

Levkina Polina

# Survey for Creating an Educational Service at Vuokatti Sport



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## **Abstract**

**Author(s):** Levkina Polina

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This thesis was a research-based thesis. Its purpose was to create a survey to help a commissioning party to develop a service – a sport camp with educational services for Russian athletes from 11 to 18 years old. The commissioning party for the thesis was Vuokatti Sport - a versatile sports institute located in Sotkamo municipality in Finland. To guarantee the success of creating a new service for Russian athletes in Vuokatti, the project must be well considered, and the target group must be well researched and selected. Consequently, the thesis was commissioned.

The reason for creating a new service in Vuokatti Sport was a request received from parents of Russian athletes. This appeal for the creation of an educational program served as an idea to start planning a new service focused on Russian clients. The thesis became the initial stage of a new product development process.

The objective of the thesis was to explore wishes, needs and opportunities of the target group for the service proposed by Vuokatti Sport. It was obligatory to guarantee the need of an educational camp in Vuokatti among this specific target group before starting to plan the product. To support these goals, the aim of the thesis was to create a survey to ask potential clients about their opinion. Based on that research, the thesis then presents the results of a demand for the commissioning party.

Theory was researched from multiple literature sources on the thesis topics. The theory includes concept definitions, survey, educational camp and product development process. The research itself was conducted by creating a questionnaire for Russian sport clubs. To further assist the project and the thesis process, qualitative and quantitative methods were utilised in the survey.

As a result of the research preliminary needs of a sport camp at Vuokatti Sports Institute were identified. In consequence of the conducted survey, the questionnaire managed to formulate customers' requests and wishes.

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## 1 Introduction

The idea of the thesis topic was found when the author contacted the management of Vuokatti Sport. Since the author had an internship and volunteered at Vuokatti Sport, an author was motivated to write a thesis specifically for this institute. During the correspondence, it was discovered that Vuokatti Sport has a request for a specific service – sport camp. A request was received from parents of Russian athletes. The age of the athletes was not specified. This appeal for the creation of an educational program served Vuokatti Sport Institute as an idea to start planning a new service focused on Russian clients. Consequently, since the author is a native speaker of the Russian language, the task of the author was to contact the clubs and obtain more detailed information and provide results for further planning for Vuokatti Sport. The thesis became the initial stage of a new product development process. (Varjonen, Mari, email 10.09.2022)

### 1.1 Purpose, objective and the target group

The purpose of the thesis was to create a survey, the aim of which was to analyse the demand for the sports education camp service in Vuokatti Sport Institute, Finland. The questionnaire was aimed at collecting information from the target group of a service, which is Russian skiing, biathlon, ice hockey and figure skating clubs. These clubs are located in the border zone of Russia and Finland. This specific zone was chosen due to the accessibility of clubs to Vuokatti Sport Institute by using a car. The thesis also aimed to discover what educational service is required for Russian athletes among 11-18 years old. Such age limitation was made in accordance with the Russian school program. At the age of 11, the student moves to a secondary school to the fifth grade, where more in-depth subjects are studied that are not taught in elementary school. Moreover, a student acquires the skills of working in a group. Furthermore, in accordance with the Russian education program in the secondary school, the child acquires communication and listening English skills. Thus, students from the fifth to the eleventh grades were selected as a target group for the sport camp. (Salatin, Alexei, email 9.11. 2022)

The data collected for this research aims at providing the necessary information for the Vuokatti Sport Institute, who was the commissioner of the thesis, to plan a new educational camp. The camp will be planned for Russian young athletes among 11-18 years old from Russian sport clubs

from the border area. The survey was considered as a second (research) step of a product development process in the creation of a new service.

The objective of the thesis was to use an opportunity to develop and demonstrate competence in applying knowledge and skills to a practical assignment requiring expertise linked to professional studies. Moreover, another aim was to deepen professional competence in working life practices in cooperation with others involved in the same process. The author's goal was to demonstrate mastery of critical, research, developmental and ethical thinking. The personal goals of the author were to create a survey for Vuokatti Sport Institute, make this survey valid, reliable and effective, learn how to conduct surveys and analyse results with a statistically correct approach, analyse and interpret the results without bias, taking into account all answers, including answers to open questions.

The commissioning party for the thesis was Vuokatti Sport, which is a sport resort and institute in the Kainuu region. The purpose of the commissioning party was to explore the demand for the project among the Russian sport clubs. Therefore, the importance of the work for the commissioning party consists of the creation of a survey and cooperation with clubs at the initial stage of the project. Moreover, the survey was conducted in Russian language, as the thesis author is a native speaker, which was also beneficial for the commissioning party. Furthermore, Vuokatti Sport will benefit from the thesis as the survey will provide the sport institute new ideas that can be used in their business. As a result of the survey, the demand for the planned service by Vuokatti Sport is studied, and the appropriateness of service planning and creation will be comprehensible. (Rajaniemi & Kärämies, 2017)

To support the sport camp organisation through making a survey, the theory approached of the thesis research literature sources on survey and educational camp, new product development, current school education system in Russia and Sport Institute concept in Finland. Through understanding theory topics this thesis creates a description of what should be considered to ensure the creation of a successful, in-demand and marketable service. With the acquired data through research, the thesis aims to produce survey results to the commissioning party. After analysing answers of the questionnaire, the author will provide information about the needs and inquiry of the project's target group. A survey, utilising this questionnaire, takes place before the planning stage of the product development process and the study will provide data on the essentiality of starting this process.

The target group was proposed and described by the thesis commissioning party – Vuokatti Sport Institute. The questionnaire was sent to the contacts of various clubs in the border zone of Russia and Finland. Sport clubs in the border area were chosen as target groups due to the accessibility of Vuokatti Sport Institute and reaching the resort by using a car. In addition, the age of the athletes in the clubs was limited to 11-18 years old. Such restriction was made in accordance with the Russian school programme. At the age of 11, the student moves to secondary school to a fifth grade, where more in-depth subjects are studied that are not taught in elementary school. Moreover, a student acquires the skills of working in a group. Furthermore, in accordance with the Russian education program in the secondary school, the child acquires communication and listening English skills. Thus, students from the fifth to the eleventh grades were selected as a target group for the sport camp. (Salatin, Alexei, email 9.11. 2022)

The process of finding clubs was conducted by navigating the World Wide Web and using the existing connections of the commissioning party. The clubs that focused on winter sports as biathlon, cross-country skiing ice hockey and figure skating have been chosen by the author along with Vuokatti Sport Institute. The four main sports were chosen based on the facilities in Vuokatti Sport. Therefore, the list included biathlon, cross-country skiing, ice hockey and figure skating clubs.

## 1.2 Commissioning party – Vuokatti Sport

The commissioning party, Vuokatti Sport, was the thesis customer. Vuokatti Sport is a versatile sports institute located in Vuokatti, Eastern Finland. The Sport institute has been established in 1945 (Rajaniemi & Kärämies, 2017). Since 2021, the Chief Executive Officer of Vuokatti Sport has been Mari Varjonen (Kähkönen, 2021).

The ownership of Vuokatti Sport belongs to the foundation, which is divided by Finnish Ski Association, Kainuun Liikunta, which is a regional sport association of Kainuu and Kainuu Vocational College (KAO). Vuokatti Sport employs about 60 people at the moment as full-time workers. Moreover, about 100 people are part-time employees. Vuokatti Sport Institute is partly funded by the Finnish Ministry of Sports. Furthermore, income is earned by running a business under the registered brand name Vuokatti Sport Ltd. Company sells merchandise and various sport services. (Varjonen, Mari, email 10.09.2022)

The contact person for this thesis on behalf of the commissioning party is the event manager Ann-Mary Ähtävä. Her role at Vuokatti Sport is to work as an expert on sports events and international contacts. In addition, an interview was made with Mari Varjonen, the Chief Executive Officer of Vuokatti Sport. Personal communication with Ann-Mary Ähtävä and Mari Varjonen has been one of the main sources for achieving the goal of this thesis: the new product development. (Vuokattisport, n.d.)

