy of urban governance through the creation of better outcomes of policies related to health, and sustainability while others focus on the strengthening of citizen participation and open forms of collaboration. (Albert M. Manuael P. 2015)

It is essential in the healthcare sector to move forward with the latest-designed technology with Data-Driven Healthcare.

The ability of smart city technology to gather data from a variety of sources is one of its biggest advantages. A comprehensive network of intelligent infrastructure capable of evaluating the effectiveness of a city's systems and operations can be built in a city that has been deployed with mobile device sensors, vehicular networks, and IoT devices.

Smart cities can continually adjust to address health and wellness gaps and enhance community healthcare using machine learning, data analysis, and behavioral insights.

Medical experts can identify certain populations that are at risk of illness and put preventive measures in place by analyzing data collected from IoT devices.

These smart cities must give health and well-being top priority throughout the initial stages of planning and construction.

City planners and administrators ought to spend money on technologies that can learn intelligently and gather data. This information enables city agencies to react quickly to critical medical needs, which can improve people's quality of life. (Pavegen 2022)

## **2.5 Quality of Life Index**

Based on the quantitative data, the quality of life index in Tampere, Finland stated as 195.12. The Quality of Life Index is calculated empirically using a formula that considers factors such as the purchasing power index, pollution index, house price to income ratio, cost of living index, safety index, health care index, traffic commute time index, and climate index is an assessment of the overall quality of life. It states the higher the number, the better quality of life index.

**Index** ⓘ  
Quality of Life Index: 195.12



Purchasing Power Index	104.86	High
Safety Index	78.12	High
Health Care Index	83.17	Very High
Climate Index	54.32	Moderate
Cost of Living Index	56.52	Low
Property Price to Income Ratio	7.64	Low
Traffic Commute Time Index	29.05	Low
Pollution Index	14.17	Very Low
<hr/>		
<i>f</i> Quality of Life Index:	195.12	Very High

Minimum contributors for an underlying section: 17

Maximum contributors for an underlying section: 84

Last update: September 2022

Picture 2, Quality of Life Index (Numbeo, 2009-2022)

Above, Purchasing Power Index is 104.86 which is overall considered high. In terms of Health Care, the index rate is 83.17 which is considered exceedingly high. According to the table, the climate Index is considered moderate.
































The cost of living in the Tampere index is 56.12, which is lower than other major bigger cities. Since it plays a crucial role in moving and relocating to Tampere, good to be taken into consideration an international individual making a base decision of moving to Tampere, Finland.

The traffic commute Time Index has been stated as 29.05 which is Low. In terms of well-being in a city, traffic commute plays a major factor as most of the talents and internationals working in Tampere consider places with less traffic time.

## 2.6 Cost of Living Index

The cost of living index is another major, determinative factor in moving or relocating to a city. According to this Cost of Living Index Quantitative Data Analysis, rent in Tampere is on average 34% lower than in Helsinki. This also resonates with Tampere is 11.40 % less expensive to live in. A family of four estimated general cost of living is about 2,827,25 Euros, not including rent. For instance, the living costs of one person are estimated to be 764,21 without rent.































Below are, the general expenses of Restaurants, Markets stated.

 Restaurants	 Edit	Range
Meal, Inexpensive Restaurant	12.50 €	10.00  15.00
Meal for 2 People, Mid-range Restaurant, Three-course	80.00 €	70.00  100.00
McMeal at McDonalds (or Equivalent Combo Meal)	8.15 €	7.65  10.00
Domestic Beer (0.5 liter draught)	6.00 €	4.00  8.00
Imported Beer (0.33 liter bottle)	6.00 €	6.00  8.00
Cappuccino (regular)	3.71 €	3.00  4.50
Coke/Pepsi (0.33 liter bottle)	2.22 €	1.00  3.00
Water (0.33 liter bottle)	2.08 €	1.00  3.00
 Markets	 Edit	
Milk (regular), (1 liter)	0.86 €	0.63  1.10
Loaf of Fresh White Bread (500g)	1.84 €	1.09  2.50
Rice (white), (1kg)	1.52 €	1.00  2.75
Eggs (regular) (12)	2.19 €	1.67  2.52
Local Cheese (1kg)	6.35 €	4.23  16.00
Chicken Fillets (1kg)	9.52 €	6.40  12.00
Beef Round (1kg) (or Equivalent Back Leg Red Meat)	15.04 €	11.00  18.35
Apples (1kg)	1.68 €	0.99  2.85
Banana (1kg)	1.51 €	1.49  2.00
Oranges (1kg)	1.61 €	1.09  2.30
Tomato (1kg)	2.65 €	1.98  4.49
Potato (1kg)	0.93 €	0.70  1.15
Onion (1kg)	1.38 €	1.19  1.90
Lettuce (1 head)	1.54 €	1.09  2.50
Water (1.5 liter bottle)	1.15 €	1.00  1.35
Bottle of Wine (Mid-Range)	12.00 €	11.00  15.00
Domestic Beer (0.5 liter bottle)	2.39 €	1.52  3.20
Imported Beer (0.33 liter bottle)	3.16 €	2.00  4.00
Cigarettes 20 Pack (Marlboro)	9.05 €	8.20  9.70

