



jamk

Why not Jyväskylä?

Roosa Annola

Bachelor's Thesis

November 2022

Hospitality Management

Degree Programme in Tourism and Service Business

Annola, Roosa

Why not Jyväskylä?

Jyväskylä: JAMK University of Applied Sciences, November 2022, 32 pages + appendices

Hospitality Management. Degree Programme in Tourism and Service Business. Bachelor's thesis.

Permission for open access publication: Yes

Language of publication: English

Abstract

In recent years, domestic tourism has grown in popularity. However, the importance of domestic tourism increased when the COVID-19 pandemic began to spread in 2020. When travelling abroad was no longer a safe or possible option, travelers began to explore closer travel destinations more. With the pandemic, many discovered domestic tourism in a new way, which also increased their appreciation for it. As domestic tourism grew in popularity, it started to be talked about more publicly. As a result of the discussion, many operators noticed that there was still a lot to research and develop in domestic tourism.

The aim of the thesis was to find out what kind of images Jyväskylä has from the perspective of Finnish tourists. By using the research, it was also investigated how familiar Jyväskylä is as a travel destination and whether Jyväskylä is an interesting travel destination in Finns' opinion. The purpose of the research results was to obtain useful information for destination operators about how Jyväskylä is perceived by tourists. And how this information would be useful to use in branding and marketing in the future.

The research was implemented in the spring of 2022. The research was carried out by using a quantitative and qualitative research methods, so the survey contained both multiple-choice and open-ended questions. The survey was shared on various social media channels and a total of 117 people answered it. In the survey, it was mentioned that those who live in Jyväskylä should not answer the survey because the research only wanted to examine the opinions of Finnish tourists and not the residents of Jyväskylä. Data collection and analysis of the research was carried out by using the Webropol survey and reporting tool and Microsoft Excel.

The results revealed that Jyväskylä is perceived quite positively as a travel destination. But the results also revealed that Jyväskylä is still quite unknown to many travelers. Many respondents said that they would rather choose a travel destination they are familiar with than an unknown one. Jyväskylä was praised for its nature, and it was called a beautiful and pleasant student city. According to the respondents, the strongest aspects of Jyväskylä are its closeness to nature and its safety. Whereas the weakest aspects are the transportation connections to Jyväskylä and the fact that Jyväskylä is not considered very interesting as a travel destination.

Keywords/tags (subjects)

Domestic Tourism, Jyväskylä, Destination, Brand, Branding, Image, Marketing, Survey

Miscellaneous (Confidential information)

-

Annola, Roosa

Miksi ei Jyväskylä?

Jyväskylä: Jyväskylän ammattikorkeakoulu. Marraskuu 2022, 32 sivua + liitteet

Matkailu- ravitsemis- ja talousala. Matkailu- ja palveluliiketoiminta. Opinnäytetyö AMK.

Julkaisun kieli: englanti

Julkaisulupa avoimessa verkossa: kyllä

Tiivistelmä

Viime vuosien aikana kotimaanmatkailu on kasvattanut suosiotaan. Kotimaanmatkailun merkitys kuitenkin kasvoi, kun COVID-19-pandemia alkoi levitä vuonna 2020. Kun ulkomaanmatkailu ei ollut enää turvallinen tai mahdollinen vaihtoehto, matkailijat alkoivat tutkimaan lähempänä olevia matkakohteita enemmän. Pandemian myötä monet löysivät kotimaanmatkailun uudella tavalla, mistä nousi myös arvostus sitä kohtaan. Kotimaan matkailun suosion noustessa siitä alettiin puhumaan enemmän julkisesti. Keskustelun myötä monet toimijat huomasivat, kuinka kotimaanmatkailussa oli myös vielä paljon tutkittavaa ja kehitettävää.

Opinnäytetyön tavoitteena oli selvittää, minkälaisia imagoja Jyväskylällä on suomalaisten matkailijoiden perspektiivistä. Imagojen tutkimuksen avulla selvitettiin myös, kuinka tuttu Jyväskylä on matkakohteena sekä onko Jyväskylä kiinnostava matkakohde suomalaisten mielestä. Tutkimustuloksien avulla oli tarkoitus saada matkakohteentoimijoille hyödyllistä tietoa siitä, kuinka Jyväskylä nähdään turistien toimesta. Ja kuinka tätä tietoa olisi hyödyllistä käyttää tulevaisuudessa brändäyksessä ja markkinoinnissa.

Opinnäytetyön tutkimus toteutettiin keväällä 2022. Tutkimus toteutettiin käyttämällä määrällistä ja laadullista tutkimusmenetelmää, joten kyselylomake sisälsi niin monivalintakysymyksiä kuin avoimia kysymyksiä. Kyselyä jaettiin eri sosiaalisen median kanavissa ja siihen vastasi yhteensä 117 henkilöä. Kyselyssä mainittiin, että he, jotka asuvat Jyväskylässä ei tulisi vastata kyselyyn, sillä tutkimuksessa haluttiin tutkia vain suomalaisten turistien mielipiteitä eikä siis Jyväskylän asukkaiden. Tutkimuksen aineistonkeruu ja analysointi toteutettiin Webropol kysely- ja raportointityökalun ja Microsoft Excelin avulla.

Tuloksista selvisi, että Jyväskylä koetaan melko positiivisesti matkakohteena. Mutta tuloksista selvisi myös, että Jyväskylä on silti aika tuntematon monelle matkaajalle. Moni vastaaja sanoikin valitsevansa enemmän itselleen tutun matkakohteen mieluummin kuin tuntemattoman. Jyväskylää keuhuttiin sen luonnosta ja sitä sanottiin kauniiksi ja viihtyisäksi opiskelijakaupungiksi. Vastaajien mukaan Jyväskylän vahvimpia puolia on sen luonnonläheisyys sekä sen turvallisuus. Kun taas heikoimpia puolia ovat kulkuyhteydet Jyväskylään ja se, että Jyväskylää ei pidetä kovin kiinnostavana matkakohteena.

Avainsanat (asiasanat)

Kotimaanmatkailu, Jyväskylä, matkailukohde, brändi, brändäys, mielikuva, markkinointi, kyselytutkimus

Muut tiedot (salassa pidettävät liitteet)

-

Contents

1	Introduction	2
2	Theoretical Background	3
2.1	Destination Definition and Management	3
2.2	Destination Branding and Image.....	5
2.3	Destination Marketing	8
2.4	Jyväskylä as a Destination	12
3	Research.....	14
3.1	Research Design	14
3.2	Research Methods	15
3.3	Data Collection and Analysis	17
3.4	Reliability and Ethical Considerations	20
4	Results.....	21
4.1	Background of the Respondents	22
4.2	Images of Jyväskylä	24
4.3	Interest in Jyväskylä	27
5	Conclusion and Discussion	28
	References	33
	Appendices	37
	Appendix 1. Survey.....	37
	Appendix 2. Distribution of Opinions Based on Respondents' Age and Residence	41

Figures

Figure 1.	Age distribution of the respondents.....	22
Figure 2.	The respondents' residence.....	23
Figure 3.	The familiarity of Jyväskylä.	24
Figure 4.	What is interesting in Jyväskylä.	24
Figure 5.	The awareness of Jyväskylä's attractions.	26
Figure 6.	The interest in Jyväskylä as a travel destination.....	27
Figure 7.	The most used sources.....	28

Tables

Table 1.	Statements about Jyväskylä.	25
----------	----------------------------------	----

1 Introduction

The tourism industry is significant for the Finnish economy, and domestic demand produces nearly 70 percent of the tourism demand. Domestic tourism demand has also grown over the past 10 years. In 2020, with the global COVID-19 pandemic, the entire field of tourism changed. The effects of the pandemic were strongly visible in international tourism, but its effects also extended to travelling within countries. However, during the COVID-19 pandemic, the importance of domestic tourism became even more prominent, and it changed the emphasis of demand in the direction of domestic tourism. With this phenomenon, the needs for development and investigation of domestic tourism became even more apparent. It was already possible to talk about domestic tourism as a growing trend before but the COVID-19 pandemic in particular quickly changed the public discussion related to tourism. During the pandemic, among other things, safety and responsibility have become one of the most important attraction factors for domestic tourism. But domestic tourists are also interested in nature and various activities, as are many other tourists arriving in Finland from abroad. (Honkanen, Sammalkangas & Satokangas 2021, 9-12.)

In order to develop domestic tourism, it is necessary to know how to brand Finnish destinations correctly. With thorough branding work, destinations can be identified and differentiated from other competitors. Branding can also influence people's perception of the destination brand. The images created by branding, on the other hand, affect people's motives for choosing a certain holiday destination. Which is why it is important that the perceived image of the destination is as positive and interesting as possible. With various marketing methods, destinations are also able to advertise themselves and the opportunities they can offer to consumers.

The aim of the thesis is to investigate what the image of Jyväskylä is in the opinion of Finnish tourists. The image is studied with the help of different research questions. And in order to find out people's opinions and thoughts about Jyväskylä, a survey was conducted for the research. The theoretical background of the thesis was used to create the survey. The research aims to find out how well-known and interesting Jyväskylä is as a travel destination in the opinion of the target group. As domestic tourism increases, it is also important for Jyväskylä to know how tourists perceive it. With the results, Jyväskylä's marketing and branding can be modified so that Jyväskylä can reach its right target audience. The topic is important in terms of its topicality but also because branding

is always needed to keep up with the competition. And since domestic tourism is growing, it is important to show consumers why they should choose Jyväskylä as their travel destination.

2 Theoretical Background

In this chapter, the theoretical background of the thesis is reviewed. The theoretical background has been structured from different sources such as books, articles, and other sources. The theory has been put together on the basis that it supports the research and the research problem. The theory consists of four different parts. First, the concept of destination is defined, after which the management of the destination is explained. Next, the branding and image of the destination are defined. The topic was chosen in order to gain an understanding of how the destination's image is formed and what role branding plays in this process. Then there is destination marketing and its challenges. With destination marketing, the destination can decide how it wants to market itself. Marketing differs from image because image is formed on the basis of consumers' opinions and experiences, while marketing only emphasizes the desired image. In the last part of the theory, Jyväskylä as a destination is reviewed. How it operates, what it is known for and how it wants to present itself to others.

2.1 Destination Definition and Management

A destination can be difficult to determine, as it can be understood in many different ways. Cambridge Dictionary defines destination as “the place where someone is going or where something is sent or taken” (Destination n.d.). Whereas the World Tourism Organization (UNWTO) defines destination as “the main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip” (Glossary of Tourism Terms n.d.). Commonly destinations have been seen as geographical areas and they are usually considered to have defined boundaries. It is comparably easy to visualize the concept of a destination when it is applied to a geographical feature. Still, it is good to not to forget that there is an overlap between the notion of a tourism destination and alternative geographically based conceptions of the area or location where tourism is focused, such as a resort. (Mason 2016, 165-166.)

The concept of a tourism destination can be used at a range of different scales. What is acknowledged to be a destination appears to depend mostly on the researcher's focus of enquiry. This six-

fold classification, which has a fundamental formal political jurisdiction facet, applies the concept of scale to tourism destinations: “a macro-region consisting of several countries (e.g. Europe) or a region that crosses several borders (e.g. the Alps); a nation or state; a province or state within a country (e.g. Ontario in Canada); a localized region within a country (e.g. southwest England); a city or town; a unique locale, such as a national park, heritage site, memorial or monument that is significant enough to attract visitors”. A notably practical definition of the destination is that it is an amalgam of tourism products accessible in specific locations within a country, attracting visitors from beyond its boundaries. (Mason 2016, 165-166.)

Destinations have been extensively acknowledged to be the most important part of the tourism and travel organization; they represent a mixture of products that altogether supply a tourism experience to consumers. Destinations have been seen as one of the most challenging products to market and manage due to the fact that they consist of a large amount of stakeholders and complex management, products, and political relationships. As every destination has its own inherent complexities, it is important that all the forces within destinations are collaborating rather than competing, thereby it is less difficult to develop an integrated delivery and management system. Considering that the experience offered to customers is more relevant than the destination promoted to them, destination management organizations are advised to take part in strategic relationships with partners who altogether can deliver a smooth visitor experience to customers. When creating a more collaborative method to the management of destinations, it is essential to take these four questions into consideration: “what functions should an effective destination management organization carry out to provide maximum short-, medium- and long-term benefit to the destination; what is a reasonable allocation of resources to each of these functions; what is the most appropriate form and structure for any new organization; what other models exist and what lessons can be learnt from other successful and failed partnerships?” (Kozak, Gnoth & Andreu 2009, 15.)

A value co-creation is an important part of destination management. As the tourism system is very complex and multifaceted, it is essential to learn how to develop a good tourism supply system collaboratively. The value co-creation theory is based on involving the customer more actively in the creation of value in consumer experience, compared to the more conventional value creation process, where consumers and companies had distinct roles of consumption and production.

Whereas in the co-creative approach, the consumer's experience becomes the very basis of value. Customer satisfaction and creating loyal customer relationships are valuable objectives that all parties of the destination should keep in mind and work on them collectively, by doing so it may affect customers' benevolence with regard to judgement on the reputation of the destination.

(Woodside, Correia, Gnoth, Kozak & Fyall 2015, 76-79.)