## 2 Youth athlete's education and training in Russia

Since the topic of the thesis is related to the development of a new educational service for Russian athlete's, the thesis describes the current situation of the education system in Russia. Furthermore, since this service is planned in the form of a sports camp, the examples of Russian sport camps are described in this chapter.

### 2.1 Russian education system

Moreover, the chapter provides information about training and training camps of 11-18 years old athletes in Karelia, Saint-Petersburg and Moscow. The sample of these three subjects of Russia was chosen according to the location of the interviewed clubs.

Education means "act or process of imparting or acquiring general knowledge, developing the powers of reasoning and judgment, and generally of preparing oneself or others intellectually for mature life" (Education, n.d.).

School program in Russia includes 11 grades, which is "general secondary education". There is also an option to finish school after ninth grade after passing the required exams. This nine-grade education is called "basic general education". At the end of grades nine or eleven, the student receives a diploma with the appropriate name of their education. In general, school starts from the first grade at the age of seven. Although there are exceptions, some children go to school at the age of six or eight. Education is divided into primary school, which are first to fourth grades, secondary, from fifth to ninth grades and high school 10-11 grades. In this chapter, the author considers only the program for secondary and high school, since these are the classes in which 11-18 years old children study. (Career guidance theory, n.d.)

From grades five to eleven, the academic year starts officially 1 September and ends 31 of May. Summer holidays which last from 1 June to 31 of August are the longest. Furthermore, the school schedule includes autumn, winter and spring holidays. The academic year is divided into four trimesters in grades fifth to ninth and into two semesters in grades 10-11. At the end of the trimester or semester, grades are given for each subject based on the grades received for tests, homework, etc. during the study time. Grades in the Russian education system range from two to five, where two is failed and five is excellent. Starting from the fifth grade of secondary school,



the school week is extended until Saturday. Thus, from Monday to Saturday, students acquire knowledge and have one day off on Sundays. Subjects that are taught in fifth to eleventh grades are: maths, Russian, English, history, biology, chemistry, physics, physical education, geography etc. Commonly, from four to five lessons are held per day for 45 minutes with a break of 10-15 minutes. (Career guidance theory, n.d.)

The difference between schools of Saint-Petersburg, Karelia and Moscow is the teaching of in-depth history of the area. For instance, history of Karelia taught in Karelian schools. Furthermore, Finnish and Karelian languages is taught in Karelian schools (Salatin, Alexei, email 9.11.2022). In Saint-Petersburg and in Moscow the history of Saint-Petersburg and the region and the history of Moscow are studied, respectively. In addition, school education is mandatory and free in Russia. (Career guidance theory, n.d.)

## 2.2 Training camp concept in Russia

The program of a sports camp for children at the age category from 11-18 years old is also available in Russia. A sports camp is a training process from several days to several weeks, including different activities, such as training, accommodation, transportation. (Sport camp definition, n.d.)

Sports camps in Russia are provided for both beginners and professionals. A beginner can focus on technique or endurance, while professionals go to training camps to develop physiological parameters, prepare for specific competitions. The goals of sports camps can be different, for example, achieving a high result in certain competitions, acclimatization or recovery. Thus, the time is selected depending on the goal. Training camps in Russia consist of multiple load blocks with recovery in between. According to the methodological recommendations for the organization of sports training in Russian Federation (A 325/2012), training camps last no longer than three weeks. If longer meetings are needed, trips are arranged in double gatherings with a week or two rest in between. Sports camps are usually held at the bases of sports schools of the Olympic reserve. However, summer camps may be held at hotel bases, which are selected separately depending on the availability of training facilities and equipment. (Ministry of Sports of Russia, 2012). Moreover, the Federal Law "On physical culture and sports in the Russian Federation" (L 329/2007) stipulates education of instructor and refereeing skills are introduced into program from 13-14 years old.

To illustrate this concept, the thesis gives an examples of such sport camps in three regions of Russia: Saint-Petersburg, the Karelia region and Moscow respectively. Regular sports camps are held at the base of a training centre “Kavgolovo” in the Leningrad region. Year-round sports camps are held at the base. The sports base provides services at the international level. The base offers accommodation, ski service, and a gym. In summer, a ski-roller track is open and during winter there is a ski track with a length of five km. Moreover, Russian national skiing and biathlon teams usually hold their pre-season training camps in the base (Sports base Kavgolovo, n.d.). On the basis of the «Children's and Youth School № 2» skiing camps are held annually for children from seven to fifteen years old. Children are provided with accommodation, meals, and a training program with a coach of this school. Moreover, the ski track five km long ski track is made with a grooming machine. The camp usually lasts from four to five days (Salatin, Alexei, email 9.11. 2022). For instance, cross-country skiing camps are held in the Moscow region for children 12-16 years old. The sports training program includes training and correction of skating and classical style techniques, general physical training, and psychological preparation for competitions. (Ski camps for children and teenagers from ResultFit Academy, 2021)

### 3 Finnish Sport Institutes

Eleven national educational sports institutes constitute Finland's nationwide network of sports institutes. They serve as educational institutions, training centres for professional athletes and leisure centers for the public. The Ministry of Education and Culture grants sports institutes the right to provide services for vocational education in the Finnish sports industry. These institutions host courses for additional vocational education and vocational qualifications in sports instruction. The institutions' non-formal education offerings in the field of sports include youth and adult sports camps, programs that support the health and welfare of adults and the elderly, classes that aim to preserve and enhance working abilities, and sport performance facilities. Centers for athletic performance are extensive coaching and development organizations. Training facilities, testing for athletes, recovery tracking services for athlete development, coaching knowledge, and abilities, in addition to assistance for coaching are all provided by training centers. Sports Institutes have an important function in fostering a culture of physical activity, developing coaching expertise, and fusing sport and education. In cooperation with sports institutes and other organizations such as the Ministry of Education and Culture, the Finnish National Agency for Education, the Finnish Olympic Committee and the Finnish Paralympic Committee, a training and coaching program are being developed. (Finnish Sport Institutes, n.d.)

Vuokatti Sport institute offers the most diverse training facilities and conditions for winter sports. The facilities of different sports match the needs of both top athletes and juniors, serving an athlete during their whole career (Rajaniemi & Kärämies, 2017). Vuokatti Sport laboratory provides a testing area with modern equipment for professional and recreational athletes. Such tests as aerobic and anaerobic capacity tests, biathlon shooting, equipment test etc. performed in the test laboratory. Tests are performed with a usage of modern treadmill, a treadmill for roller skis, bicycle ergometers, special gas analysing masks and different machines to analyse test results. (Vuokatti Sport tests, n.d.)

Vuokatti Sport Academy is the other project of the sport institute. The academy offers professional education with a huge selection of various courses. Moreover, Vuokatti Sport Academy provides such courses as sport venues management, exercise guidance, sport instructing, muscle care, massage, coaching and others (Vuokatti Sport Academy, n.d.). Also, continuing education courses serves with deepening already existing expertise in the field of sports. The selection includes many different training options, such as ski instructor training.

Moreover, Vuokatti Sport Academy is a partner with Kainuun Ammattiopisto (KAO) which is a vocational collage in Kainuu region. Vuokatti Sport provides its facilities for vocational college to help students with learning. (Vuokatti Sport Continuing Education, n.d.)

Furthermore, Vuokatti Sport Institute is a part of Vuokatti-Ruka Sports Academy, which is a local network gathering an educational institutes and sports organizations. The goal of the Academy project is to build a world-leading snow sports training centre and international top sports success with the power of a wide cooperation network. Vuokatti-Ruka Sports Academy binds actors supporting athlete training in the area of Sotkamo municipality, the city of Kuusamo and Kajaani. Vuokatti-Ruka Sports Academy organizes a three-six weeklong camp period during the school year for promising upper-secondary school students. Athletes study at local educational institutions and train in the top conditions of Vuokatti and Ruka. Studying psychological coaching, sports physiotherapy, sports nutrition, physical coaching, medical activities athletes develop their professional skills. Vuokatti Sport plays a vital role in the academy, as it provides coaching and comprehensive training facilities for the students. (Vuokatti-Ruka, n.d.)