Picture 3, Cost of Living Index (Numbeo, 2009-2022)

Transportation costs in the Tampere region are lower than in Helsinki and the surrounding capital area.

Monthly utility prices of electricity, heating, cooling, and water for a general 82m<sup>2</sup> apartment have been increasing in 2022. The cost is estimated to be 72.29 Euros.

 <b>Transportation</b>		 Edit
One-way Ticket (Local Transport)	2.70 €	2.10  3.50
Monthly Pass (Regular Price)	56.00 €	56.00  56.00
Taxi Start (Normal Tariff)	5.90 €	5.00  8.50
Taxi 1km (Normal Tariff)	1.55 €	1.00  2.00
Taxi 1hour Waiting (Normal Tariff)	44.40 €	42.32  45.00
Gasoline (1 liter)	2.22 €	2.20  2.22
Volkswagen Golf 1.4 90 KW Trendline (Or Equivalent New Car)	28,000.00 €	26,000.00  30,000.00
Toyota Corolla Sedan 1.6l 97kW Comfort (Or Equivalent New Car)	25,833.33 €	24,000.00  30,000.00
 <b>Utilities (Monthly)</b>		 Edit
Basic (Electricity, Heating, Cooling, Water, Garbage) for 85m2 Apartment	72.29 €	45.33  170.00
1 min. of Prepaid Mobile Tariff Local (No Discounts or Plans)	0.07 €	0.05  0.09
Internet (60 Mbps or More, Unlimited Data, Cable/ADSL)	21.60 €	18.00  30.00
 <b>Sports And Leisure</b>		 Edit
Fitness Club, Monthly Fee for 1 Adult	34.36 €	19.90  55.00
Tennis Court Rent (1 Hour on Weekend)	17.00 €	10.00  28.00
Cinema, International Release, 1 Seat	14.50 €	12.00  16.00
 <b>Childcare</b>		 Edit
Preschool (or Kindergarten), Full Day, Private, Monthly for 1 Child	278.67 €	250.00  300.00
International Primary School, Yearly for 1 Child	4,000.00 €	
 <b>Clothing And Shoes</b>		 Edit
1 Pair of Jeans (Levis 501 Or Similar)	87.78 €	70.00  100.00
1 Summer Dress in a Chain Store (Zara, H&M, ...)	41.12 €	25.00  60.00
1 Pair of Nike Running Shoes (Mid-Range)	82.74 €	70.00  100.00
1 Pair of Men Leather Business Shoes	117.50 €	100.00  150.00

Picture 4 Cost of Living Index (Numbeo, 2009-2022)

Another key factor conditioning a city's overall well-being is the accessibility to Sports and Leisure activities. General Fitness and Gym memberships in Finland are estimated to be 34.36 Euros per month. This is considerable, however, for students, much more services are needed as Sports University has always been packed up and no machines are available.

In terms of childcare, a full day of Preschool cost is estimated to be normal.

The cost of rent, apartment prices, and property process compared to salary range are other determining factors of relocating to the Tampere region.

According to the Cost-of-Living Index quantitative data, apartment rental prices in the city centre for a single person are estimated to be 763.33 Euros, which is a markedly lower range compared to the Helsinki capital area and its surroundings. Other apartment rental prices outside of the centre and a different number of rooms can be found below.