Tourism has its advantages and disadvantages on destinations. Tourism can revitalize and enrich regions, cities, and countries as it brings more money into the local economy, which allows existing businesses to flourish and helps to attract new investments from businesses. In reverse tourism can create extra pollution, damage to landscapes, traffic congestion and more use of resources. To ensure tourism adds value to a destination, destination management has to take all these aspects into consideration. "By focusing on the ideas of place, people, product and process, it becomes easier to consider the interests of all stakeholders, adopt a holistic approach, promote your destination and come up with a coherent management strategy." (Destination Management: How to Add Value to Your Destination n.d.)

2.2 Destination Branding and Image

Even though the term brand has been around for centuries and regardless of how the word has been used through the years it has not lost its common origin. The original meaning of the word has been linked to labeling of livestock. Farmers generally branded their cattle, by burning a stamp on their skin, to make them stand out from other livestock and buyers would use these brands to distinguish between the cattle of one farmer and another. (Clifton & Simmons 2004, 13-14.) The more modern brand definitions also emphasize the significance of identification and differentiation of separate services and products in the marketplace. According to Keller and Swaminathan (2020, 32) the American Marketing Association defines a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them of those of competition". However, this is just one aspect of a brand. A brand is more than that, it is better to refer to it as something that has generated a certain amount of prominence, reputation, awareness, and other impressions in the marketplace. (Keller & Swaminathan 2020, 32.)

Brand image is people's current view of the brand, it is a set of beliefs about a particular brand. And based on these beliefs, it is also the way a certain brand is positioned in the market. A brand image brings emotional value and not just a mental image for people. A brand image is formed on the basis of various contacts and perceptions that people get from different sources. It is good to remember that the perception of a brand is subjective, so it is almost impossible to create a specific brand image for people. One can only influence people's perception of a brand. (Brand Image n.d.)

How people perceive a brand depends a lot on brand experience. Brand experience affects how the customer experiences the brand through a simple but significant encounter. It builds consumer awareness and generates brand loyalty. Evoking positive feelings and emotions from customers about a particular brand is the eventual goal. A developed and interesting brand experience also generates more revenue and is easier to distinguish from the crowd. (Schmidt 2020.) To create an integrated brand experience, organizations are using every customer touchpoint. These touchpoints create a journey that may vary between customers, but the experience does not, as this experience leads to the development of the brand image. (Pandey 2022.)

The intention of brand image is that consumers do not only buy the product, but also the image that is associated with the product. By utilizing brand images, it is possible to develop and convey the character of the product in a unique way that distinguishes it from other competitors. Therefore, it is also important that brand images give a positive, immediate, and unique impression, besides a positive brand image increases the organization's brand value and goodwill. (Brand image n.d.) Determining the organization's message, goals, and customers, and analyzing the organization and its market is essential in order to build a positive and cohesive brand image (Tarver 2022). Consumers form brand images in their minds with the help of various associations, such as attributes and benefits. Brand attributes are consumers' general evaluations of the brand, which are formed by consumers' mental and functional connections towards the brand, and benefits are the reasoning for the purchase decision. There are three kinds of benefits: emotional benefits how the brand makes it customers feel better, functional benefits what the brand does better, and rational benefits why is the brand believable. Brand image includes the functionality, ease of use, attractiveness, reputation, and overall value of the products, brand image is in fact brand content. (Brand Image n.d.)

When talking about the brand image, it is good to ensure that it is not confused with brand identity. Various visible elements, such as design, color and logo create the brand identity. These elements help the customers distinguish and identify the brand which is actually the whole purpose of branding. The way an organization is using visual elements in the promotions and products, crafting the language in the advertisements, designing the logo, choosing the name, and training employees to interact with the customers is all to develop a certain image in customers' minds. "Brand image is the actual result of these efforts, successful or unsuccessful." (Tarver 2022.)

In the same way as organizations have images, destinations also have images, and factors like music, celebrities and movies have a great influence on them. However, building destination images is important for the destination's competitiveness. It is beneficial to invest in tourism media so that destinations can attract tourists. In terms of marketing efforts, destinations also form partnerships with various travel, recreational and communication businesses. Building an effective destination image requires consistency between the destination and advertising. Attractive pictures of the destination are not enough. It is important to show what tourists actually experience, otherwise destinations can get a bad reputation, which also leads to a loss of tourist goodwill. It would be good to show the interaction between residents and tourists in advertisements to convey that real experience. (Kotler, Bowen, Makens & Baloglu 2017, 536.)

When choosing a holiday destination, mental images serve as the basis for the evaluation and selection process of the destination. Each individual has their own preferences as to what their ideal holiday is. This adapts their expectations, from which an aspiration level is set, which in turn is compared to the actual holiday opportunities. Available information about the holiday destination conditions the individual's perception of the destination. In most cases, the individual is only aware of a part of all the holiday opportunities. The available information about holiday opportunities leads to the potential holidaymaker building a factual or naive image of each destination. That information can be acquired from formal or informal sources, such as travel agencies or friends. Holiday opportunities that meet the individual's expectations may appear in many different destinations, which is why the destinations must be evaluated further using different criteria. When a destination that exceeds the aspiration level is identified, the tourist can make a reservation. Before departure, as the individual collects more information about the destination, their perceptions and expectations may be refined. During the vacation, however, it becomes clear

whether the expectations were met or not. “Thus, at any point in time, each tourist has a certain accumulation of mental images about a variety of holiday experiences in a number of destinations.” (Ashworth & Goodall 2012a, 3-5.)

The purpose of destination branding is to identify the most competitively attractive and strongest advantages of a certain destination in the eyes of potential visitors, these advantages should build a story that stands out from other competitors and remains consistent through all marketing communications. Optimally, it also means that the destination’s touchpoints from border guards to staff in hotels would reflect the destination’s brand values in their behavior. Applying this idea in each act of communication helps strengthen the competitive identity of the destination over time. However, when it comes to destination branding, it is good to be mindful of the fact that in most cases the places have existed for generations and are defined by their people, natural environment and built, way of life, typography, culture, and history. Therefore, it would be presumptuous to assume that certain people create destination brands. (Difference Between Destination Branding and Destination Marketing 2015.)

Competition between distinct destinations is global and due to this it is essential to build and maintain a strong destination brand that can bring benefits to different sectors. Competition in different business sectors of the destination affects the public diplomacy of the industry and forces the destination to develop its marketing and attractiveness in order to promote its uniqueness. The destination’s atmosphere, social development, environment, culture, and the images related to its brand are the factors that are becoming important for destination’s attractiveness. How a destination is perceived from different aspects, can all be associated with one brand. A strong destination brand must be able to promote the objectives of the tourism industry, attract investments and businesses, support interests of exporting industries, promote public diplomacy, and strengthen national identity and increase self-respect. (Moilanen & Rainisto 2009, 8–11.)

2.3 Destination Marketing

Marketing is about building strong customer relationships and creating value for them, thereby the customers can also generate value in return. It is moderately easy to sell products if marketers can understand and satisfy customer needs. Current digital technologies have empowered con-

sumers and created marketing a certainly two-way affair. And when it comes to customer relationship management it is necessary to ask questions such as how the company can influence its customers, how the customers can influence the company and how the customers can influence each other. (Kotler, Bowen, Makens & Baloglu 2017, 31.) Tourism marketing has become an essential thing especially in countries, where tourism plays a significant part in enhancing their gross domestic product. With various marketing strategies and techniques tourism marketing helps to increase the tourism industry of that place. (Bhasin 2019.)

Destination marketing and management requires a systematic, holistic, and comprehensive approach to understand it (Wang & Pizam 2011, 1). Attractions, geographic size, entertainment, accommodation, and food and beverage are a few of the things that need to be taken into consideration when marketing destinations. This amalgam of diverse products also makes marketing destinations challenging. "The complexity is augmented by limited control by DMOs, and the number of public and private stakeholders involved in delivering a unified brand and destination experience." (Kotler, Bowen, Makens & Baloglu 2017, 511.)

Like any other product, tourist destinations as place products must be sold to potential customers. Brand loyalty to any specific resort is low as a lot of tourist destinations are in competition with each other, which makes selling them even more challenging. In terms of the commercial future of destination tourism businesses, it is essential that place products can be sold successfully. Selling them is also important for the development and buoyancy of the local economy, especially if the area's exports are focused on the tourism sector. Adapting the place products and identifying the convenient markets for them are the two crucial decisions for destination tourism businesses and agencies. The right place product can provide a greatly satisfying experience and satisfied customers are good for business. The message of this cautiously defined place product also needs to get across to the marketplace. The place product's competitiveness, product life cycle, its attempt to reach new market segments and especially the capitalization of product improvements are things that should come across in the marketing message which means that the message has to be continuously adapted. Therefore, in order to promote the destination as efficiently as possible with a given budget, the destination's tourism agencies must constantly evaluate their marketing strategies. (Ashworth & Goodall 2012b, 259-275.)

Successful destination marketing requires carrying out a lot of research activities. Understanding the market dynamics and adapting the offerings to market expectations and needs is essential when managing destinations and creating a whole experience of the place. Collecting data and generating information is also a necessary part of the research process. With all this information it is easier to answer research questions and identify effective solutions to concerns and problems that a destination may have. Destination marketing research must be continuous, and it requires constant support from everyone involved so that destinations can survive in today's highly competitive tourism market. Attracting the attention of travelers and suppressing the message of the competition brand is a main challenge for destination marketers. "The main goal of destination marketing research, then, is twofold: to increase demand for the destination while maintaining a sustainable competitive edge in the minds of actual and potential visitors; and to facilitate effective destination management." (Wang & Pizam 2011, 103.)

Successful marketing also requires comprehending the destination's image. Understanding and measuring the existing image and exploring the critical factors that influence it is vital for tourism managers and DMOs. With an accurately assessed destination image, it is possible to create marketing implications that help in promoting and positioning the destination. Even though the image is very complex and difficult to manage, promoters should consider it as a high priority as it is one of the most crucial factors that determine the competitiveness of destinations. (Wang & Pizam 2011, 134-143.) Wang and Pizam (2011, 146) also want to emphasize that "despite the growing importance that is attributed to DI among many nations and destinations worldwide, it should be stressed that promoting the desired image is not a substitute for honest efforts to cope with actual political, economic, social and cultural challenges that a destination might be facing".

In a global and increasingly competitive marketplace maintaining, strengthening, protecting, or developing a competitive positioning has become a prominent challenge in the tourism industry for the destinations. This challenge is identified by several considerable complexities for instance a tourism destination, which is by its nature a very dissimilar from most commercially competitive products. The destination also delivers an experience to its visitors which is the product of a tourism sector. Tourism enterprises, other supporting industries, and organizations and DMOs are all affecting the visitor experience and thereby producing the overall experience. (Wang & Pizam 2011, 326-327.)

In order to maintain the destination attractive and competitive, it demands effective and integrative marketing and management strategies. From the demand side, travelers have a range of choices of available destinations and from the supply side, destination marketing organizations are competing for attention from an extremely competitive marketplace. (Wang & Pizam 2011, 1.) The capability to create tourism services and products have to be set up before the holidaymaker arrives at the destination. From the tourism organizations perspective both private and public sector in the destination region require a continuous flow of tourists, that is why it is essential to do necessary investments in infrastructure and facilities. (Ashworth & Goodall 2012a, 213.)

The more conventional studies of competitiveness have focused generally on the economic aspects of destination performance and strength and while it is an important aspect of tourism competitiveness, it is only one aspect. Technological, environmental, cultural, social, and political strengths also play a part in destination's ability to compete. In essence, "what makes a tourism destination truly competitive is its ability to increase tourism expenditure, to increasingly attract visitors while providing them with satisfying, memorable experiences, and to do so in a profitable way, while enhancing the well-being of destination residents and perceiving the natural capital of the destination for future generations." (Wang & Pizam 2011, 327.)

Marketing internationally has its own challenges as well. Marketers first have to figure out what services and products to introduce and in which countries and then determine how much to adapt or standardize their services and products for world markets. It would be easier for marketers to standardize their offerings since it helps to develop a coherent worldwide image. Also, it causes less costs when marketers do not have to offer a large variety of products. However, at the same time marketers generally must adapt their product offerings since consumers and markets around the world differ widely. (Kotler, Bowen, Makens & Baloglu 2017, 282.) Developments in the political environment are affecting marketing decisions greatly. Government agencies, laws and pressure groups that form the political environment can limit or influence various individuals and organizations in each society. When planning marketing programs and products, marketers need to observe these developments. The laws that are protecting consumers, society and competition must be well understood by marketers, also at the local, state, national and international levels. (Kotler, Armstrong, Harris & He 2019, 91–92.) Political challenges also arise from the fact that people are living in a branded destination, which makes the destination their environment and home.

In addition, from the point of view of brand building, the destination's political decision-making is based on the governments' term of office, which can be a very short time. (Moilanen & Rainisto 2009, 21.)

2.4 Jyväskylä as a Destination

The city of Jyväskylä, founded in 1837, is located in Central Finland, which also makes it the provincial center of Central Finland. The area of Jyväskylä is 1 466,35 km², of which 80% is land and 20% water. At the end of 2021, Jyväskylä had 144 473 residents, which makes it the seventh largest city in Finland in terms of population. (Jyväskylä lukuina [Jyväskylä in numbers] n.d.) Jyväskylä is generally known as a lively event, sports, and student city, but it is also known as the capital of architect Alvar Aalto. In Jyväskylä, nature and city come together in a unique way, nature experiences can be found even near the city center. (Keski-Suomen matkailualueen kunnat [Municipalities of the Jyväskylä Region] n.d.) Every city has its own recognizable monuments and buildings. Jyväskylä's landmarks include the Kuokkala Bridge, the Matti Nykänen's hill and the Vesilinna observation tower on the Harju ridge. Especially during the darkest time of the year, many of the landmarks reach their glory, as they also often double as light art installations. (Jyväskylän maamerkkejä [Landmarks in Jyväskylä] n.d.) Diverse nature, culture, events, and great recreational opportunities make Jyväskylä a delightful city to live in (Jyväskylä-tietoa [Jyväskylä information] n.d.).