In partnership with the Finnish Olympic Committee, Vuokatti Sport focuses on Finnish coaching industry development. Vuokatti Sport Institute also hosts training camps led by professional athletes and coaches of the Finnish ski and biathlon national teams. For instance, three-time world cup winner Kaisa Mäkäräinen, Finnish national cross-country team coach Mikko Virtanen were teachers of several camps. (Vuokatti Sport, 2022)

#### 4 Product development

Since creating a survey is an initial step in creating a new product at Vuokatti Sport Institute, this chapter provides theory about stages of new product development process. The term "new product" has been defined and its boundaries explained in various ways in the literature. "New product" is defined as "a product for which the company needs a new marketing, and in which the substantial changes are conveyed, however, excludes any changes that may require simple promotion, coordination between the departments of production, engineering, research and development, marketing, finance, and purchasing is necessary for successful new product development". (Gurbuz, 2018)

There are several types of classifications for "new product". First is a major innovations, which is absolutely new in the market. They are the result of recent technical advancements and offers clients fresh experiences. For instance, before they were first made available, phones, smart phones, computers, and tablets did not exist. Customer engagement is achieved by making life easier through technology and creation of new markets instead of old ones. While there is risk involved in producing a major innovative product, it can bring a number of benefits to a business. In addition to profits, such advantages as increased disposition among customers, employees, shareholders, and potential investors can be acquired.

According to Gurbuz, 2018 the second classification is product improvements. This products target customers of competitors in the market. Businesses in these sectors attempt to attract clients to their goods by setting them apart from those of rivals in the marketplace. This new products are popular in chemistry, cosmetics and food industries.

The third type of new product classification is product additions, which is a market of imitation products. In general, such products are cheaper and inferior in quality to the original, due to less costs for production of these products without product development costs. The counterfeit items' reduced prices will draw customers. However, the company that manufactured the original product will have to bear the costs of product development. As a result, companies who make original items make an effort to stop imitate products by adopting marketing countermeasures. Modified product are the items which produced by making minor adjustments to the already existing products, such as giving the detergent a new scent or changing the sizes of the products. Product new to business: these are versions of products that are currently on the market and

being sold. To offer these products, the company taps into an established market while attempting to fascinate clients from other competitors. (Gurbuz, 2018)

New product development (NPD) has eight phases to completion. At the conclusion of each step, business should decide leave to create products, or search for more information. Figure 1 illustrates the process. According to Gurbuz, 2018 the eight stages shown in Figure 1 are (1) generation of new product ideas, (2) screening and evaluation of ideas, (3) concept development and testing, (4) marketing strategy, (5) business analysis, (6) product development, (7) test marketing and (8) commercialization.

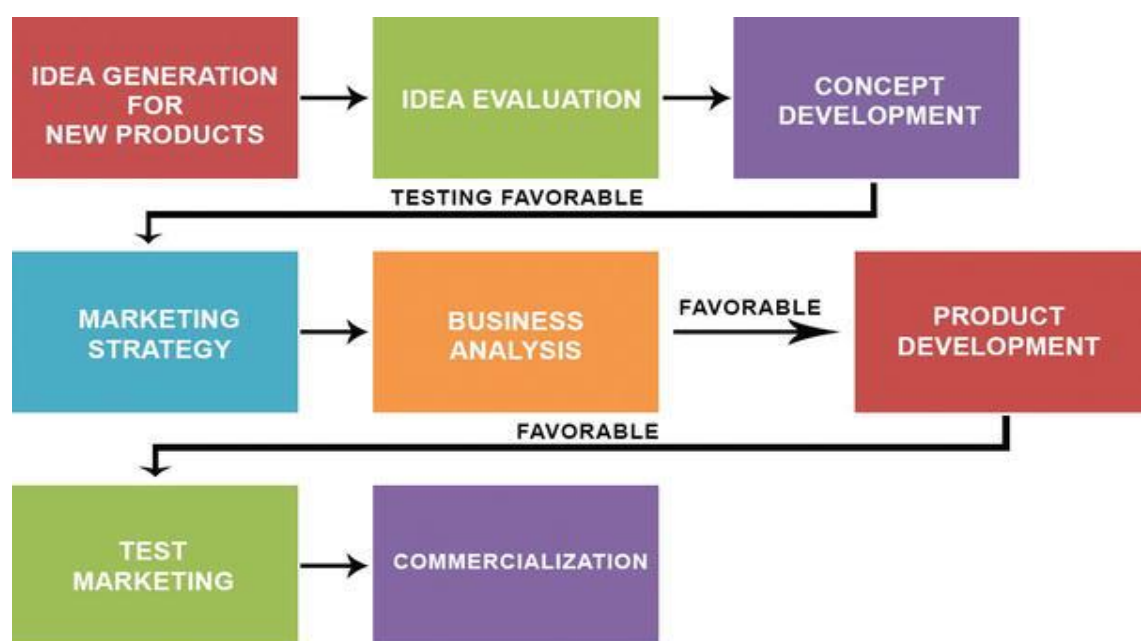


Figure 1. New product development (NPD) process (Gurbuz, 2018).

Each of the stages of new product development process is detailed and described below.

The first stage to initiate NPD is idea generation. Before a firm selects the best option, many concepts are developed. Businesses use a variety of sources to come up with ideas for new product development. This sources include the research and development department, external sources as clients and rivals, and other sources as seminars, universities and investors.

The second stage of NPD process is idea evaluation. At this stage, to limit the variety of options screening and evaluation of the all generated ideas occurred first. Moreover, the idea evaluation is a crucial phase of the process to differentiate beneficial and useful ideas from useless ideas. Moreover, in order to understand worthiness of the service, three questions apply to each idea: “is it real; is there a need that will force customers to buy it; can we win; does it provide a

considerable benefit for the business; are there enough resources to make a new product successful; is it worth doing; is this product compatible with the business's growth strategy". (Gurbuz, 2018)

Product concepts are developed following the selection of the most beneficial product ideas at stage number two. The developed product concepts are then be subjected to concept testing. During this test, opinions of the client groups regarding new product concepts are collected. Furthermore, the concept with the highest index will be chosen as a new product to be produced.

At the stage of marketing strategy market, planned profit, price, long-term perspectives are identified. The fifth phase in the development process is called business analysis. Business strategy involves two steps. Projecting sales of a new product concept is the first stage. Market analysis and a review of historical sales data for comparable products can be used to estimate sales. Then, by calculating minimum and maximum sales, the business determines risk. The second is cost and profit projections. Estimates are made for all costs related to the creation of new products, including capital expenditures, operating expenses, marketing expenses, costs, and revenue from sales. Calculated figures will show whether a new product is financially attractive.

The next stage is product development. The company's research and development department will produce a sample or samples of the new product. Then, samples will be tested to evaluate whether the new product concept is interesting to clients. Also, can product be created at the predicted costs and time. Test marketing actions are performed before incurring costs for ineffective marketing methods. These tests will be undertaken to determine how the marketing of new product concepts must be conducted to achieve results. To avoid facing higher costs than profits, it is important for organizations to conduct marketing testing before continuing to commercialization in the next phase.