 <b>Rent Per Month</b>		 Edit
Apartment (1 bedroom) in City Centre	763.33 €	600.00 
Apartment (1 bedroom) Outside of Centre	576.67 €	500.00 
Apartment (3 bedrooms) in City Centre	1,197.50 €	950.00 
Apartment (3 bedrooms) Outside of Centre	893.75 €	750.00 
 <b>Buy Apartment Price</b>		 Edit
Price per Square Meter to Buy Apartment in City Centre	4,220.00 €	3,700.00 
Price per Square Meter to Buy Apartment Outside of Centre	3,177.50 €	2,500.00 
 <b>Salaries And Financing</b>		 Edit
Average Monthly Net Salary (After Tax)	2,420.12 €	
Mortgage Interest Rate in Percentages (%), Yearly, for 20 Years Fixed-Rate	1.19	1.00 

### Prices in Tampere

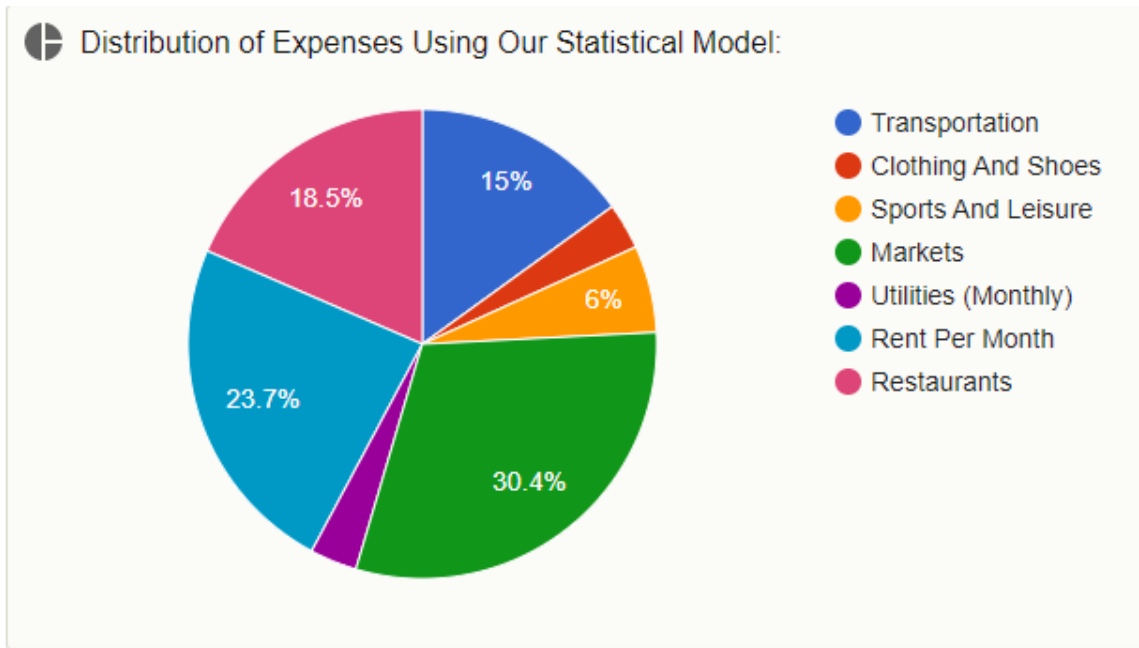
This city had 411 entries in the past 12 months by 61 different contributors.  
Last update: September 2022

### Picture 5, Cost of Living Index (Numbeo, 2009-2022)

According to the “Salaries and Financing” section of the data, the average monthly net salary in the Tampere region is estimated to be 2420.12 Euros. Followed by a mortgage interest rate of 1.19 euros.

To further elaborate, calculations of the cost of living compared to salary is decent, after reducing rent from the monthly living expenses, a resident has more opportunities for Sport and Leisure activities compared to the Helsinki capital area and its surroundings.

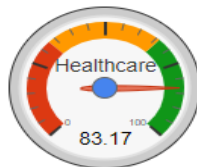
Below, the distribution of expenses using a statistical data model can be found. According to the table, major of expenses is coming from rent, and markets. Followed by restaurants, transportation, and Sports of leisure.



Picture 6, Cost of Living Index (Numbeo, 2009-2022)

## 2.7 Healthcare in Tampere

**Index**  
Health Care System Index: 83.17



Component of health care surveyed	Satisfaction %	Quality Level
Skill and competency of medical staff	88.24	Very High
Speed in completing examination and reports	79.41	High
Equipment for modern diagnosis and treatment	100.00	Very High
Accuracy and completeness in filling out reports	80.88	Very High
Friendliness and courtesy of the staff	85.29	Very High
Satisfaction with responsiveness (waitings) in medical institutions	70.59	High
Satisfaction with cost to you	79.41	High
Convenience of location for you	85.29	Very High

Contributors: 17

Last update: June 2022

These data are based on perceptions of visitors of this website in the past 3 years.