Thousands of events of various sizes are organized in Jyväskylä every year. Great event areas can be found in the city for organizing various concerts, festivals, conferences, fairs, meetings, markets, competitions, sports events, and other events. Most of the event areas are located in the center of the city, which also makes the events a better experience for visitors, as the services, shops, restaurants, and hotels people might need can be found within walking distance. (Jyväskylä tapahtumakaupunkina [Jyväskylä as an event city] n.d.)

One of the most famous events in Jyväskylä is the City of Light event organized in autumn, which gathers more than 100 000 visitors every year. In connection with the event, a variety of side events are organized and also a seminar, which is aimed at the professionals in the lighting industry. The event highlights the city's permanent lighting sites as well as the light art works built for the event. Energy efficiency, safety and aesthetics are things that the city's lighting focuses on. The world has also noticed this long-term and successful work as a forerunner in city lighting, as

Jyväskylä has been awarded in the international city.people.light competition. (Valon kaupunki [City of Light] n.d.) And because lighting is an inseparable part of Jyväskylä's cityscape, Jyväskylä is therefore known as Finland's city of light (Mikä on Valon kaupunki? [What is the City of Light?] n.d.).

Well-being and exercise play an important role in Jyväskylä. Jyväskylä wants to offer Finland's best conditions for exercise and sports. Jyväskylä also wants to provide the best conditions for researching and teaching exercise. In the city, it is possible to practice almost 100 different sports. There are also more than 200 sports clubs and 500 kilometers of fitness tracks, paths, and ski tracks in the city. (Liikuntapääkaupunki Jyväskylä [The Capital of Sport in Finland Jyväskylä] n.d.) Sports, culture, and education, as well as their international level of education and research, are the basis of the city's well-being. The only Finnish Faculty of Sports is located in Jyväskylä as well as the research institutes of the field like KIHU Finnish Institute of High-Performance Sport and LIKES Research Centre for Physical Activity and Health and the JAMK University of Applied Sciences Sport Business School. Based on these, Jyväskylä is being built as the sports capital of Finland. (Tiedä ja tunne [Know and feel] n.d.)

Jyväskylä is also known as the Athens of Finland because of its reputation and history as a city of education, sports, and culture. Acting as the capital of sports and active cultural offerings in landscapes designed by Alvar Aalto have strengthened its reputation. However, education has served as the cornerstone of Jyväskylä for a long time now. Finland's first Finnish-language lyceum was started in 1858, after that teacher training was focused in Jyväskylä, from which the Jyväskylä seminary was born. More recently, it has developed into the multidisciplinary University of Jyväskylä, which is one of the main attraction factors in the region. (Selin 2011.) In addition to education, sports, and culture, Jyväskylä also has a strong industrial and commercial mark. When the government began to build its metal factories in the city in the 1920s, Jyväskylä's population began to rise sharply. (Landström 2007.)

In order to manage a city, it is important to create a plan i.e., a strategy, to achieve the desired goal through concrete actions. Being the capital of sport in Finland, an educational and cultural city, a resource-wise city, and a vibrant city are the four priorities of Jyväskylä's city strategy. With the help of these four focuses, Jyväskylä wants to achieve the best conditions and know-how in

Finland for sport and physical recreation, a platform for sustainable growth and a bright culture, resource wisdom and sustainable well-being, as well as business growth and acceleration of business life. To implement the strategy, the entire city community is needed because the city of Jyväskylä is just one actor alongside the others. In addition to a city strategy, many cities also have values, a mission, and a vision. Jyväskylä's values are safety, openness, courage, responsibility, and humanity. Promoting the citizens' well-being, participation and social relations is the mission. And the vision is Jyväskylä is a growing and international city of culture and education. The opportunity to study, live, do business and grow in an equal and safe environment is also part of Jyväskylä's commitment to education and culture. (Kaupunkistrategia [City Strategy] n.d.) The goal of Jyväskylä's brand work is to strengthen the recognition of Jyväskylä nationally and, in the future, more internationally as well. This is aimed at with targeted and planned city marketing for important target groups with the help of strategically significant themes. Being the sports capital and a student city are key themes for the Jyväskylä brand. They help distinguish Jyväskylä from other cities. (Jyväskylä-brändi [Jyväskylä brand] n.d.)

3 Research

This chapter describes which research methods have been used in the research and why. How the research problem and research questions have been formed and how the questions were answered with the help of the chosen methods. How the data was collected and how it was analyzed. And finally, it describes how good research must be reliable and what ethical considerations must be taken into account when conducting research.

3.1 Research Design

The aim of the research was to find out what is the image of Jyväskylä in the minds of domestic tourists. The research problem and the research questions derived from it have guided the selection of the research approach and thereby the choices made regarding the research design. The research layout answers the question of how to collect data with the help of certain methods for the formulated research problems (Saaranen-Kauppinen & Puusniekka 2006). The research focused on finding out how aware domestic tourists are of Jyväskylä as a travel destination and whether they would be interested in travelling to Jyväskylä. It is good to study the topic also be-

cause the demand for domestic tourism has increased during the corona pandemic (Kotimaanmatkailu [Domestic Tourism] n.d.). The research approach is the set of research methods such as data collection and analysis, which are used to solve the research problem. Quantitative research method has been used in the thesis. And to collect the data, a survey was used, which also included open-ended qualitative questions, so that people could also tell in their own words about their own experiences and thoughts on the subject. The choice of a quantitative research approach can be justified by the large number of necessary answers.

A good research problem has a clear and unequivocal form. The research problem should be set as precisely as possible so that the research remains consistent, makes the work easier and helps to focus on the essential aspects. It contains, in the form of questions, a summary of what one wants to know and study about the subject. (Saaranen-Kauppinen & Puusniekka 2006.) The research problem investigated in this thesis was what is the image of Jyväskylä in domestic tourists' minds. The research questions are derived from the research problem and were used to solve the research problem.

1. How well is Jyväskylä known as a travel destination?
2. Is Jyväskylä an interesting travel destination?

The purpose of the research is to identify the images and experiences Finns have of Jyväskylä, in order to find out how attractive Jyväskylä is considered as. Because Finns' favorite travel destinations in Finland have included and Uusimaa for quite a long time (Kotimaanmatkailu [Domestic Tourism] 2020). The result of the study could help Jyväskylä to see if there is anything that can be done so that Jyväskylä can also become one of the most popular destinations in Finland.

3.2 Research Methods

Both quantitative and qualitative methods were used in the research in order to obtain versatile information on the researched topic. When the purpose is to get a general picture of the differences and relations between variables, it is good to use the quantitative method. Variables are characteristics, things or activities concerning a person. In this research, the most important information desired about the variables are people's opinions. The aim of the quantitative research

method is to examine information numerically, it also answers the questions how much, how many and how often. The researcher's job is to examine and verbally explain the essential numerical information. The quantitative method is good to use when the number of respondents is large. When the sample is large, it represents better the people's average experience, attitude, or opinion of the subject under research. (Vilkka 2007, 13-17.) The existing situation can usually be found out through quantitative research, but the method cannot be used to find out the cause of things sufficiently (Heikkilä 2014, 8).

The goal of qualitative research is to understand the reasons for the research subject's decisions and behavior, as well as the research subject itself. Understanding is more important than figuring out quantities, which is why the number of subjects is smaller in qualitative research. Group discussions or in-depth interviews are often used to gather information. (Heikkilä 2014, 8). It is easier to understand the details of a problem or topic with the help of qualitative research because it is in-depth by nature. However, qualitative research does not help in making decisions or conclusions, it is only suitable for describing a topic or problem. With the help of qualitative research, it is also easier to find out which problems are worth asking, i.e., the survey may remain too narrow without qualitative research. (Laadullisen tutkimuksen tekeminen [Conducting Qualitative Research] n.d.)

In fact, these two research methods complement each other very well. The broader general perspectives of the research are obtained from quantitative data, and the more in-depth details, which help to understand the meaning of the conclusions, are obtained from qualitative data. (Määrällisen ja laadullisen tutkimuksen välinen ero [Difference Between Quantitative and Qualitative Research] n.d.) And as mentioned earlier, both quantitative and qualitative research methods have been used in this research. A quantitative research method is suitable because the purpose of the research is to find out the current image of Jyväskylä as a travel destination for Finns. The qualitative research method, on the other hand, investigates the background of the phenomenon in more detail in addition to numerical data. Information on the subject was collected by means of a survey, where the answer options were mostly pre-defined. However, not all answers could be predicted, so there was often an opportunity to choose the option "other, what?" in addition to the ready-made answer options and some of the questions were open-ended, which gave the respondents the opportunity to answer the questions in their own words.

3.3 Data Collection and Analysis

Survey research is mostly quantitative research, as the answers to the verbal questions presented in the survey are expressed numerically, which in turn are analyzed using statistical methods. Verbal answers are given when additional information or answers are needed. It is a list of questions for a particular group of people targeted to extract specific data from them. With survey research, it is possible to collect and examine information about people's values, attitudes, opinions, or social phenomena. A cover letter should always be sent with the survey. It tells the basic information about the research, who is doing the research, why it is being done and how the respondents were selected. A good cover letter can also motivate the target group to answer the survey. (Vehkalahti 2014, 11-13, 47-48.)

The survey was conducted as an online survey, which also included few open-ended questions. An online survey was perceived as a useful option because it allows to reach more people at once and collect data faster. It is also a convenient option because there is no need to save the answers separately, as they are saved directly in electronic format, this also avoids possible data entry errors (Vehkalahti 2014, 48). Unfortunately, online surveys also have weaknesses. It is difficult to ensure that only the target group answers the survey or that each examinee answers the survey only once. The possibility of misunderstanding the questions in the survey is also high. That is why it is important that the survey is as clear and concise as possible to avoid misunderstandings. As the number of surveys has increased, the survey response rates have deteriorated, and because of this phenomenon, it is good to invest in the language and layout of the survey as well (Vehkalahti 2014, 48). For these reasons, the desire to test the survey grew. It is very useful to test the survey with members of the research's target group to find out whether the questions and instructions have been understood correctly whether something essential has been left unasked or whether the survey contains unnecessary questions (Vehkalahti 2014, 48).

Data collection for the research was carried out using the Webropol survey and reporting tool. The survey has a total of 13 questions. Questions 1-3 are related to the background of the respondents, questions 4-8 investigate how well the respondents know Jyväskylä and what images they have of Jyväskylä, questions 9-10 are related to marketing communications and questions 11-13 find out whether the respondents are interested in traveling to Jyväskylä or whether they would rather choose another travel destination (see Appendix 1). It is good to find out the interest in

Jyväskylä not until at the end of the survey, because the respondents have had some time to think about the different aspects of Jyväskylä during the survey. In question 6, the target group is presented with statements about Jyväskylä where they can choose the option that best describes their own opinion. The answer options are as follows: strongly disagree, disagree, neither agree or disagree, agree, and strongly agree. In multiple-choice questions 5 and 10, respondents have the opportunity to choose one or more options from the given options. And questions 7 and 13 are open-ended questions where the target group gets to tell their own opinions and thoughts about Jyväskylä.

And because the research wanted to find out Jyväskylä's image from the Finns' point of view, the survey was therefore conducted in Finnish. So, no original survey has been added to the thesis. The attached survey has been translated into English (see Appendix 1). The response time for the survey was approximately three weeks and it was implemented between March 14 and April 4, 2022, and the survey was shared on various social media channels. A cover letter was also sent with the survey, which explained the main features of the research, who is conducting the research and why the research is being conducted. The cover letter also emphasized that those who live in Jyväskylä should not answer the survey, because they have a completely different image of Jyväskylä as its residents, considering that the purpose of the research is to find out what Jyväskylä's image is as a travel destination. Also, the respondents answered the survey anonymously, so that they can express their opinions on the subject freely even though the topic of the research is not sensitive.

The data formed from the research results was transferred to Microsoft Excel where it was analyzed, and the reporting tools offered by Webropol were also used in the analysis process. Two different analysis methods were used to analyze the results because both verbal and numerical material was developed from the research results. Typification method was used to analyze the qualitative data and statistically descriptive analysis method was used to analyze the quantitative data.

Typification aims to analyze the phenomena of the material, which are classified into types on the basis of their common characteristics or features. The types reflect entities that can be used to summarize and illustrate the research material. The characteristics that affect the typification of

the material and the types themselves should be easily identifiable from the material. It is important that the distinctive features and characteristics of a certain phenomenon are emphasized in different types and that the features and characteristics of one type distinguish it from another type. By comparing the types built in the analysis, it is possible to see how the types differ. (Günther & Hasanen n.d.)