Concluding stage of new product development process is commercialization. At this point, the first task is to decide when and at what scale the new product concept will be released to the market. (Gurbuz, 2018). Commercialization means introducing the service to a market. At this stage, the largest investments are made by the company. Advertising, sales promotion and other marketing efforts may cost enough in the first year. Before the product is commercializes, marketers should consider two factors. Firstly, introducing timing should be chosen depending on the level of the economy at the moment or the willingness of competitors to provide a similar

product. Secondly, the place of entry to the market should be specified. For instance, city, region and country where the product will be presented are identified by the company. (Claessens, 2022)



## 5 Research task

The purpose of the thesis was to create a survey, the aim of which was to analyse the demand for the sports education camp service in Vuokatti Sport Institute, Finland. The questionnaire was aimed to collect information from the target group of the service, which is Russian skiing, biathlon, ice hockey and figure skating clubs. The clubs which are located in the border zone of Russia and Finland were chosen for the research due to ease of accessibility to Vuokatti Sport Institute by using a car. The thesis also aimed to discover what educational service is required for athletes of 11-18 years old. Such age limitation was made in accordance with the Russian school program. At the age of 11, the student moves to secondary school to a fifth grade, where more in-depth subjects are studied that are not taught in elementary school. Moreover, a student acquires the skills of working in a group. Furthermore, in accordance with the Russian education program in the secondary school, the child acquires communication and listening skills in English. Thus, students from the fifth to the eleventh grades were selected as a target group for the sport camp. The data collected for this research is aiming to give the necessary information for the Vuokatti Sport Institute, who was the client of the thesis, to plan a new educational camp.

The research questions the thesis is aiming to find the answers for are as follows:

1. What is the previous experience of the target group of Vuokatti Sport institute?
2. What an educational service in Vuokatti Sport should include?
3. How much an educational service in Vuokatti Sport should cost?

## 6 Research methods

The thesis was implemented as a research-based thesis. This type of a thesis in an academic work of a scientific nature is associated with scientific research, experiments in order to expand existing knowledge and acquire new knowledge, test scientific hypotheses, establish patterns, scientific generalizations and justifications. Research work is an independent study of the student revealing their knowledge and ability to apply it to solve specific practical problems. The work should be logically complete and demonstrate the student's ability to clearly express their thoughts, argue proposals and use terminology correctly. (Khodakov, 2020)

The quantitative method was used to conduct a research. Quantitative research is the “process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations”. Quantitative research is the opposite of qualitative research, which involves collecting and analyzing non-numerical data, for example, text, audio or video. Qualitative method was also utilized to analyse answers to open-ended questions. Descriptive research was chosen to create an overall summary of the study variables. The survey was chosen by the author as the method of research and data acquisition. (What is quantitative research, 2020)

### 6.1 Implementing a survey

The main purpose of a thesis is making an analysis of a survey. Therefore, the theory implies the following. «Surveys consist list of questions in the form of multiple-choice or ratings asked either in person, over phone, or online». A research method used to obtain data from a specified group of respondents in order to gain information and insights into various topics of interest is the other definition of a survey given by doctor Thattamparambil. Surveys represent one of the most used techniques for collecting information on a topic or about people to describe, compare, explain or predict their knowledge, attitudes, or behaviours. Questionnaires serves as a tool used to obtain necessary information. Moreover, the purpose of making a survey is to collect reliable information that captures the opinions and experiences of a specific population. Respondents are interviewed by using an offline or online questionnaire. (Thattamparambil, 2020)

New technologies assist with frequently disseminate via digital channels like social media, email, QR codes, or URLs. An online survey is a number of structured questionnaire that the participant answers online, usually by completing a form. Compared to the traditional method of information collection through one-on-one conversation, online questionnaire consumes less time and costs. The information is gathered and kept in a database for subsequent evaluation by a subject matter expert. To motivate respondents to participate in online research, organizations offer rewards as reward points they can redeem for goods or services, gift cards etc. The process of creating a survey begins with defining the objective. Actionable aims and a targeted sample should be included in the survey method and plan. Incorrect sampling can affect the result of a survey. Choosing people for a survey, you need to try to cover as many different people or representatives as possible. Otherwise, the sample meant to be unrepresentative. The amount of questions depends on the questionnaire final goal, however in order to not to lose the attention of the respondents, it is recommended to make a preliminary needs questionnaire of a maximum of 30 questions It is quite important to use simple and understandable text in a survey. (Gelikh, n.d.)

Moreover, it is necessary to select the appropriate types of questions that will be used in the questionnaire. It is essential to include question formats that are most valuable for the study, and also the easiest for respondents to understand and answer. For instance, open-ended questions allow respondent to write the information freely, thus this type of questions provides extended and detailed data. However, possibly, a respondent will skip open-ended question. The other type of question in a survey is closed-ended, which are that provide respondents a limited number of predetermined options to choose from. These options could be as simple as Yes or No, ratings from 0 to 10, or statements as "Strongly Agree" or "Strongly Disagree." Closed-ended questions helps to obtain measurable and quantitative data. Also, most often respondents do not skip these questions. There is also a hybrid model option, which includes both open-ended and closed-ended questions. In order to ask a participant to indicate more detailed information, in the hybrid model, after choosing the proposed answer, the respondent is asked to clarify his answer by writing. (Gelikh, n.d.)

One of a survey's fundamental qualities is logic. A respondent is moved to a question using reasoning in a study based on their current choice. It is possible to build a logical chain of questions in the survey to make it easy to follow for participant. Questions can be grouped by topics and divided into subheadings. (QuestionPro, n.d.). At the final stage of the survey, the research questions should be answered by the survey. Before analysing survey data, it is very

important to review the research questions again to make sure they match the research questions. (Gelikh, n.d.)

To conduct the research, one survey was created. It was directed to managers and coaches of the sport clubs to answer the question «what service do their athletes and coaches require for educational camp in Vuokatti Sport Institute?». The questionnaire was sent to 15 clubs, to discover pull factors and developmental aspects of Vuokatti Sport from their perspective. The target group was Russian sport clubs and their athletes from 11-18 years old. However, either managers or coaches of these clubs participated in the questionnaire, relying on their experience and athlete's development program planning. The questionnaire, which was available for two weeks, was distributed on 24<sup>th</sup> of October through contacts received from Vuokatti Sport and emails received from clubs' websites contact information. The goal was to receive at least 10 answers from clubs to the questionnaire.

The survey which consisted of 25 questions was originally created in a Microsoft Word application. After the questions were approved by the teacher, questions were typed into Google Forms application and the survey was created. A link to the survey generated automatically in the application, was sent to the respondents by email. After two weeks given by the author to respond to the survey 13 responses were returned. All answers were downloaded by the author to a personal computer and transferred to Excel application for further analysis.

The questionnaire was divided into five sections with the purpose of logic, convenience and simplicity of analysis and presentation of results. In the first section of the survey, clubs' information has been gathered. It was necessary to find out about the location of the club, the number of its members, etc. In the second section of the questionnaire, the respondents were asked about the venue of the planned project: have any of the club members visited Vuokatti and what was their experience. The questionnaire then moved to ask about the specific needs and preferences of the educational camp: duration, language of teaching, teaching methods and other. The next section of the survey focused on the accommodation needs of athletes. The fifth section was aiming to find out the financial capabilities of customers. The last questions gave the respondents an opportunity to answer in detail about their preferences and other suggestions. The number of questions was 25, in order not to lose the attention of the respondents. Simple language was used to formulate the questions. Open and closed questions were selected. Thus, to obtain accurate information, closed type of questions was selected with suggested options to choose from. In order to allow the respondent to express their own opinion, the last two

questions were open-ended. The logic was used when creating the survey in the form of its structuring.

## 6.2 Statistical analysis

Descriptive statistics was utilized to give a summary of data. Usage of graphs, and pie charts was used to visualize data and check for any trends or outliers. All analysis has been done in Excel program, which is one of the Microsoft 365 office tool (Microsoft, 2022). The results were uploaded from Forms to Excel, then translated, and moved to another Excel sheet to count the number of similar answers and finally to create figures.

The survey results were analysed in Excel and presented in the thesis results section. The analysis has been done in Excel and Google forms. Using graphs, pie charts. The results are illustrated using Excel pie charts and bar charts. Several bar charts and pie charts were made in Google Forms and chosen by the author due to a more visual presentation of the results. To clarify the validity of the results in Google Forms, these results were also analysed by author in Excel and bar charts were compared.