If the value is 0, it means it is perceived as very low, and if the value is 100, it means it is perceived as very high.

Picture 7, Healthcare in Tampere (Numbeo, 2009-2022)


Above mentioned graphic states the Healthcare System Index in the Tampere region, which is 83.17. The quantitative data analysis is divided into 2 components. Component of health care surveyed, and satisfaction rates.

According to the study, skill and competency of medical staff satisfaction are stated extremely high, which is 88.24. The overall satisfaction rate of this survey is high or remarkably high. This determines overall satisfaction is good. What needs to be improved is the number of employees working in the Healthcare sector.


## 2.8 Pollution Index

Pollution index of the Tampere region from the World Health Organization (PM<sub>10</sub>) is low. This is another factor of consideration for relocation to another city. Below, all data can be seen and further analysed.

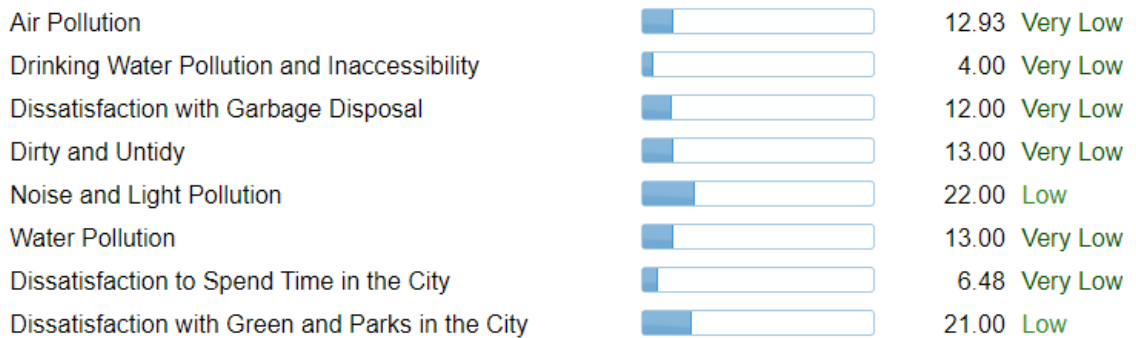
The pollution index for the Helsinki capital region and its surroundings is high compared to the Pirkanmaa region.

Air pollution data from World Health Organization 	
PM <sub>10</sub>	11
PM <sub>2.5</sub>	5
PM <sub>10</sub> Pollution Level:	Low

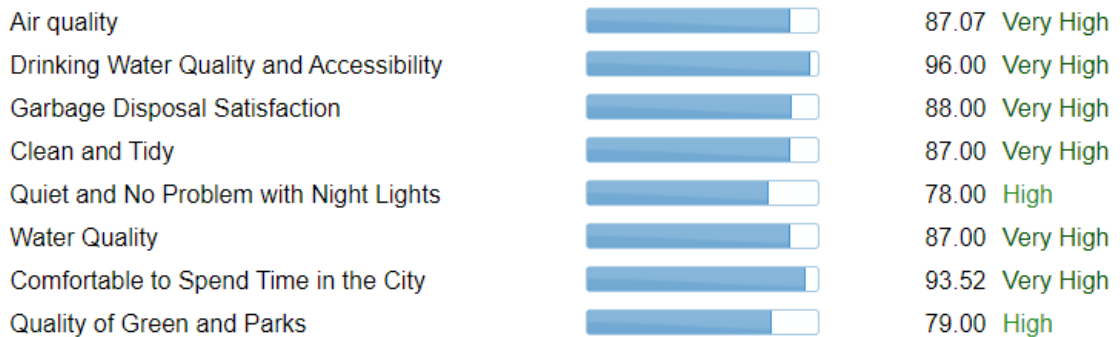
Picture 8, Pollution Index (Numbeo, 2009-2022)

<b>Index</b> 	
Pollution Index:	14.17
Pollution Exp Scale:	22.32

### Pollution in Tampere, Finland



### Purity and Cleanliness in Tampere, Finland



Picture 9, Pollution Index (Numbeo, 2009-2022)