The typification analysis method was used to analyze the open-ended questions of the survey. Based on the different features that appeared in the data, it was decided to build three distinctive types that would help to illustrate and summarize the research data. The classification of the answers has been made based on whether Finns' images of Jyväskylä are positive, neutral, or negative. These verbal responses to the open-ended questions were taken to Excel, where each response was reviewed and given a color code based on the characteristic of the response. At first, it was intended to build only two distinctive types, positive and negative images of Jyväskylä, but the material also started to show answers that did not fit the first two types. So, for this reason, a third type was built, which represents those who do not really have any kind of images of Jyväskylä.

Illustrating the research material graphically and describing it statistically is common in quantitative analysis. The prevalence, quantities and structuring of the phenomena in the data into categories can be determined by statistical analysis. (Tilastollisesti kuvaava analyysi [Statistically Descriptive Analysis] 2021.) It is good to use figures for research results when a visually perceptive pictures of the results are desired. With the help of figures, it is possible to give a good overview of the division of values in the sample. The most common figures are pie charts, bar graphs, line graphs and area charts. The problem of statistically descriptive analysis is that the researcher can also slip their own interpretation of the subject when presenting the graphical results. Because of this, the reader may be left with an incorrectly weighted and incorrect picture of the results. (Vilkka 2007, 138.)

This statistically descriptive analysis has been used to analyze the multiple-choice questions in the survey. Various figures have been used to present the results, which were created with the help of the Webropol survey and reporting tool and Microsoft Excel. In the thesis, all the multiple-choice questions appearing in the survey are presented in text and graphic form.

3.4 Reliability and Ethical Considerations

One of the most important features of the reliability of the research is that the research does not give haphazard results. When repeated measurements generate exactly the same result regardless of the researcher, the study is reliable and accurate, i.e., reliability assesses the consistency of the results from one measurement to another. Especially issues related to measurement and accuracy in the implementation of the research should be considered in the reliability of the research. The research's reliability should be assessed already during the research. (Vilkkä 2007, 149.) Reliability is enhanced when the research problem and the target group are precisely and clearly defined, the research plan and survey are good, and a suitable data collection method has been used. And the figures that present research results must be truthful. It is also important that the researchers themselves critically evaluate the reliability of the research and point out possible aspects that lower the reliability, such as misunderstood questions, a low response rate or a skewed target group. (Heikkilä 2014, 15.) Validity, on the other hand, tells whether the research measures what it was supposed to measure. The primary basis for the reliability of a measurement is validity, because if the right thing is not measured, reliability has no meaning in the research. (Vehkalahti 2014, 41.)

The reliability of the research has been monitored throughout the research process. Certain research methods were chosen in order to obtain the most reliable results for the research problem. The survey was created using a qualitative and quantitative methods, it was hoped that the survey would reach as large a group of people as possible, which would increase the response rate of the survey. The theoretical background was used to create the survey, and the sources used have been selected according to their reliability and relevance. And the data formed from the survey is again analyzed using a method that is the most suitable for the research problem.

The research must respect the examinees' privacy, self-determination, human dignity, and other rights according to general ethical principles (Vuori n.d.). Good scientific practice is always part of good research. The choices made in the research and the related justifications are the researcher's responsibility. It is important that the research does not offend good scientific practice, the target group, and the scientific community, which means that the formulation of research questions and objectives, the collection and processing of data, the presentation of results and the storage of data must be done correctly. The task of the researcher is to maximize the benefits of the research

and minimize the harms. Current legislation should also be taken into account in addition to research ethics, as every research has both privacy and copyright issues that must be resolved according to current standards. (Vilkka 2007, 90-91.)

Good scientific practice was also used in this thesis. When doing the research, it was not felt necessary to collect personal data from the survey respondents. Which is why the respondents answered the survey anonymously, so that they could freely share their own opinions on the subject. The subject of the research was not sensitive, so the necessary confidentiality agreements did not need to be signed either. The survey itself was kept as clear as possible so that the effort caused by participating in it would be minimal. Nor was anyone from the target group forced to participate in the survey. And as for the sources presented in the thesis, the sources have been presented neutrally and referenced correctly, following JAMK's reference instructions, making sure that the information has not been presented as one's own, but that the credit has gone to the right person.

4 Results

In this chapter, the results obtained from the survey are reviewed. The Webropol survey and reporting tool and Microsoft Excel have been used to review the results. Quantitative results have been illustrated with the help of different figures and qualitative results with the help of typification. At the beginning of the survey, it is said that people who live in Jyväskylä should not answer the survey, because the research wants to find out the image of Jyväskylä from the point of view of Finnish tourists. A total of 117 people answered the survey.

4.1 Background of the Respondents

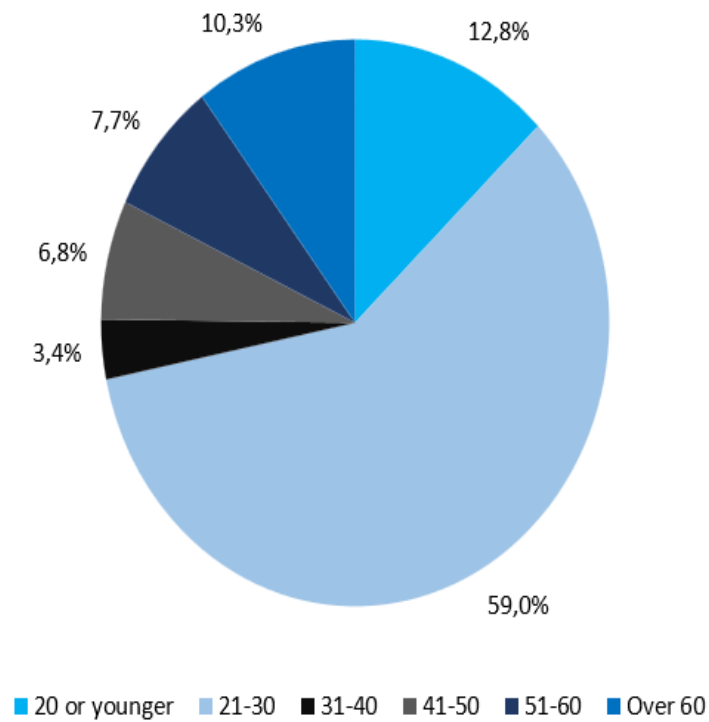


Figure 1. Age distribution of the respondents.

Most of those who answered the survey were 21–30-year-olds, they made up more than half of the respondents, 59%. Of all, the least responses were received from 31–40-year-olds, 3.4% (see Figure 1). The gender distribution of the survey revealed that 74.3% of the respondents were women, 23.1% were men and 2.6% had chosen the option "other".

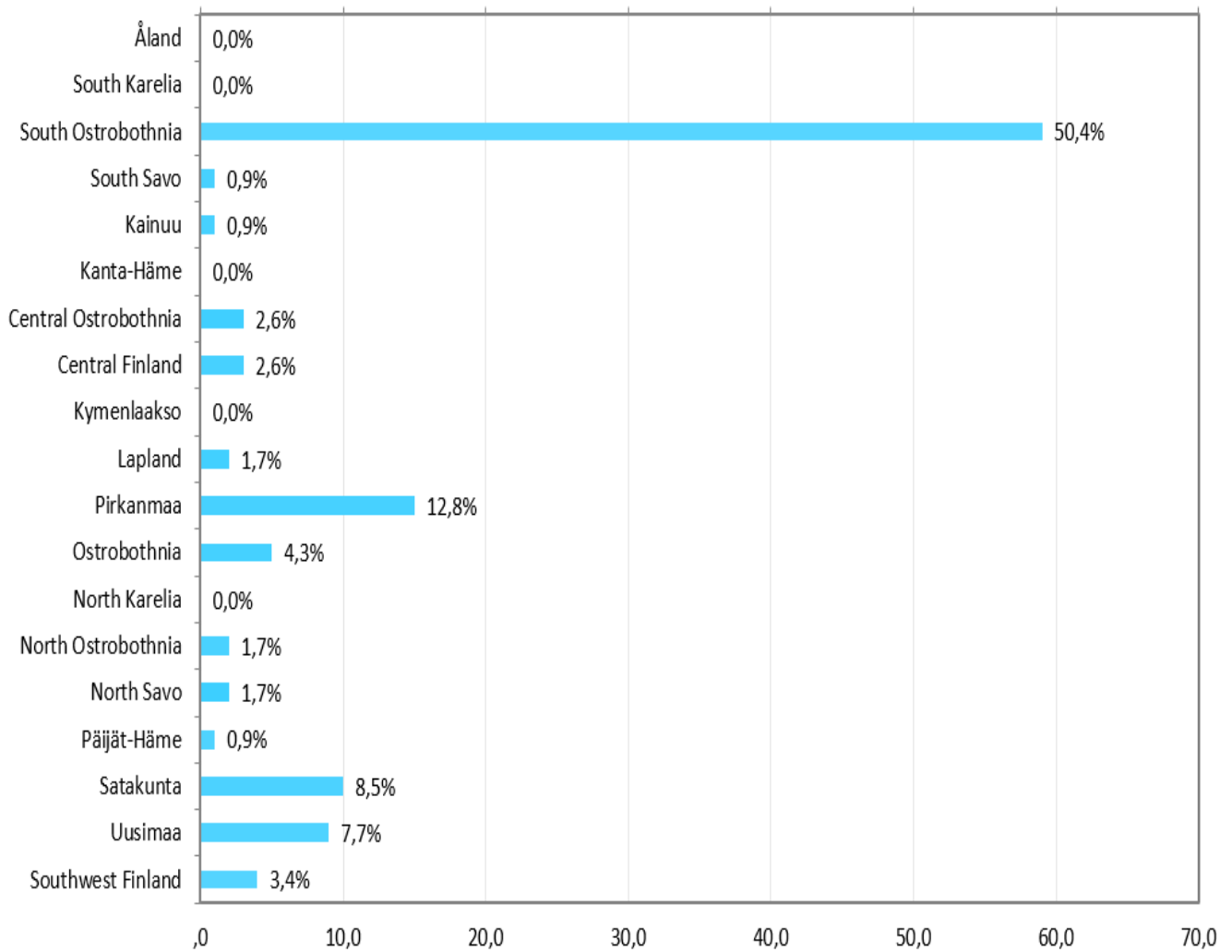


Figure 2. The respondents' residence.

Figure 2 shows that the majority of respondents live in South Ostrobothnia, 50.4%. No answers were received from Åland, South Karelia, North Karelia, Kanta-Häme or Kymenlaakso.

4.2 Images of Jyväskylä

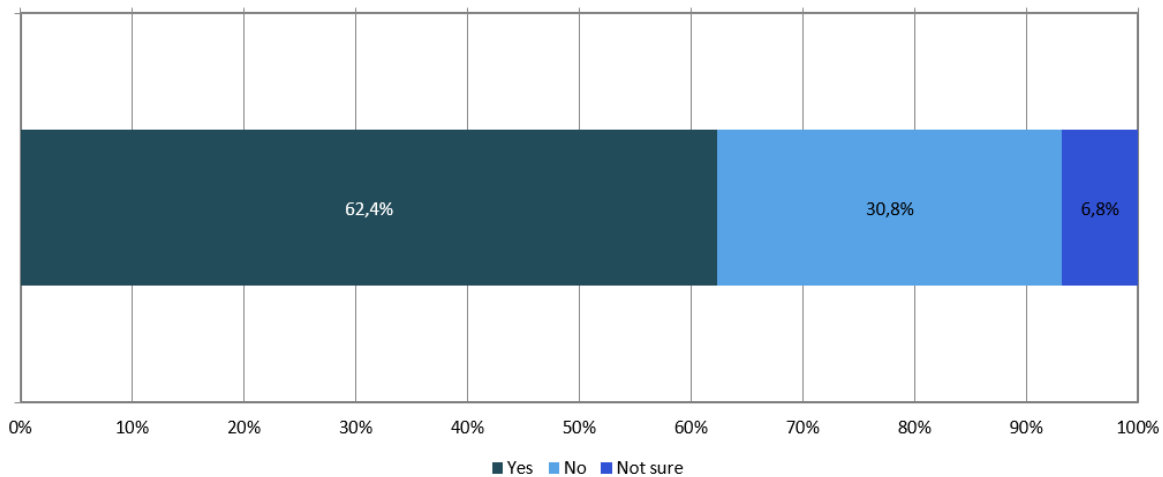


Figure 3. The familiarity of Jyväskylä.

Of the respondents, 62.4% considered Jyväskylä as a familiar travel destination, 30.8% did not consider it familiar and 6.8% were not sure (see Figure 3).