## 6.3 Ethicality, reliability and validity

Leontovich (2011, 99) states that the following questions summarize the main moral dilemmas in scientific research. «Is the confidentiality of individuals who are the subject of investigation respected?». The author must respect and abide by the choice of the respondent to remain anonymous. «Are research results guaranteed to be open to the scientific community?». For this to be open to the academics, a scientific work must be published in a scientific journal. (Leontovich, 2011)

Validity and reliability are two essential components of all study. Researchers contend that dependability and validity are important elements of quality of the research-based work. Before the design is fully executed, preliminary procedures must be taken, including making the first contact, acquiring access to the site, negotiating consent, establishing and sustaining trust, and identifying participants. Since the steps are repeated multiple times throughout a qualitative study and the researcher is the only person involved in the research - rigor, accuracy and self-

criticism must be demonstrated in the use of methods and data collection. Moreover, in order to ensure that rigor had been attended to in the research process appropriate activities, such as investigate, question, and to theorize, must be conducted, rather than only adhering to set criteria for rigor after the completion of the study. (Cypress, 2017)

Validity and reliability in qualitative research mean that the relationships between the problem and the interpretations are correctly described and that the explanations are solid. In qualitative research this can be done by excluding the possible problems to the validity. Some of the survey questions are open-ended, meaning that any response is valid. As a result, it's critical to maintain objectivity and refrain from changing any wordings. To ensure the validity of the study, it is crucial that the research methods are carried out in a way that they will address the research questions and that the relationship between the research, theory, and the interpretation of the results will be carefully explained. (Tuikka, 2021). In qualitative research, where the researcher's subjectivity can so easily skew the interpretation of the data, it is crucial to pay close attention to the reliability and validity of research studies. (Brink, 1993)

Validity is defined by Heale and Twycross (2015) as the «extent to which a concept is accurately measured in a quantitative study». Validity refers to how accurately a method measures the subject of a research. Validity should be considered in the first stages of the research, when choosing data collection methods. Reliability in quantitative research means how consistently a method measures the item of a study. The measurement is considered reliable, when the same result can be achieved with a usage of the same methods under the same circumstances of the study. Reliability should be considered throughout the whole process of data collection. It is crucial to confirm that the results are precise and stable. (Heale & Twycross, 2015)

## 7 Results

Thirteen responses of the questionnaire were returned to the author by the deadline. Five responses were received to the open survey questions. All results for the survey questions are presented below.

### 7.1 Club details

The question regarding club's location received 13 answers. Most of the clubs are located in Saint-Petersburg, which is eight clubs. Four of the clubs are located in Kostomuksha, Karelia and one club in Moscow.

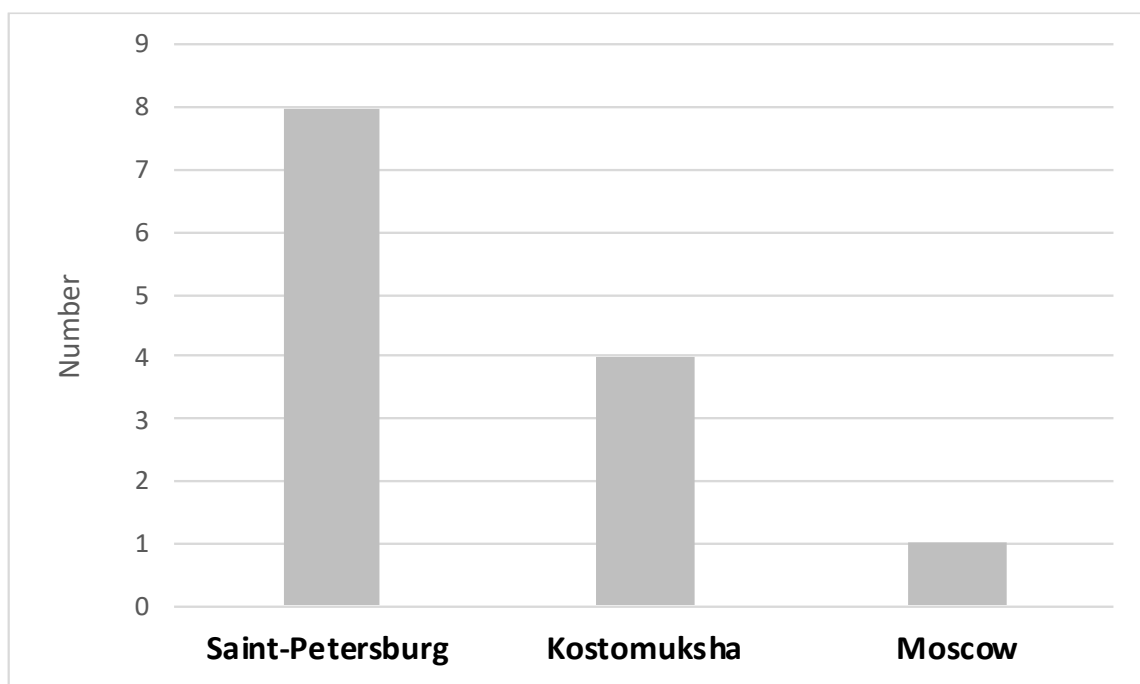


Figure 2. Location of the clubs (n=13)

Next, clubs were asked about the sport that they focused on. It is clear from the survey results that there were three clubs of each sport: biathlon, figure skating and ice hockey. Four clubs focused on skiing.

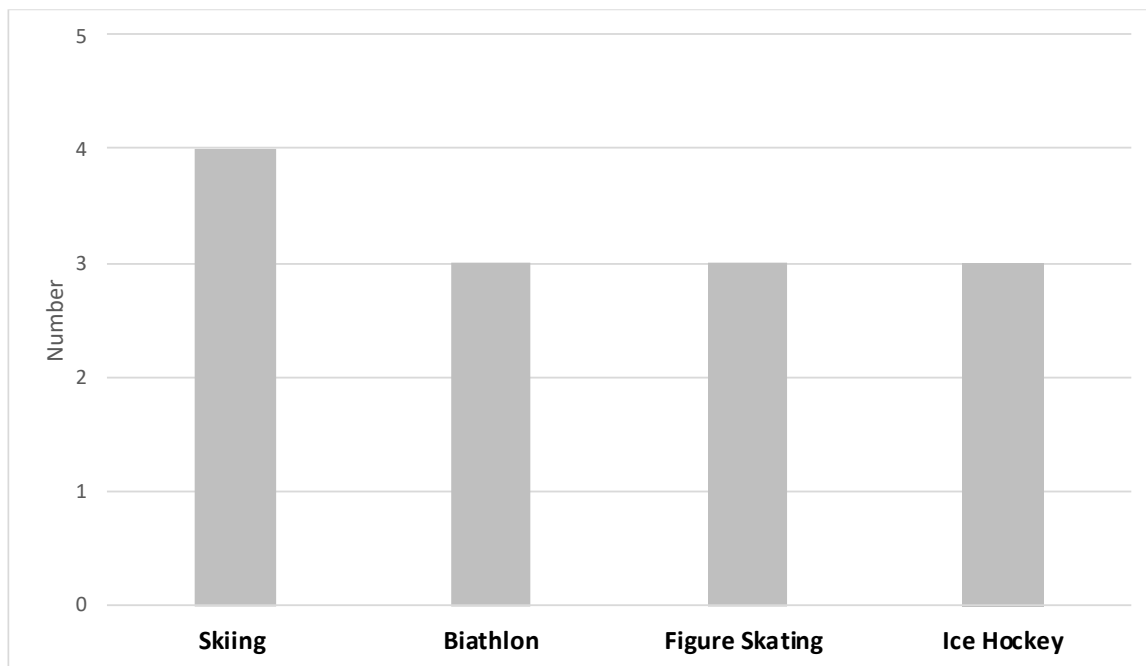


Figure 3. Sports, which clubs are focused on (n=13)



The next question was about the number of members in the club. This question received 13 answers. Figure 4 illustrates the results that five of the clubs have 1-50 members, five have 51-100 members, two have the amount of 101-150 members and only one club has more than 150 members.