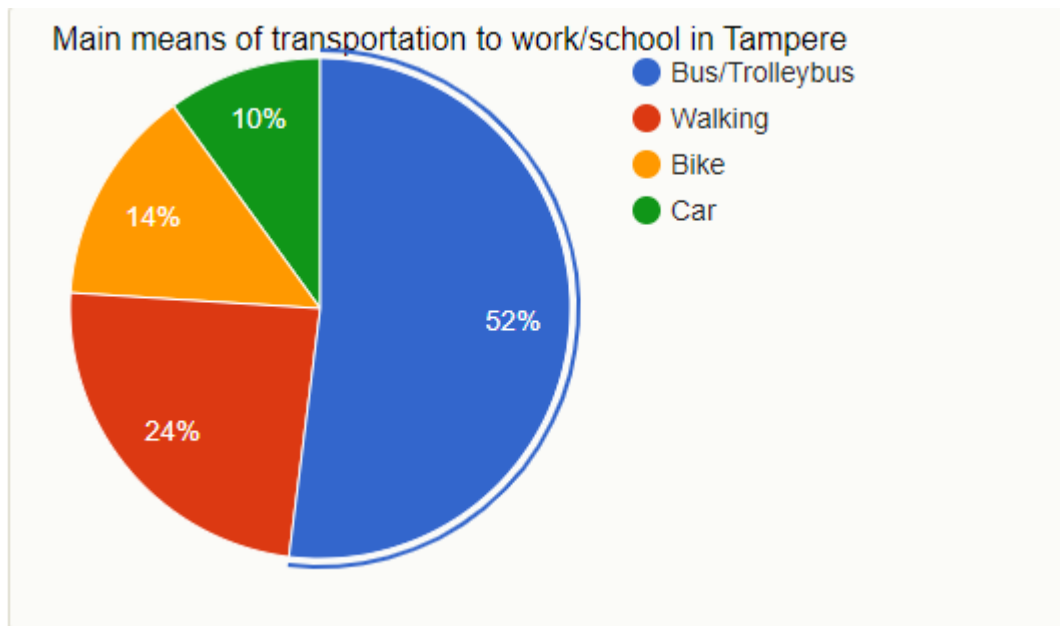
According to the “Pollution Index” Quantitative data analysis, purity and cleanliness in Tampere, Finland is considered high and overall satisfaction of air quality, Drinking Water Quality, and Accessibility index is 96.00, which is contemplated to be high.

Based on the above-mentioned data, the Tampere region is a good option considering the air pollution index, air quality, and low rates of dissatisfaction with green parks, and forests in the city. Increased people also indicate the approachability to wild nature, even 1,5km from the city centre is possible. The landscape of the Tampere region plays a vital role in people choosing to relocate to Tampere.

## 2.9 Traffic Index

Traffic in the city is another determining factor of whether to move or relocate to a city, in this case, the Tampere Region.

Below, the main means of transportation to work or school in Tampere are stated. The majority of people use buses, followed by walking, bike, and cars. This states the availability of the Tampere region in terms of accessibility of separate places and around the city easier by bike or walking. This added a plus compared to the Helsinki capital area and its surroundings, which has a higher cost of transportation and duration of time while traveling.



Picture 10, Traffic Index (Numbeo, 2009-2022)

The traffic index has been stated as 77.56 and Time Index is approx. 29.05. CO<sub>2</sub> Emission Index is 929.14.

Index	
Traffic Index:	77.56
Time Index (in minutes):	29.05
Time Exp. Index:	73.77
Inefficiency Index:	89.18
CO <sub>2</sub> Emission Index:	929.14

Picture 11, Traffic Index (Numbeo, 2009-2022)

## **2.10 Review of Related Literature**

The related literature is an academic journal that is conducted for the University of Tampere. The academic Journal's name is "From the Philippines to Finland: Nurses' Expectations and Finnish Realities".

The literature discusses the nurse shortage in Finland and Europe as the population ages. The article explains the expectations of Pilipino nurses in terms of Finland's social and Health care.

This research is beneficial as it is related to the major research problems and questions for this thesis as their focus groups match.

### **2.10.1 Finnish Context on Nurse Migration**

Immigration to Finland was slower compared to western societies which attracted labor to their factories, and their services in different industries. Finland was a closed society, which did not actively encourage immigration. Labour shortages were most often filled by the domestic population moving to urban areas from rural areas (Korpela, Rantanen, Hyytiä, Pitkänen & Raunio, 2014).

Particularly after Finland joined the European Union in 1995 and ratified the Schengen Agreement in 1996, labour migration has surged. The number of labour migrants from beyond the Schengen region has also surged, particularly from Russia. It is interesting to note that Finland gave residence permits to accept employment to nationals of the top 10 non-EU countries, including the Philippines, in 2014. (European Migration Network, 2015).