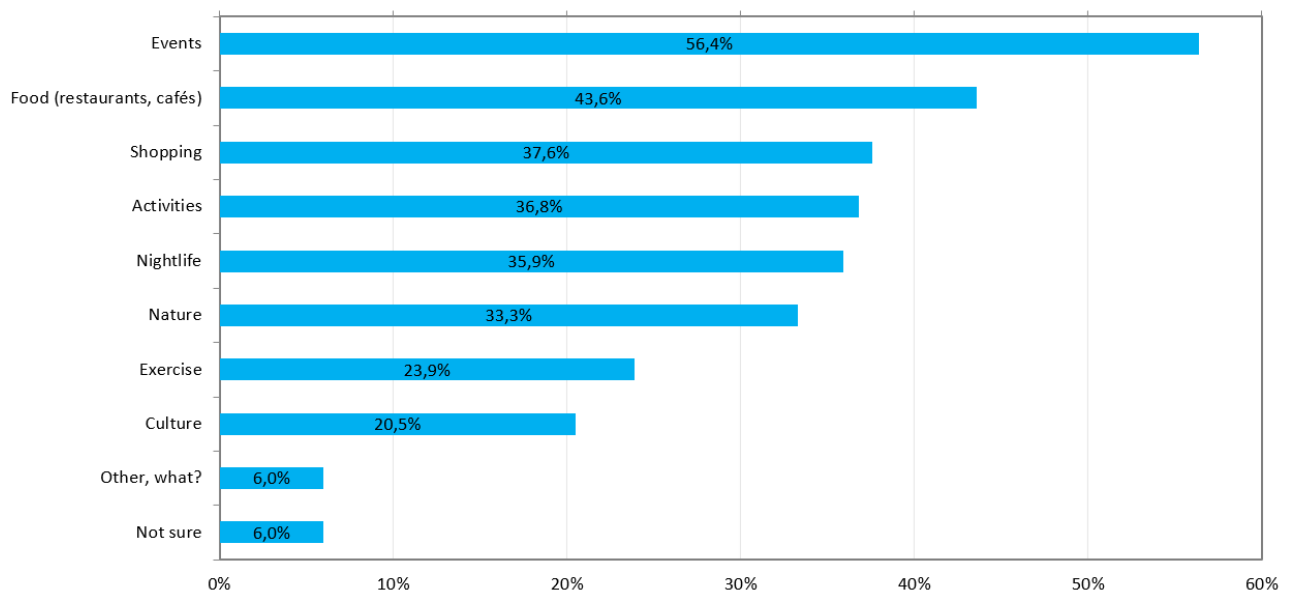


Figure 4. What is interesting in Jyväskylä.

Based on the answers, events, food, and shopping were the most interesting things in Jyväskylä. Those who chose the option “other, what?” said that they would be interested in student events,

places that are also suitable for children, and seeing friends and family who live in Jyväskylä (see Figure 4).

Table 1. Statements about Jyväskylä.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Mean	Median
There are good transport connections to Jyväskylä	6,8%	23,9%	12,0%	40,2%	17,1%	3,4	4,0
It's easy to get around in Jyväskylä	1,7%	10,3%	33,3%	39,3%	15,4%	3,6	4,0
Jyväskylä is a safe travel destination	3,4%	3,4%	18,0%	39,3%	35,9%	4,0	4,0
Jyväskylä is a responsible travel destination	,9%	3,4%	44,4%	40,2%	11,1%	3,6	4,0
Jyväskylä has good services	2,6%	6,8%	20,5%	51,3%	18,8%	3,8	4,0
Jyväskylä has friendly locals	1,7%	3,4%	43,6%	36,8%	14,5%	3,6	4,0
There are interesting things to do in Jyväskylä	1,7%	9,4%	28,2%	45,3%	15,4%	3,6	4,0
You can enjoy culture in Jyväskylä	2,6%	7,7%	33,3%	44,4%	12,0%	3,6	4,0
You can enjoy nature in Jyväskylä	,9%	4,3%	22,2%	47,0%	25,6%	3,9	4,0
Jyväskylä is an interesting travel destination	4,3%	15,4%	16,2%	50,4%	13,7%	3,5	4,0

Table 1 shows how the respondents felt about different statements about Jyväskylä. The opinions revealed that safety and opportunity to enjoy nature are the strongest aspects of Jyväskylä, as the means for these statements were the highest. Whereas good transportation connections to Jyväskylä and Jyväskylä is an interesting travel destination are the weakest aspects of Jyväskylä according to the respondents, as the means for these statements were the lowest. However, all the statements have been perceived quite positively, as the median of each statement is 4.

Respondents' opinions were also compared based on their age and residence (see Appendix 2). Transport connections to Jyväskylä and Jyväskylä is a safe travel destination are slightly stronger aspects of Jyväskylä in the opinion of respondents aged 20 or younger-40 years old compared to respondents aged 41-over 60 years old. Whereas 41-over 60-year-olds think Jyväskylä is more interesting as a travel destination and they think it is possible to enjoy nature more in Jyväskylä compared to the younger respondents. According to respondents who live in South Ostrobothnia, Jyväskylä is more interesting as a travel destination compared to respondents who do not live in South Ostrobothnia. Whereas the respondents who do not live in South Ostrobothnia think that it

is possible to enjoy nature more in Jyväskylä, that Jyväskylä is safer and that there are better transport connections to Jyväskylä.

In the next question of the survey, the examinees were asked to describe Jyväskylä in three words. Most of the answers were positive. Jyväskylä was considered as a pleasant and youthful student city with a lot of versatile things to do. Jyväskylä's nature also received a lot of recognition. Jyväskylä's closeness to nature, lakes and verdancy were highly valued and Jyväskylä was described as a beautiful summer city. Jyväskylä was also described as an active and sporty city that offers many different opportunities for sports. Out of all the answers, neutral answers were received second most. Jyväskylä was described as unknown. Many also said that it is difficult to describe Jyväskylä when they have never been there, so they had no images of it. And of all the answers, negative answers were received the least. Jyväskylä was described as difficult to reach due to its location and because of poor transport connections. Jyväskylä was also described as small, cramped, and boring.

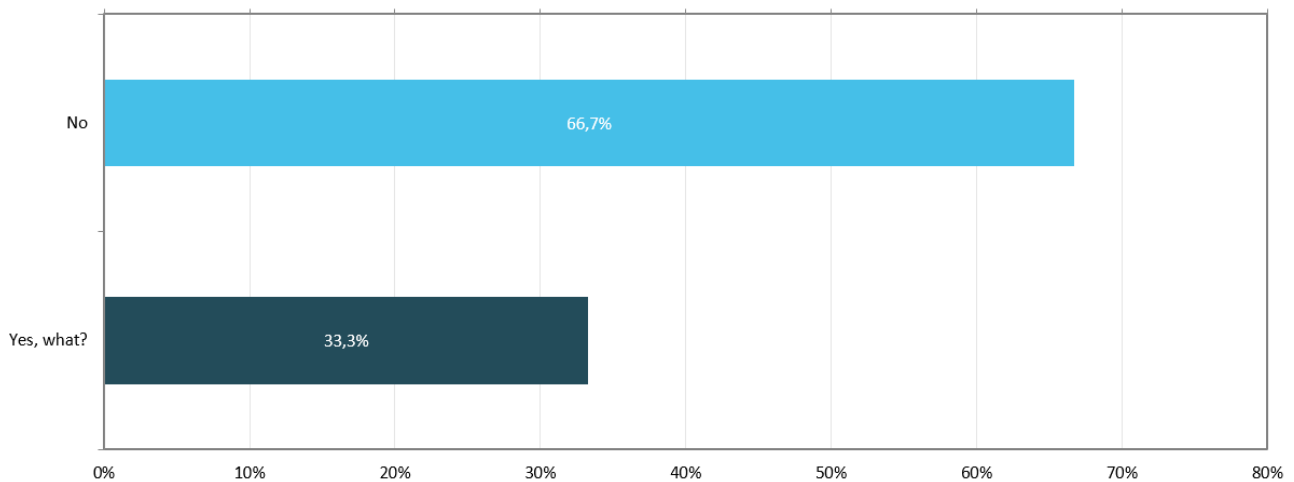


Figure 5. The awareness of Jyväskylä's attractions.

Figure 5 shows that most of the respondents were not aware of Jyväskylä's attractions, as only 33.3% said they knew at least one attraction in Jyväskylä. Those who knew an attraction mentioned Harju and Laajavuori the most. The Kuokkala bridge, the Matti Nykänen's hill, the buildings designed by Alvar Aalto and the Alvar Aalto museum were also mentioned.

4.3 Interest in Jyväskylä

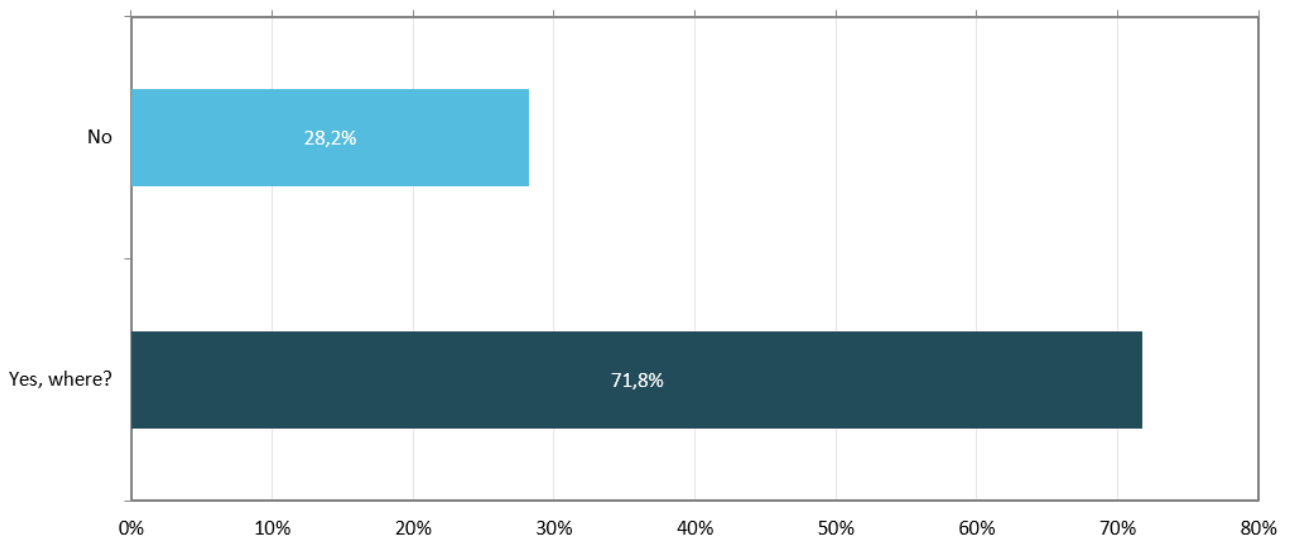


Figure 6. The interest in Jyväskylä as a travel destination.

Most of the respondents 83.8% would be interested in traveling to Jyväskylä and 16.2% would not be interested. However, 71.8% would rather choose another destination in Finland instead of Jyväskylä (see Figure 6). The most popular destinations instead of Jyväskylä were Helsinki, Turku, Tampere, and various destinations in Lapland.

Most of the answers mentioned that other destinations are more interesting, have more versatile things to do, or that the destinations have more beautiful city or nature landscapes. The next most mentioned thing was that Jyväskylä is too unknown as a travel destination for them. Respondents tell how they do not know anything about Jyväskylä and that other cities know how to advertise and brand themselves better, which is why they prefer to visit these destinations. The location of Jyväskylä was mentioned the third most. Either the transport connections to Jyväskylä were too bad, or the southern and northern destinations of Finland attracted more. The remaining few answers mentioned how Jyväskylä does not interest the respondents at all and how they would go anywhere other than Jyväskylä.

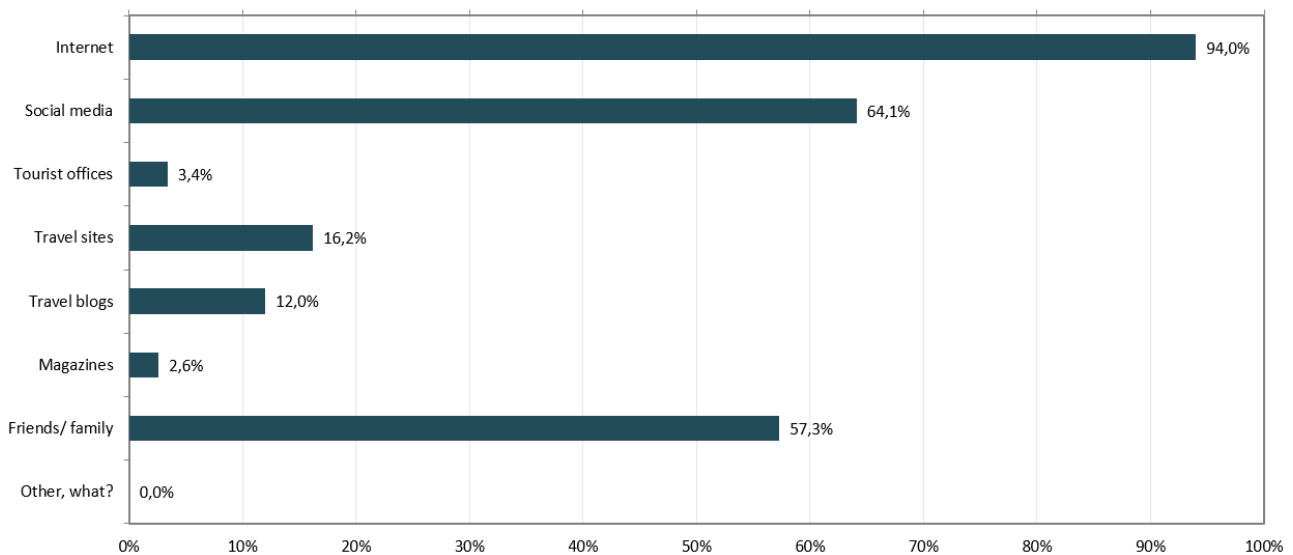


Figure 7. The most used sources.