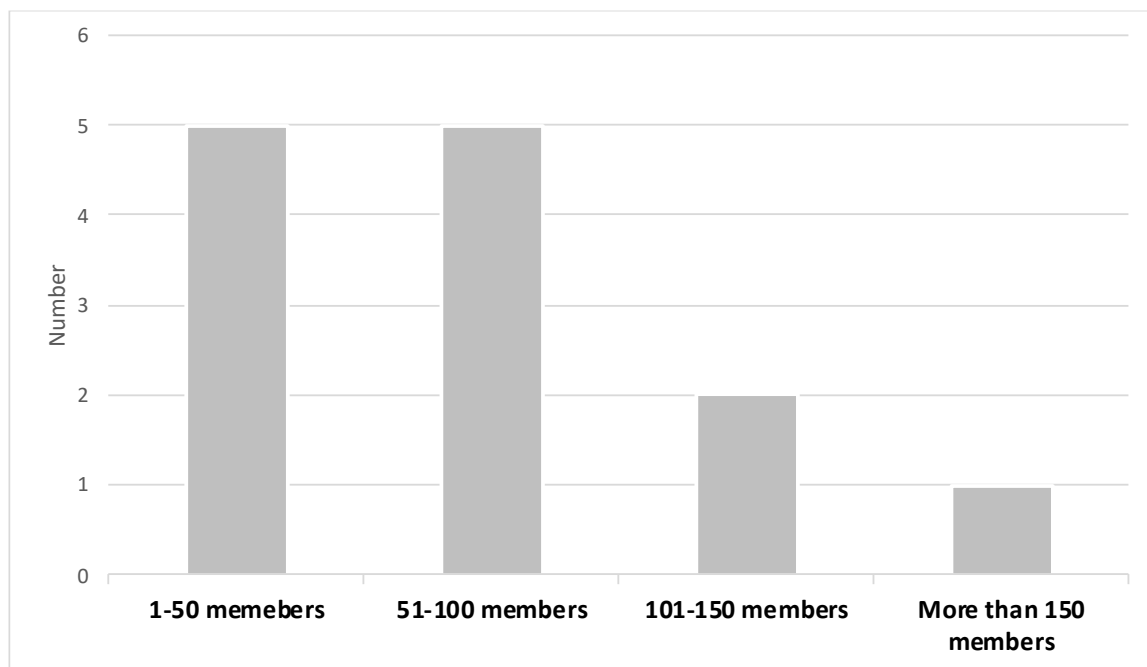


Figure 4. The number of members in the clubs (n=13)

Next, the respondents were asked about the age of children who train in their clubs. The question received 13 answers. Thus, there are children from seven to eleven years old (92.3%), training almost in each club. Children from 12-15 (92.3%) years old also constitute one of the two largest, therefore, almost at every club there are children of this age. The percentage of children that are 16-19 years old is 76.9%).

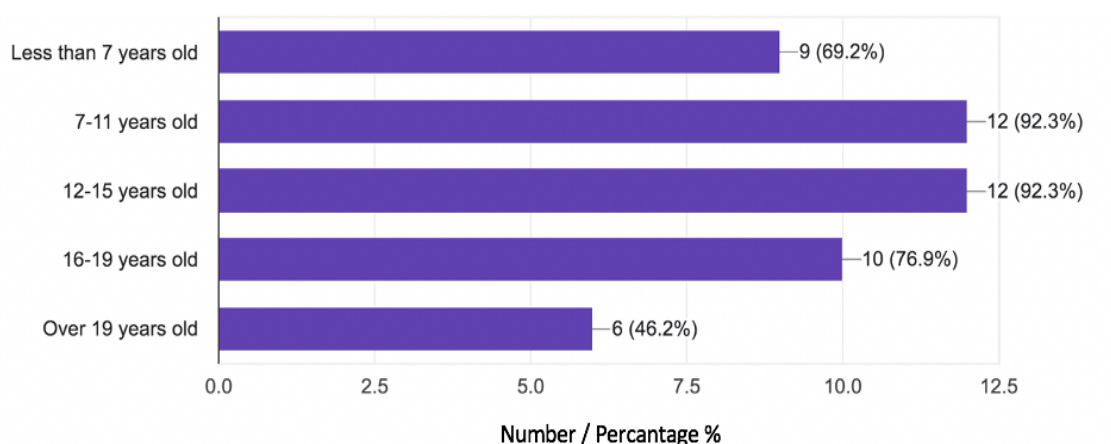


Figure 5. Age of the athletes trained in the clubs (n=13)

Next, respondents were asked about athletes from 11 to 18 years old who could come to Finland. Question received 13 answers, 53.8% said about the ability of less than five athletes to come to Finland, 30.8% marked the number of five to ten athletes and 11-20 athletes that are able to come was 15.4%. None of the respondents marked the answer option “more than 20 athletes”.

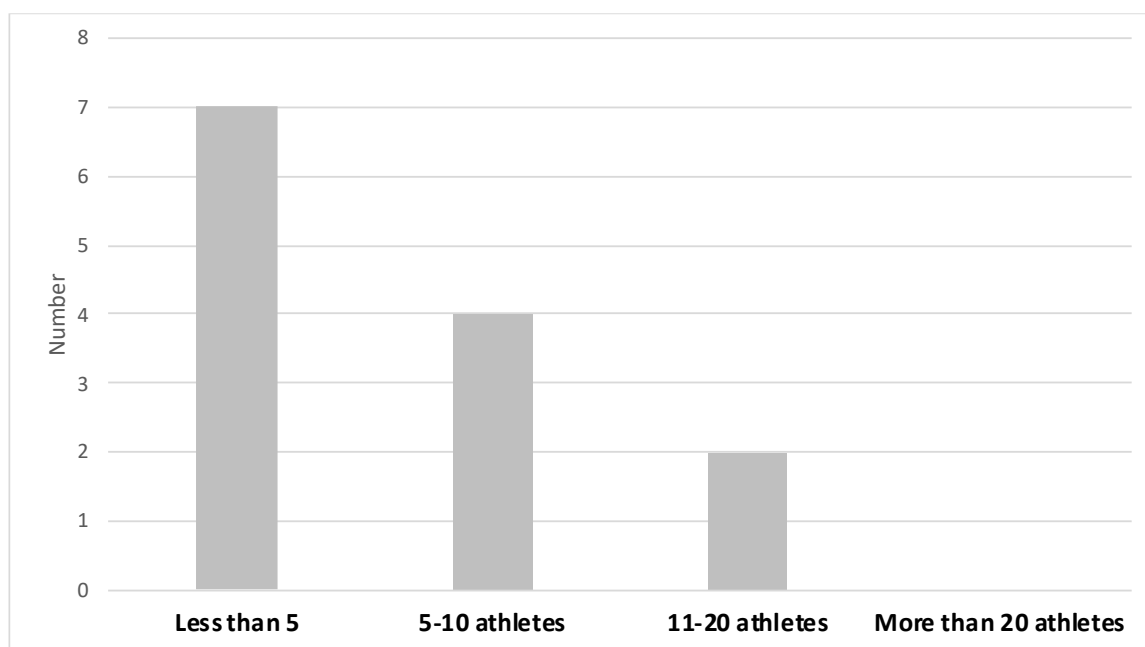


Figure 6. Number of 11-18 years old athletes that could come to Finland from the clubs (n=13)

Question regarding clubs' financing received 13 answers, where 53.8% is government subsidies, 46.2% is membership fee and 23.1% is sponsors financing.