The fact that members of the baby boomer generation born after World War II are progressively approaching retirement age and that it is anticipated that there will not be enough labour to replace them is a real problem in Finland—as in many European countries (Ministry of Labor, 2007).

### 2.10.2 Expectations of Philipino Nurses

The responses to the question "What do you believe will be different in Finland from the nursing profession in the Philippines?" are summarized in Table 4. The overwhelming majority of respondents considered that, in addition to the pay, the work itself would differ in Finland, as did all of them about the working circumstances. This is understandable given the dearth of senior residential care facilities in the Philippines. Furthermore, none of our responders had ever held employment there. (Vartiainen & Pitkänen & Maruja & Raunio & Koskela, 2016)

**Table 4:** Filipino nurses' professional expectations, migrant survey (n=36)

<b>Expected differences</b>	<b>Frequencies</b>
Working conditions	33
Salary	28
Work itself	21

Picture 12, Professional Expectations from Filipino Nurses (Vartiainen & Pitkänen & Maruja & Raunio & Koskela, 2016)

### 3 SURVEY & ANALYSIS

#### 3.1 Collection of Data

Qualitative research has been made with the Business Coordinator at International House Tampere. The research has been carried out as an interview and the coordinator has answered based on both her perspectives and opinions about the talent attraction factors in the Tampere region, as well as talent attraction activities by International House Tampere.

The interview started with the attraction factors of the Tampere region from Karen Ahtiainen's perspective. Her opinion of Tampere is the city itself is cosy and vibrant to live and relocate as an international person in addition to all the benefits and activities the city itself offers to internationals living in Tampere.

(Ahtiainen, K, personal communication, October 6, 2022)

International House Tampere has different activities in attracting talents to live, work or study in Tampere, such as videos and podcasts which show and discuss what living in Tampere is like, and events and campaigns to attract job roles that are a shortage and needed in Tampere, such as nurses. They also support newcomers who recently moved to Tampere through events and activities such as Welcome to Tampere event, relocation guide online, supporting universities during student's orientation and supporting companies who are planning to hire international talents or relocating new employees to Tampere.

(Ahtiainen, K, personal communication, October 6, 2022)

A podcast has been made by International House Tampere in which they discussed with 2 person about their experience working in Tampere as a nursing care assistant. Tampere city had a pilot program to bring 34 nursing care assistants to work here in Tampere. HSS was awarded the contract to source for candidates, provide them with Finnish language training. To qualify to apply for nursing care jobs, an A2 level of Finnish Language skill is required and the candidates take a test after their language training to ensure they pass A2 level.

(Ahtiainen, K, personal communication, October 6, 2022)

After reaching the level, they then move forward to take a video CV, introducing themselves in Finnish, and HSS presents the CVs to the city to choose between candidates to offer the position. After the decisions have been made and the candidates came to Tampere to begin their careers, the service provider deals with all the matters in terms of permits and finding them housing. The nursing care assistant continues their Finnish language training while they are working here and after the training, they are given the opportunity to study for higher level nursing.

(Ahtiainen, K, personal communication, October 6, 2022)

The reason on the importance of Finnish language is to ensure that the nurses are able to understand and communicate with both the health and staff patients. For the medical and hospital nurses, they need a higher level of Finnish language to understand the medical terms and instructions from the doctor in Finnish, as well as understand the patients and provide them with the correct care. They also need to be able to understand and write patient's status reports in Finnish.

For nursing care assistants, a lower level of Finnish is enough because they only need to know the basics, such as diet requirements and how to assist and take care of the elderlies in a nursing home.

(Ahtianinen. K. (2022, October 10) International House Podcast)

### **3.2 Results of Survey Research**

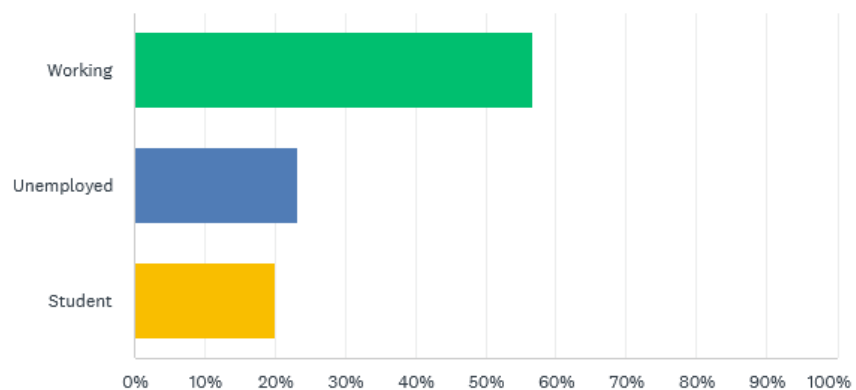
A survey that was conducted specifically for international residents of Tampere used a quantitative method, focusing primarily on a thorough analysis of the city's attractiveness characteristics, tangibility, the effect of education on Tampere's endurance, as well as general discrimination factors. Additionally, a summary of the importance of English service when deciding whether to move to a place has been provided.