Most of the respondents, 86.3%, did not remember hearing or seeing any advertising related to tourism in Jyväskylä. While 13.7% of respondents remembered hearing or seeing advertising for Jyväskylä. Based on the answers, the most popular sources from which respondents seek information are the internet 94%, social media 64.1% and friends and family 57.3% (see Figure 7).

5 Conclusion and Discussion

Jyväskylä was perceived quite positively as a travel destination. However, the research also revealed that Jyväskylä is still quite unknown to many travelers. The research problem "what is the image of Jyväskylä in domestic tourists' minds" and the research questions derived from it "how well is Jyväskylä known as a travel destination" and "is Jyväskylä an interesting travel destination" received beneficial answers from the research.

Although Jyväskylä is one of the largest cities in Finland in terms of population, it is still very unknown to many travelers. A good example of this is that 67% did not know of any attractions in Jyväskylä. Many respondents thought that Jyväskylä was unknown or that its brand work has not been effective enough to put Jyväskylä on the map. Which is a valid argument because 86% of the respondents had not heard or seen any advertising related to tourism in Jyväskylä. It is also interesting that when the respondents were asked to describe Jyväskylä in three words, no one mentioned that Jyväskylä is the sports capital of Finland. Even though one of the priorities of the city of

Jyväskylä's strategy is the promotion and development of the sports capital. There were mentions that Jyväskylä has good sports opportunities, but nothing was mentioned about the sports capital itself. However, the branding has been successful in some matters, as many respondents described Jyväskylä as a pleasant and lively student city.

Regarding the respondents' interest in Jyväskylä, 83% of the respondents would be interested in traveling to Jyväskylä, but 72% of the respondents would rather choose another destination than Jyväskylä. Which could mean that Jyväskylä's competitiveness is not enough to compete with these respondents' preferred destinations. One of the respondents wondered why they would go to Jyväskylä when they could get similar things even closer. In these results, it was also mentioned that, based on the unfamiliarity of Jyväskylä, the respondents are more likely to choose a destination that can advertise itself better. A more familiar destination is more preferable choice when travelers know what to expect from the destination. With these expectations, it is also possible to influence travelers' motives for booking a trip.

Based on the answers that were obtained, for example, by presenting different statements about Jyväskylä, Jyväskylä was perceived quite positively from different aspects. Jyväskylä's nature was praised a lot, and the most interesting thing in Jyväskylä, according to the respondents, would be the events. Which is fitting because Jyväskylä is also known as an active event city. The negative issues were mostly related to Jyväskylä's location and poor transport connections.

The aim of the thesis was to find out what images Finns have of Jyväskylä as a travel destination. And based on the results, it could be concluded that Jyväskylä has a good chance of joining the other most popular destinations in Finland, because the general images of Jyväskylä are fundamentally quite positive. Jyväskylä has a lot of different things to offer, and it has a lot of advantages that others do not have, such as being the sports capital and a youthful student city. Jyväskylä is also aesthetically attractive because of its nature and light art works. The biggest challenges seem to be related to the unfamiliarity of Jyväskylä. However, these challenges can be solved with different marketing techniques. And as mentioned before in the theory part of the thesis, marketing encounters many challenges. According to Wang & Pizam (2011) successful mar-

keting requires comprehending the destination's image and with an accurately assessed destination image, it is possible to create marketing implications that help in promoting and positioning the destination.

The respondents' opinions about Jyväskylä were also compared with each other. The opinions of younger respondents were compared to the opinions of older respondents, and the opinions of respondents who live in South Ostrobothnia were compared to those who do not live in South Ostrobothnia. Most of the respondents were younger or they lived in South Ostrobothnia, so it was wanted to see if their opinions differed from others. And with the help of these opinions, it was found out that it would be profitable to market Jyväskylä and its nature more to older people because they found Jyväskylä more interesting and in their opinion, it is possible to enjoy nature in Jyväskylä. Regionally, it would also be useful to focus marketing more on South Ostrobothnia, because Jyväskylä as a travel destination was considered more interesting there. Next, it would be useful to think about which marketing communication channels should be used in order to reach the target groups. A very small number of respondents used magazines or tourist offices as a source of information. So Jyväskylä's marketing should be increased more on the internet and social media where these people can be reached. The opinions also revealed that Jyväskylä is generally not considered very interesting as a travel destination. This naturally affects Jyväskylä's image. With thorough targeted marketing, it is easier to reach the right audience, which can in return increase Jyväskylä's interest to others.

The research provided new information about Jyväskylä's image, and this can be used in the future when branding destinations. It is important for destination branders and marketers to understand the consumers' point of view, and with the help of this research, it was possible to define how Jyväskylä is perceived as a travel destination and how its image affects consumers' choice of a travel destination. It can therefore be stated that the results of the study are useful and valid. The reliability of the study is valid because the study managed to measure exactly what was wanted.

As for the reliability of the research, no haphazard results were obtained from the study, the results were consistent with other studies which is according to Vilkkä (2007) important for a reliable research. And according to Heikkilä (2014) it is important that the researchers themselves critically evaluate the reliability of the research. It turned out that when preparing the survey, the kind of

material that would be generated in the study and how it would be analyzed had not been considered carefully enough. Certain choices regarding the preparation of the survey caused additional work in the analysis phase, which could have been avoided by more thorough planning. The statement questions made it possible to have five answer levels: strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. What made it possible for the respondents to not think about the question properly and choose only the middle value, i.e., neither agree nor disagree. For several questions, the mean of the answers was close to three. Although it was intended that inaccurate answers would be largely avoided by editing the answer options of the survey precisely this was not completely successful. Analyzing the qualitative answers also produced its share of challenges. Researching images was challenging to the extent that opinions and experiences are very individually experienced. Thus, the results of the researched topic depend a lot on when the research is carried out and which people respond to the survey. And as mentioned before, although the research managed to measure exactly what was wanted which was the image of Jyväskylä. Yet by adding even one additional clarifying question to the survey, it would have been possible to get even more information about how these images have been formed in domestic tourists' minds.

117 people responded to the survey, which also exceeded the recommended minimum number of 100 people for quantitative research (Vilkka 2007, 17). The reliability of the survey can still be criticized due to its small number of respondents. When the target group was Finns who do not live in Jyväskylä, 117 people is naturally not enough to give an overall picture of Finns' opinions. The reliability of the survey was also damaged by the fact that the answers were not evenly distributed regionally. No answers were received from Åland, South Karelia, North Karelia, Kanta-Häme or Kymenlaakso. And only a few answers were received from some regions, while a little more than half of the answers were received from South Ostrobothnia. The answers were also not evenly distributed in terms of the respondents' gender, as 74% of the respondents were women. In order for the results obtained in the research to be considered reliable, the research data must be sufficiently large and representative.

It is certainly possible to do further research on the subject because branding has always been an important part of business and branding is also important for tourism. In the future, the research

could be carried out again with a larger group of respondents to obtain more comprehensive results. The target group of this thesis research was also quite large, so in the future the research could be limited to, for example, only certain regions in Finland or a certain age group. It is important to define the topic as precisely as possible to get satisfactory results. The research leaves room for a more detailed interpretation of the topic. The appreciation of Jyväskylä's nature that emerged from the results would also provide a good basis for researching Jyväskylä's image from the perspective of nature tourism.

References

- Ashworth, G. J. & Goodall, B. 2012. Marketing in the Tourism Industry (RLE Tourism): The Promotion of Destination Regions. First Edition. London: Routledge. Accessed on 27 March 2022. Retrieved from <https://janet.finna.fi/>, ProQuest Ebook Central.
- Ashworth, G. J. & Goodall, B. 2012. Marketing Tourism Places (RLE Tourism). First Edition. London: Routledge. Accessed on 6 October 2022. Retrieved from <https://janet.finna.fi/>, ProQuest Ebook Central.
- Bhasin, H. 2019. What Is Tourism Marketing? Concept Of Tourism Marketing. Marketing91. Accessed on 29 March 2022. Retrieved from <https://www.marketing91.com/what-is-tourism-marketing/>.
- Brand Image. N.d. Management Study Guide. Accessed on 26 August 2022. Retrieved from <https://www.managementstudyguide.com/brand-image.htm>.
- Clifton, R. & Simmons, J. 2004. Brands and Branding. Princeton: Bloomberg Press.
- Destination Management: How to Add Value to Your Destination. N.d. Revfine. Accessed on 21 March 2022. Retrieved from <https://www.revfine.com/destination-management/>.
- Destination. N.d. Cambridge Dictionary. Accessed on 16 March 2022. Retrieved from <https://dictionary.cambridge.org/dictionary/english/destination>.
- Difference Between Destination Branding and Destination Marketing. 2015. The Place Brand Observer. Accessed on 14 September 2022. Retrieved from <https://placebrandobserver.com/difference-between-destination-branding-and-destination-marketing/>.
- Glossary of Tourism Terms. N.d. UNWTO. Accessed on 16 March 2022. Retrieved from [https://www.unwto.org/glossary-tourism-terms#:~:text=Destination%20\(main%20destination%20of%20a,\(IRTS%202008%2C%202.31\)](https://www.unwto.org/glossary-tourism-terms#:~:text=Destination%20(main%20destination%20of%20a,(IRTS%202008%2C%202.31)).
- Günther, K. & Hasanen, K. N.d. Tyypittely [Typification]. Yhteiskuntatieteellinen tietoaarkisto. Accessed on 5 November 2022. Retrieved from <https://www.fsd.tuni.fi/fi/palvelut/menetelmaopetus/kvali/analyysitavan-valinta-ja-yleiset-analyysitavat/tyypittely/>.
- Heikkilä, T. 2014. Tilastollinen tutkimus [Statistical Research]. Ninth Edition. Revised Edition. Helsinki: Edita.
- Honkanen, A., Sammalkangas, J. & Satokangas, P. 2021. Kotimaanmatkailun nykytila ja potentiaali – selvitys kohderyhmistä ja kehittämistoimista [The current status and potential of domestic tourism - a report on target groups and development measures]. Työ- ja elinkeinoministeriö. Accessed on 20 November 2022. Retrieved from https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/162882/TEM_2021_14.pdf?sequence=1&isAllowed=y.

Jyväskylä lukuina [Jyväskylä in numbers]. N.d. Jyväskylän kaupunki. Accessed on 15 October 2022. Retrieved from <https://www.jyvaskyla.fi/jyvaskyla/tilastotietoa/jyvaskyla-lukuina>.

Jyväskylä tapahtumakaupunkina [Jyväskylä as an event city]. N.d. Jyväskylän kaupunki. Accessed on 21 October 2022. Retrieved from <https://www.jyvaskyla.fi/tapahtumakaupunki/jyvaskyla-tapahtumakaupunkina>.

Jyväskylä-brändi [Jyväskylä brand]. N.d. Jyväskylän kaupunki. Accessed on 27 October 2022. Retrieved from <https://www.jyvaskyla.fi/organisaatio/konsernihallinto/viestinta-ja-markkinointi/jyvaskyla-brandi>.

Jyväskylän maamerkkejä [Landmarks in Jyväskylä]. N.d. Visit Jyväskylä Region. Accessed on 15 October 2022. Retrieved from <https://visitjyvaskyla.fi/jyvaskylan-maamerkkeja/>.

Jyväskylä-tietoa [Jyväskylä information]. N.d. Jyväskylän kaupunki. Accessed on 15 October 2022. Retrieved from <https://www.jyvaskyla.fi/jyvaskyla>.

Kaupunkistrategia [City Strategy]. N.d. Jyväskylän kaupunki. Accessed on 27 October 2022. Retrieved from <https://www.jyvaskyla.fi/talous-ja-strategia/kaupunkistrategia>.

Keller, K. L. & Swaminathan, V. 2020. Strategic Brand Management – Building, Measuring and Managing Brand Equity. Fifth Edition. Harlow: Pearson Education Limited.

Keski-Suomen matkailualueen kunnat [Municipalities of the Jyväskylä Region]. N.d. Visit Jyväskylä Region. Accessed on 15 October 2022. Retrieved from <https://visitjyvaskyla.fi/tutustu-alueeseen/keski-suomen-kunnat/>.

Kotimaanmatkailu [Domestic Tourism]. 2020. Suomen virallinen tilasto (SVT). Helsinki: Tilastokeskus. Accessed on 3 November 2022. Retrieved from https://www.stat.fi/til/smat/2020/smat_2020_2021-03-30_kat_002_fi.html.

Kotimaanmatkailu [Domestic Tourism]. N.d. Työ- ja elinkeinoministeriö. Accessed on 2 November 2022. Retrieved from <https://tem.fi/kotimaanmatkailu>.

Kotler, P., Armstrong, G., Harris, L. C. & He, H. 2019. Principles of Marketing. Eight European Edition. Harlow: Pearson. Accessed on 1 April 2022. Retrieved from <https://janet.finna.fi/>, VLeBooks.

Kotler, P., Bowen, J. T., Makens, J. & Baloglu, S. 2017. Marketing for Hospitality and Tourism. Seventh Edition. Pearson. Accessed on 23 March 2022. Retrieved from <https://janet.finna.fi/>, EBSCO.

Kozak, M., Gnoth, J. & Andreu, L. 2009. Advances in Tourism Destination Marketing. First Edition. Routledge. Accessed on 11 March 2022. Retrieved from <https://janet.finna.fi/>, ProQuest Ebook Central.

Laadullisen tutkimuksen tekeminen [Conducting Qualitative Research]. N.d. SurveyMonkey. Accessed on 3 November 2022. Retrieved from <https://fi.surveymonkey.com/mp/conducting-qualitative-research/>.