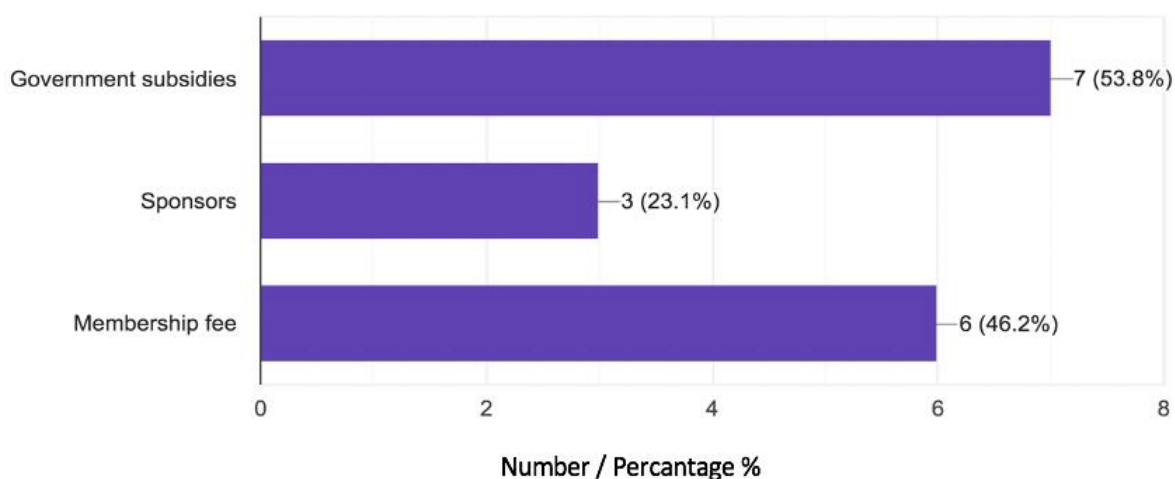


Figure 7. Financing of the clubs (n=13)

## 7.2 Vuokatti Sport Institute acquaintance

The pie chart (figure 8.) illustrates the results about respondents' familiarity with Vuokatti Sport Institute. The question was answered by 13 respondents, where 53.8% heard about Vuokatti Sport and 46.2% have not heard about it.

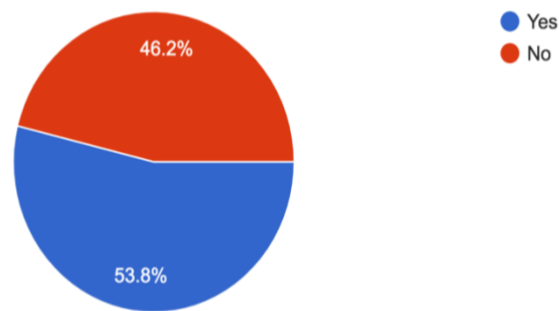


Figure 8. Pie chart of respondents' awareness of Vuokatti Sport Institute (n=13)

The next question was aimed to understand the experience of using services in Vuokatti Sport. Pie chart demonstrates data that 76.9% of clubs, members of which have not used any services by Vuokatti Sport. 23.1% of the clubs have an experience of using Vuokatti Sport facilities.

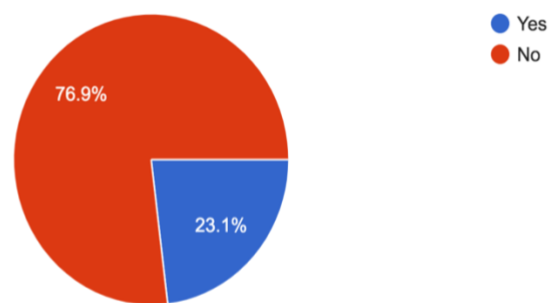


Figure 9. Pie chart of previous experience of usage Vuokatti Sport services (n=13)

The rest of the questions in this section were aimed at understanding the details of the experience of Vuokatti Sport Institute. Few answers were received for these questions, as it was a sample of those who visited in Vuokatti.

The question “How would your club member(s) describe their experience with Vuokatti Sport facilities?” received three responses. Respondents linked their good experience with Vuokatti Sport facilities. Also, respondents described their great competitions and accommodation experience.

The question about period of visiting Vuokatti Sport received three answers. All respondents answered that they attended Vuokatti sport more than a year ago.

Next question focused on the duration of the stay in Vuokatti Sport. Two respondents chose that they stayed at Vuokatti Sport for one week and one respondent lived in Vuokatti Sport for two to three weeks. This question received three answers.

Next question about the reason of visit Vuokatti Sport Institute received three answers. Two of the respondents visited Vuokatti Sport for sport event. Also, the reason to visit a sport resort for one respondent was a training camp.

Sources from which survey participants heard or known about Vuokatti Sport are company’s website (33.3%); through a friend (33.3%); from Russian Ski Association (16.7%); from Russian Ski Association, from season competition timetable (16.7%). This question received 6 answers.

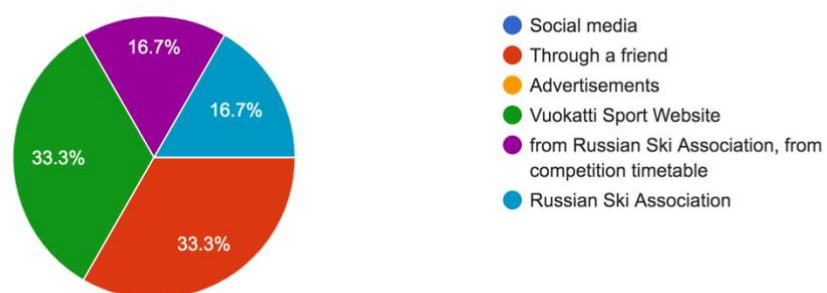


Figure 10. Pie chart of sources of the first acquaintance with Vuokatti Sport Institute (n=6)

### 7.3 Education camp

This section presents the results of respondents' requests for an education camp.

Mostly, the respondents expressed their desire to study coaching, option received 11 answers. Also, respondents pointed out nutrition lessons, option received 10 answers. Variant of the lesson English for sports was also noted by the respondents and got eight answers. Moreover, the sports science option of a class received four answers. Few also noted math lessons, this option got two answers. Question was answered by 13 respondents.

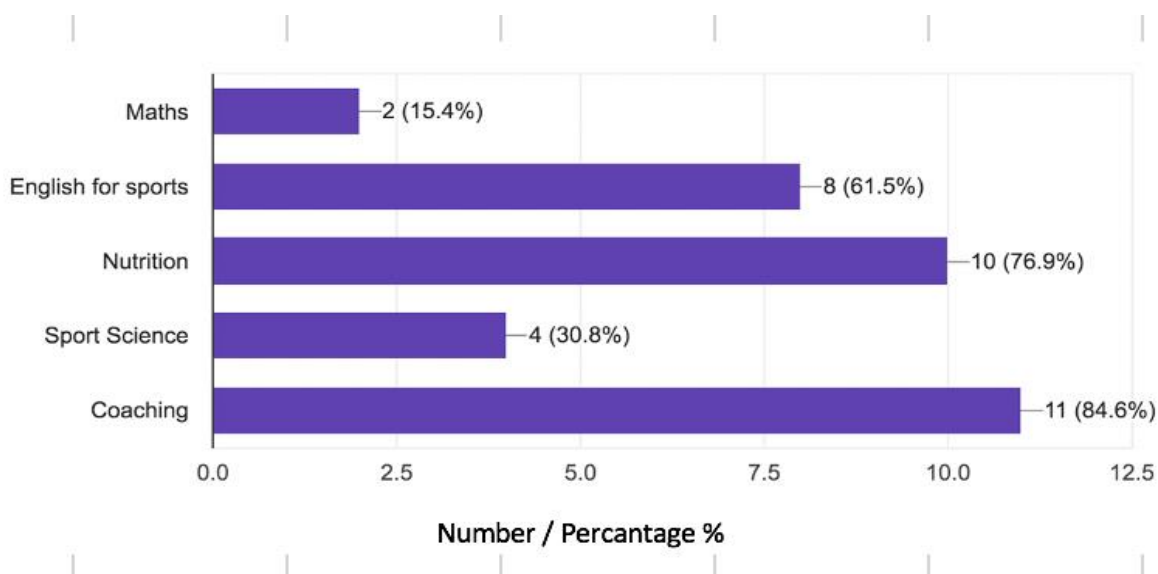


Figure 11. Subjects to be included in the program (n=13)

The respondents were asked about preferred language of classes during the education camp. Mostly, respondents expressed a desire to have lessons in English (92.3%). Also, a desire was expressed to study in Russian (7.7%). None of the respondents expressed their desire to acquire knowledge in Finnish.