Living in the Tampere region and being mostly from a nation other than Finland are requirements and main target groups researched in this survey. This will elaborate on the aspects that make Tampere Region attractive as a location for international talent.

According to the survey research, respondents were 56.67% working, 23.33% unemployed, and 20 % student.

Are you working, unemployed or student?

Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES
Working	56.67%
Unemployed	23.33%
Student	20.00%

Graph 1, Employment Rate

### 3.3 The prominence of healthcare services in English

Healthcare, access to healthcare plays a significant role in a city's overall well-being. Migration to Tampere has increased and the number of foreigners that needs healthcare in English has been in demand.

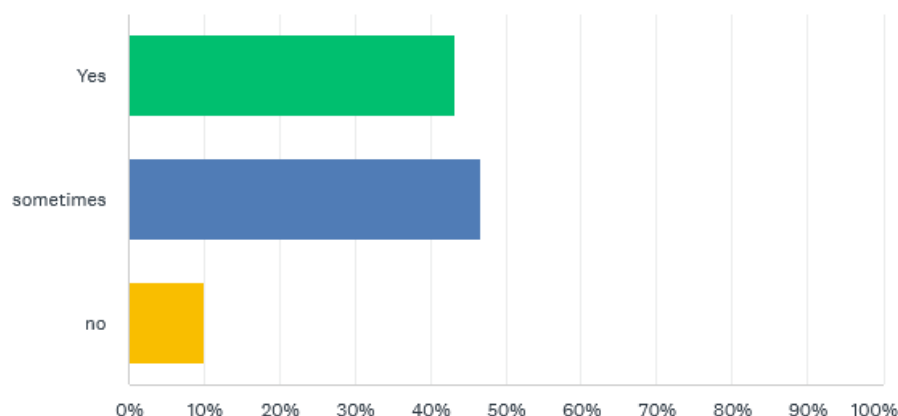
According to the survey study, 43.33% of respondents have access to English.

Out of those, 46.67% of respondents answered they sometimes have access. Lastly, 10% of the respondents answered they do not have access to English healthcare at all.

In the free writing page section of the survey, nursing by phone services do announcements, or automatic number guidance calls in Finnish and the sum of respondents stated they do not have access to English healthcare on those platforms.

## Do you have access to healthcare in English?

Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	43.33%
sometimes	46.67%
no	10.00%

Graph 2, English Healthcare Service Accessibility

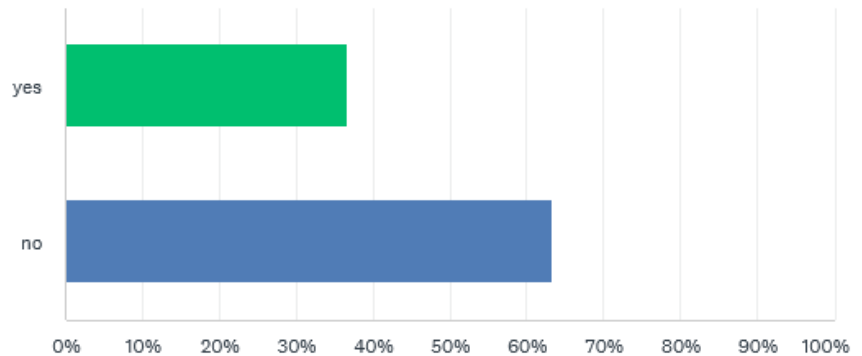
### 3.4 Safety & Security

Another important part of well-being in a city requires strong means of security and safety. This also relates to facing discrimination, violence, racism acts and safety of streets, and people.

According to the Wellbeing in Tampere survey, 36.67% of the respondents stated they have faced discrimination in the Tampere region. Out of those, 63.33% of people did not face discrimination.

## Did you face discrimination?

Answered: 30 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ yes	36.67%
▼ no	63.33%

Graph 3, Discrimination Percentage

### 3.5 Significance of Social Services

According to the free writing section of the Wellbeing in Tampere survey, respondents stated the need for improvement in social services and an example of waiting long hours to get an appointment with dentists.