Landström, R. 2007. Jyväskylä – Suomen Ateena [Jyväskylä – Athens of Finland]. Article on Yle's website 4.1.2007. Accessed on 27 October 2022. Retrieved from <https://yle.fi/aihe/artik-keli/2007/01/04/jyvaskyla-suomen-ateena>.

Liikuntapääkaupunki Jyväskylä [The Capital of Sport in Finland Jyväskylä]. N.d. Jyväskylän kaupunki. Accessed on 27 October 2022. Retrieved from <https://www.jyvaskyla.fi/liikuntapaakaupunki>.

Määrällisen ja laadullisen tutkimuksen välinen ero [Difference Between Quantitative and Qualitative Research]. N.d. SurveyMonkey. Accessed on 3 November 2022. Retrieved from <https://fi.surveymonkey.com/mp/quantitative-vs-qualitative-research/>.

Mason, P. 2016. Tourism Impacts, Planning and Management. Third Edition. Routledge. Accessed on 19 March 2022. Retrieved from <https://janet.finna.fi/>, EBSCO.

Mikä on Valon kaupunki? [What is the City of Light?] N.d. Valon kaupunki Jyväskylä. Accessed on 23 October 2022. Retrieved from <https://valonkaupunki.jyvaskyla.fi/mika>.

Moilanen, T. & Rainisto, S. 2009. How to brand nations, cities and destinations: a planning book for place branding. First Edition. Palgrave Macmillan. Accessed on 19 August 2022. Retrieved from <https://janet.finna.fi/>, VLeBooks.

Pandey, M. 2022. What Is Brand Experience? [A Detailed Guide with Examples]. Feedough. Accessed on 20 September 2022. Retrieved from <https://www.feedough.com/brand-experience-how-to-strategies-and-examples/>.

Saaranen-Kauppinen, A. & Puusniekka, A. 2006. Tutkimusasetelma [Research Design]. KvaliMOTV – Menetelmäopetuksen tietovaranto. Tampere: Yhteiskuntatieteellinen tietoaarkisto. Accessed on 2 November 2022. Retrieved from https://www.fsd.tuni.fi/menetelmaopetus/kvali/L2_3.html.

Saaranen-Kauppinen, A. & Puusniekka, A. 2006. Tutkimusongelmat [Research Problems]. KvaliMOTV – Menetelmäopetuksen tietovaranto. Tampere: Yhteiskuntatieteellinen tietoaarkisto. Accessed on 2 November 2022. Retrieved from https://www.fsd.tuni.fi/menetelmaopetus/kvali/L2_3_1.html.

Schmidt, C. 2020. 1000s of brands fail to engage their customers – see how powerful brand experience prevents this. Canto. Accessed on 20 September 2022. Retrieved from <https://www.canto.com/blog/brand-experience/>.

Selin, J. 2011. Jyväskylä – Suomen Ateena [Jyväskylä – Athens of Finland]. Blogpost on Uusi Suomi's website. Accessed on 27 October 2022. Retrieved from <https://puheenvuoro.uusi-suomi.fi/jaakkoselin/91230-jyvaskyla-suomen-ateena/>.

Tarver, E. 2022. Brand Identity. Investopedia. Accessed on 29 August 2022. Retrieved from <https://www.investopedia.com/terms/b/brand-identity.asp>.

Tiedä ja tunne [Know and feel]. N.d. Jyväskylän kaupunki. Accessed on 27 October 2022. Retrieved from <https://www.jyvaskyla.fi/liikuntapaakaupunki/tiedajatunne>.

Tilastollisesti kuvaava analyysi [Statistically Descriptive Analysis]. 2021. Koppa – Jyväskylän yliopisto. Accessed on 6 November 2022. Retrieved from <https://koppa.jyu.fi/avoimet/hum/menetelmapolkuja/menetelmapolku/aineiston-analyysimenetelmat/tilastollisesti-kuvaava-analyysi>.

Valon kaupunki [City of Light]. N.d. Visit Jyväskylä Region. Accessed on 23 October 2022. Retrieved from <https://visitjyvaskyla.fi/valo/>.

Vehkalahti, K. 2014. Kyselytutkimuksen mittarit ja menetelmät [Measurements and Methods of Survey Research]. Helsinki: Finn Lectura.

Vilka, H. 2007. Tutki ja mittaa Määrällisen tutkimuksen perusteet [Research and Measure Fundamentals of Quantitative Research]. Helsinki: Tammi. Accessed on 3 November 2022. Retrieved from https://trepo.tuni.fi/bitstream/handle/10024/98723/Tutki-ja-mittaa_2007.pdf.

Vuori, J. N.d. Tutkimusetiikka ihmistieteissä [Research Ethics in the Human Sciences]. Yhteiskuntatieteellinen tietoaarkisto. Accessed on 7 November 2022. Retrieved from <https://www.fsd.tuni.fi/fi/palvelut/menetelmaopetus/kvali/tutkimuseiikka/tutkimuseiikka-ihmistieteissa/>.

Wang, Y. & Pizam, A. 2011. Destination Marketing and Management: Theories and Applications. Cambridge: CAB International. Accessed on 23 March 2022. Retrieved from <https://janet.finna.fi/>, ProQuest Ebook Central.

Woodside, A. G., Correia, A., Gnoth, J., Kozak, M. & Fyall, A. 2015. Marketing Places and Spaces. First Edition. Emerald. Accessed on 20 March 2022. Retrieved from <https://janet.finna.fi/>, ProQuest Ebook Central.

Appendices

Appendix 1. Survey

The image of Jyväskylä

 Mandatory questions are marked with a star (*)

I'm a tourism and hospitality management student from Jyväskylä University of Applied Sciences. I am doing research on the topic "The image of Jyväskylä as a travel destination for Finns", and I would like your opinion on it. There are 13 questions in total, the questions are mainly multiple choice questions and it takes less than five minutes to complete the survey. Answers are handled anonymously and confidentially. If you live in Jyväskylä, DO NOT answer the survey!
Your answer is greatly appreciated, thank you in advance!
Kind regards, Roosa Annola

1. Age *

- 20 or younger
- 21-30
- 31-40
- 41-50
- 51-60
- Over 60

2. Gender *

- Female
- Male
- Other

3. Residence *

- Åland
- South Karelia
- South Ostrobothnia
- South Savo
- Kainuu
- Kanta-Häme
- Central Ostrobothnia
- Central Finland
- Kymenlaakso
- Lapland
- Pirkanmaa
- Ostrobothnia
- North Karelia
- North Ostrobothnia
- North Savo
- Päijät-Häme
- Satakunta
- Uusimaa
- Southwest Finland

4. Is Jyväskylä familiar to you as a travel destination? *

- Yes
- No
- Not sure

5. What would be particularly interesting in Jyväskylä as a travel destination (you can select one or more options) ? *

- Nature
- Exercise
- Activities
- Shopping
- Events
- Culture
- Nightlife
- Food (restaurants, cafés)
- Other, what? _____
- Not sure

6. Choose the option that best describes your own opinion for the following statements *

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
There are good transport connections to Jyväskylä *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's easy to get around in Jyväskylä *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylä is a safe travel destination *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylä is a responsible travel destination *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylä has good services *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylä has friendly locals *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are interesting things to do in Jyväskylä *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can enjoy culture in Jyväskylä *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You can enjoy nature in Jyväskylä *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jyväskylä is an interesting travel destination *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Describe Jyväskylä in three words *

- * _____
- * _____
- * _____

8. Do you know any attractions in Jyväskylä? *

- No
- Yes, what? _____

9. Do you remember seeing or hearing advertising related to tourism in Jyväskylä recently? *

- No
- Yes

10. From which sources do you search information about the travel destination (you can select one or more options) ? *

- Internet
- Social media
- Tourist offices
- Travel sites
- Travel blogs
- Magazines
- Friends/ family
- Other, what? _____

11. Would you be interested in traveling to Jyväskylä? *

- Yes
- No

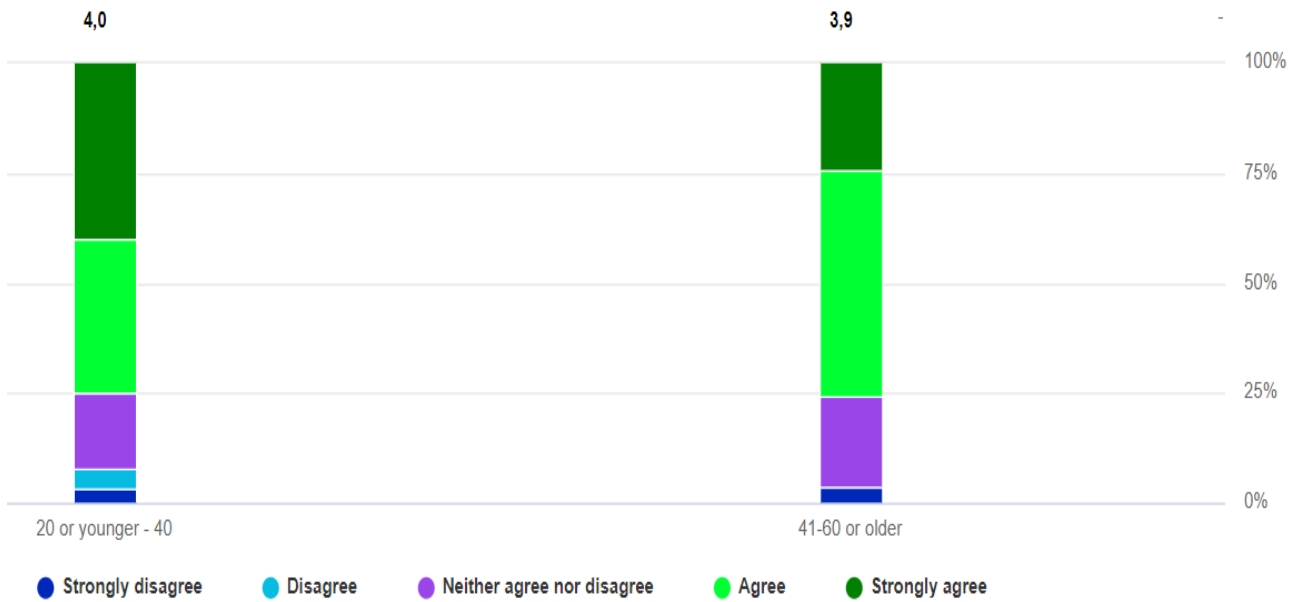
12. Would you visit another destination in Finland rather than Jyväskylä? *

- No
- Yes, where? _____

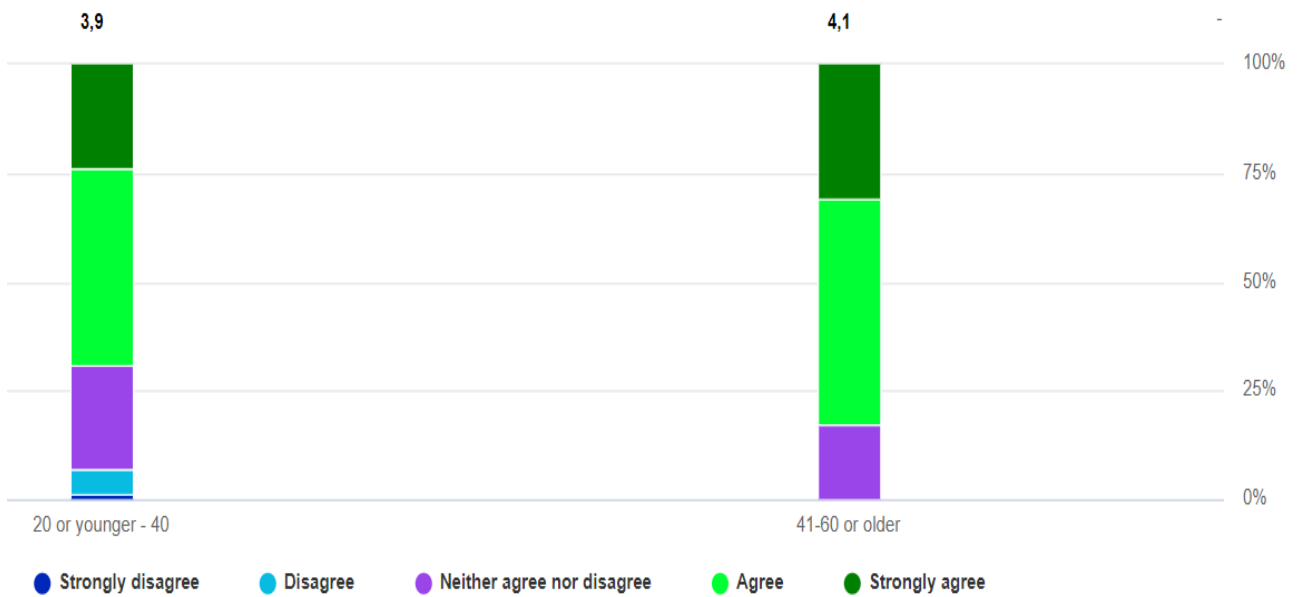
13. If you answered yes, tell me briefly why you would rather choose this destination instead of Jyväskylä?

Appendix 2. Distribution of Opinions Based on Respondents' Age and Residence

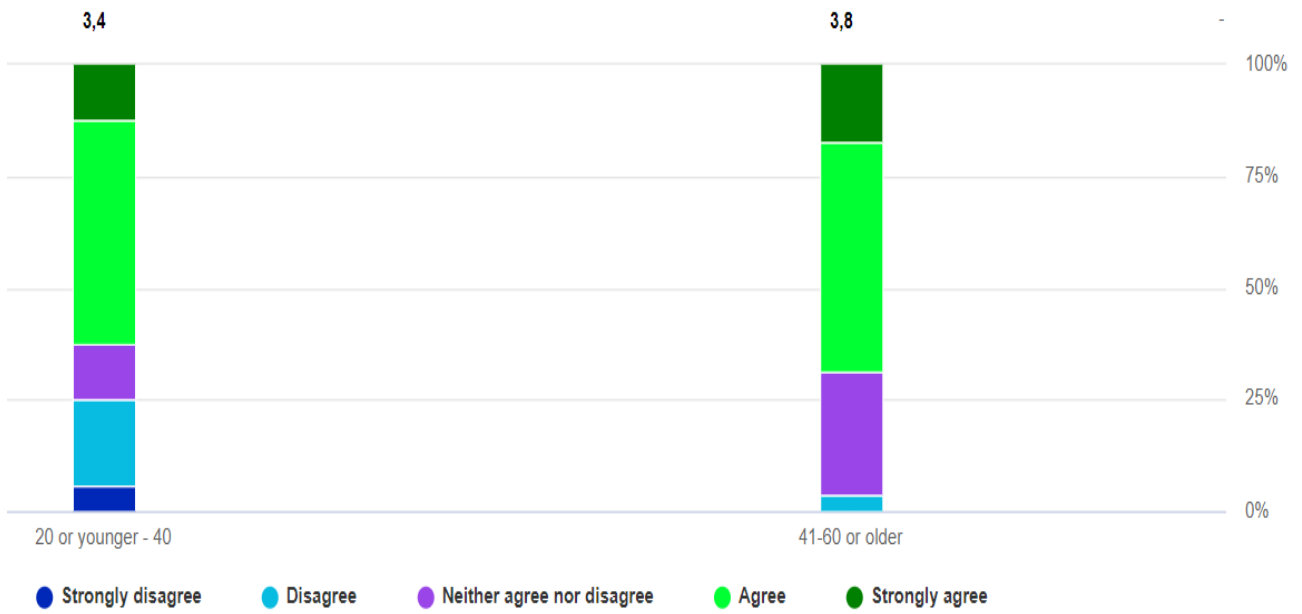
Jyväskylä is a safe travel destination



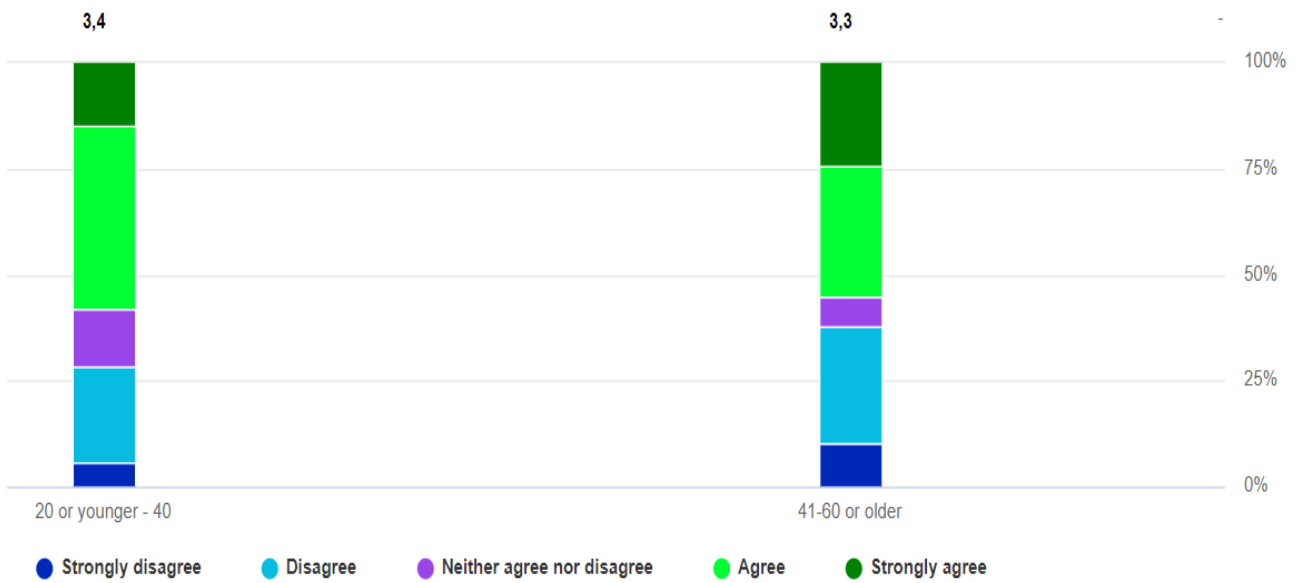
You can enjoy nature in Jyväskylä



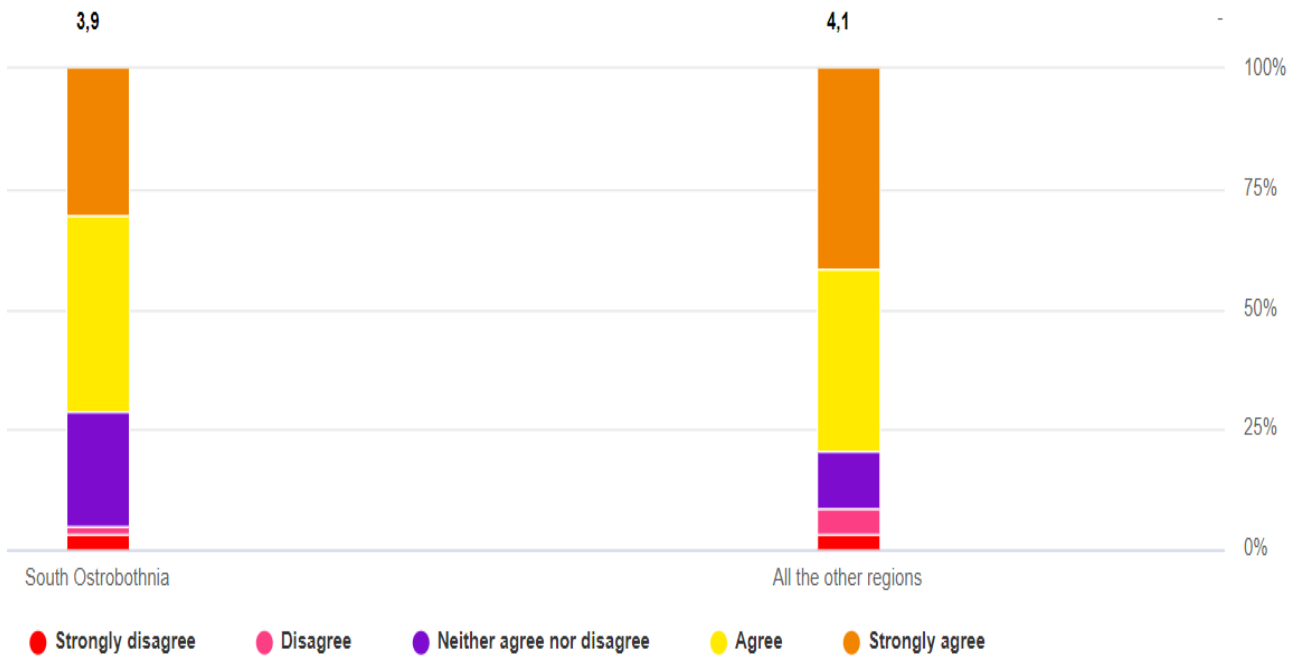
Jyväskylä is an interesting travel destination



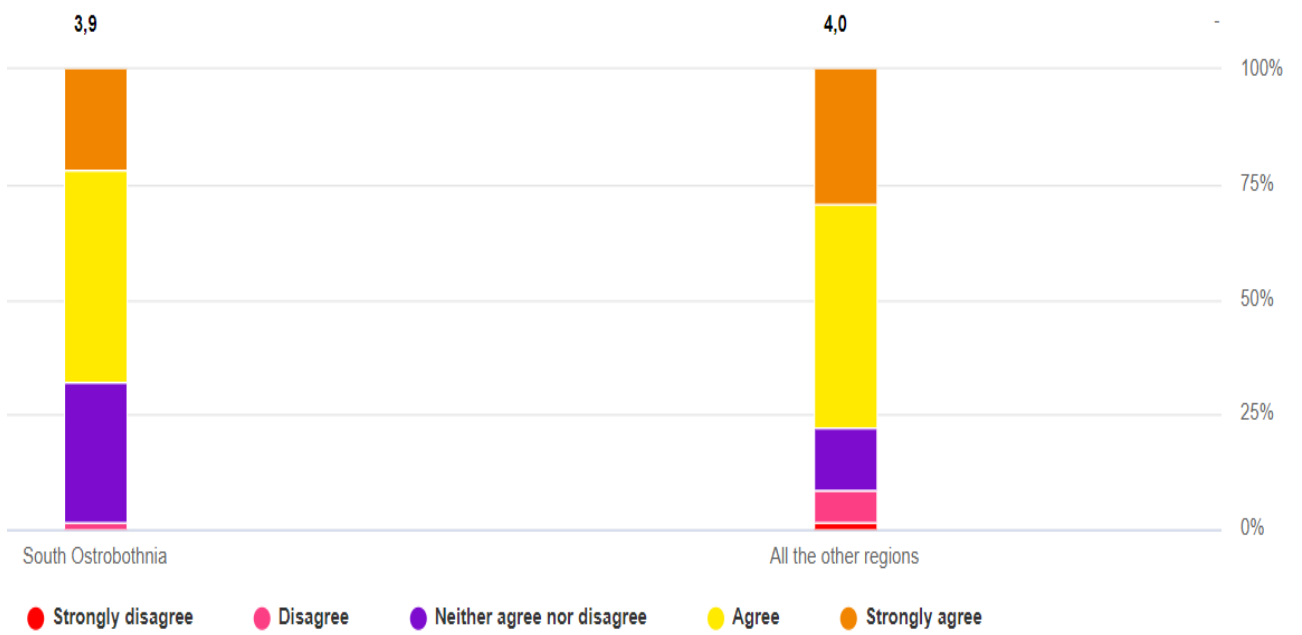
There are good transport connections to Jyväskylä



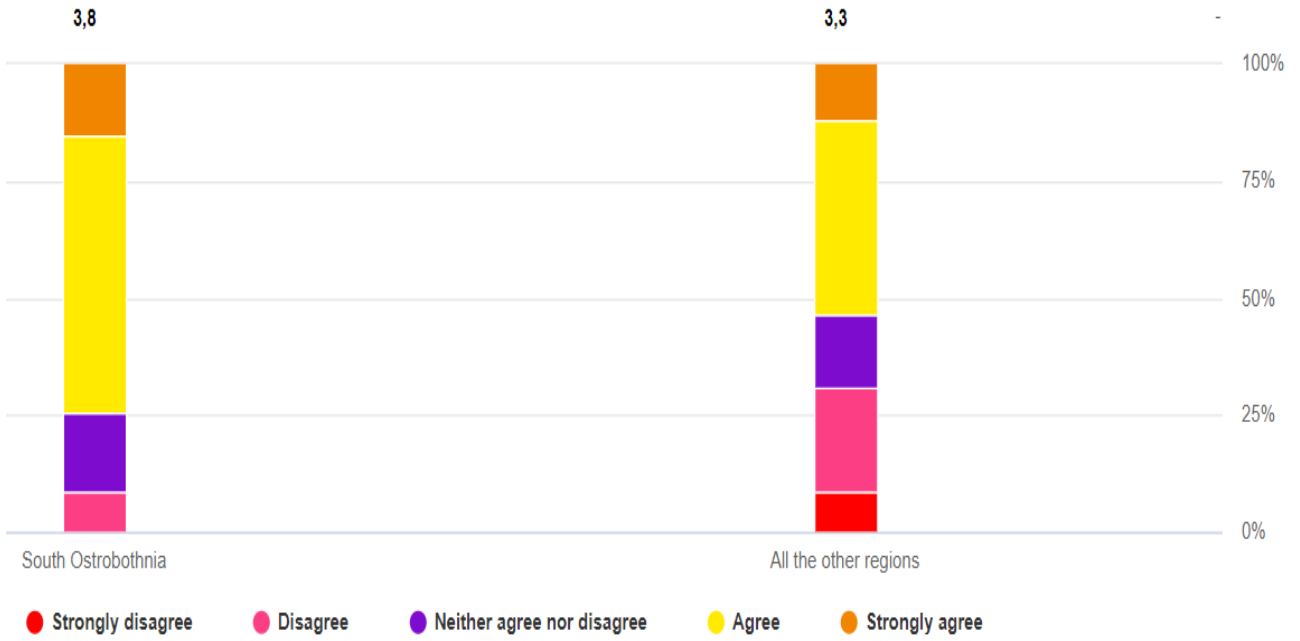
Jyväskylä is a safe travel destination



You can enjoy nature in Jyväskylä



Jyväskylä is an interesting travel destination



There are good transport connections to Jyväskylä