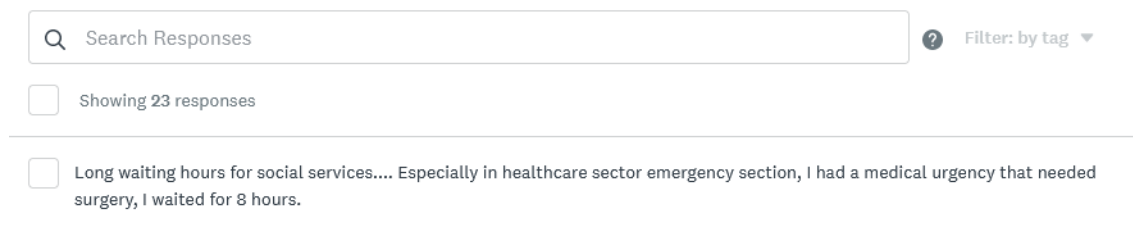
Social services need to be improved especially the waiting to get an appointment for example to the dentist

7/26/2022 05:43 PM

[View respondent's answers](#) [Add tags](#) ▼

Picture 13, Significance of Social Services

Another free choice answer from the “Wellbeing in Tampere” survey respondent stated the long waiting hours for social services. They also added the emergency section and stated the importance of redoubling the number of healthcare workers working in the emergency section is needed.



Q Search Responses Filter: by tag ▼

Showing 23 responses

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Long waiting hours for social services.... Especially in healthcare sector emergency section, I had a medical urgency that needed surgery, I waited for 8 hours.

Picture 14, Problems in Social Services

## RECOMMENDATIONS

Tampere region has a lot of pros in terms of its landscape, closeness to nature, duration of traffic, and general well-being. In the section of theoretical framework, wellbeing in Tampere survey showed general comfort, health, security, happiness in Tampere region, as well as index rates of basic factors for relocation to a city, overall attraction factors and decision-making elements. Nevertheless, the city is lacking services in English, especially in terms of healthcare.

To be able to cover the need lacking services in English for healthcare in Tampere, the results of this study showed few pathways to pursue.

First, more collaborations with agencies that educate and bring internationals to the Tampere region and reservation of relevant funding from the city for agencies pursuing that goal.

Services of International House Tampere could be expanded for further introductions and advertising of the nursing and healthcare programs globally. This could be implemented in separate ways.

One way is a volunteer student can advertise the nursing and healthcare program in his/her country in exchange for study credits. This can be done with the university students, coaches, and groups that are interested in gaining an international experience by providing value.

Under a project, this can be implemented or also can be part of another university course on multicultural competencies and experiences, which can be extended with programs such as certain exchanges around Asia and Europe in general.

Another way is extended collaborations with the institutions which already in the progress of advertising the study programs in Finland, and in the Tampere region can be further discussed.

In addition to a partnership with institutions can advertise the study paths internationally, also agencies that are currently promoting the relocating to Tampere could be included.

## 4 CONCLUSION

In general ways of putting the attractivity factors of the Tampere region consider the compatibility with other regions in Finland, Tampere has featured attributes to be chosen from when it comes to liveability, landscape, education possibilities, facilities, and transportation.

According to the results of the quantitative research which was made for people living in the Tampere region, collecting information about the general attractivity of the region from an international perspective, living standards in Finland and Tampere have been chosen to be high and advantageous. As seen by the people who took the survey has voted they feel safe and secure in the city. That is one of the reasons they choose to move and relocate to the city. Comparatively to the Helsinki capital region, people choose Tampere due to its landscape and low crime rate. The cost of living also has been considered during the decision-making process of relocation. Living in the Tampere region with a family of four or one is considered allegedly economical. Moreover, the duration of traffic is way less than in capital areas and therefore makes the Tampere region more attractive.

Based on the findings of the index research data, Crime in the Tampere region has been low, the Cost of living is priced and the pollution level is good.

Conversely, the health and general well-being in the city in terms of healthcare in English is lacking. Many of the respondents had indicated that they would expect the service in English for older people who do not know any other language and accentuated the importance and need of the lacking services.

Overall, in terms of attracting new international students in the field of the healthcare industry, remaining current ones, and attracting industry professionals to the Tampere region has advantages that can be promoted, and implemented for future research purposes. From this research study, International House Tampere and the City of Tampere can benefit and use the theory resources in the benefit of creating new campaigns, and department events or use it as an implementation guide considering the attraction factors of the Tampere region.

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