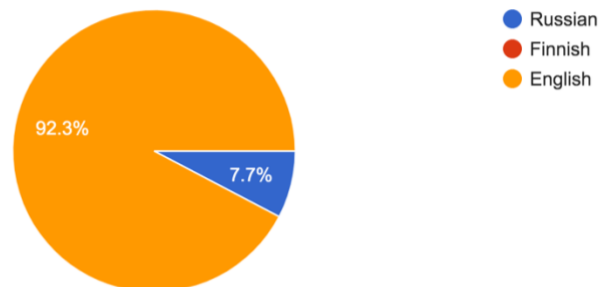


Figure 12. Pie chart of preferred language of instruction (n=13)

Next the respondents were asked according to what school program the courses should be taught, and 69.2% said that Finnish education program is preferred. 23.1% of respondents wish to study according to Russian school program and 7.7% marked British system as preferential.

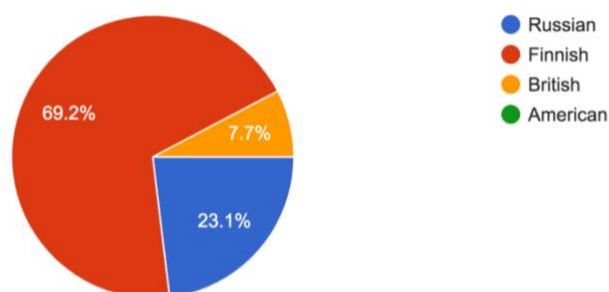


Figure 13. Pie chart of school system preferred by respondents (n=13)

The question about the duration of lessons received 13 answers. Eight of respondents said that one hour 30 minutes is sufficient time. Also, three of respondents marked one hour of a class as a suitable time. Two respondents pointed out that 45 minutes is a preference.

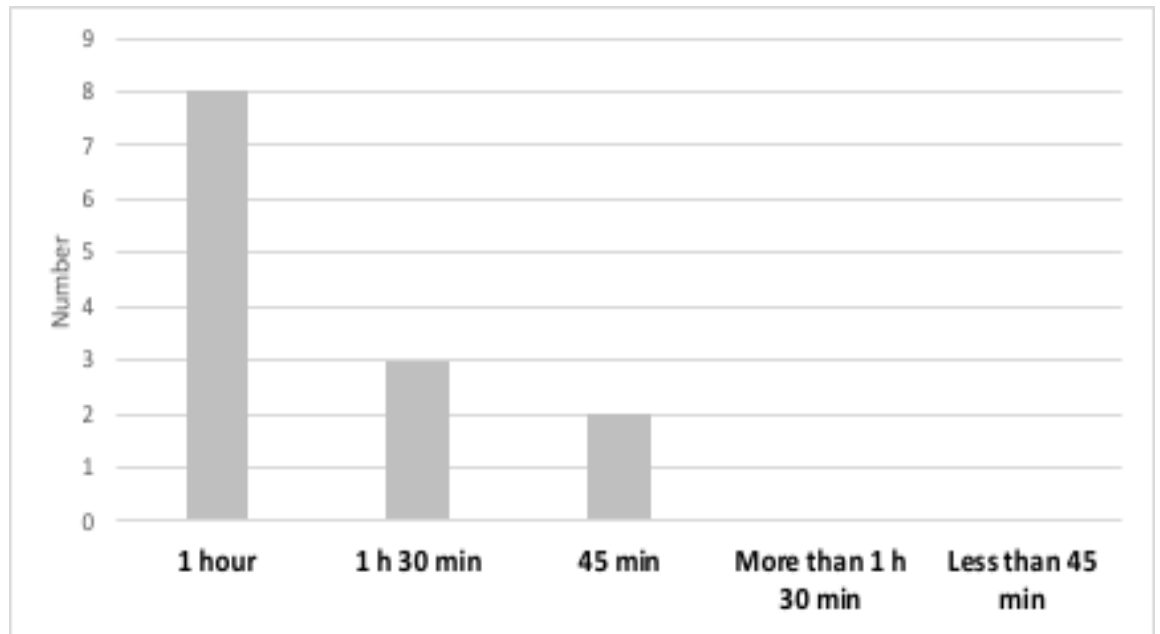


Figure 14. Preferred duration of one lesson (n=13)

Next question focused on the number of classes that should be taught per day. 61.5% of respondents expressed their desire to have three to four classes per day. 30.8% of respondents said about more than four classes are suitable for them, and 7.7% marked pointed out from 1 to two classes should be taught per day. This question received 13 answers total.

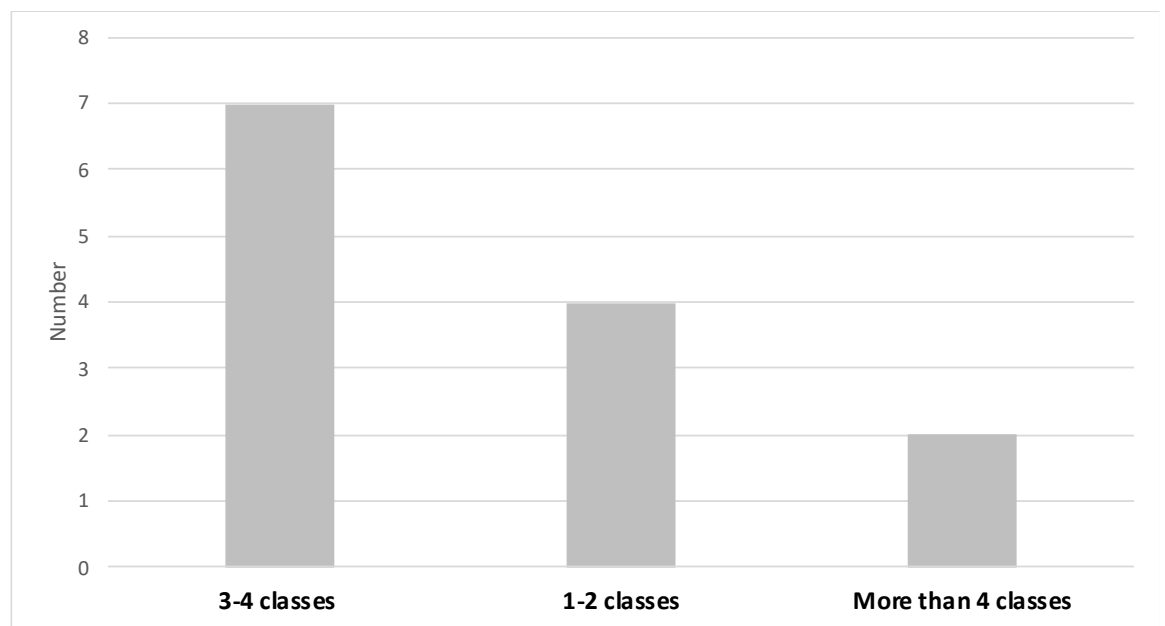


Figure 15. Number of classes that should be taught per day (n=13)

The next question, which received 13 answers, was “how long in your opinion the camp should last?”. Mostly, it was seen that two to three weeks is appropriate option for respondents (61.5%), some said one week (23.1%). Also, three to four weeks option was chosen by some respondents (15.4%).

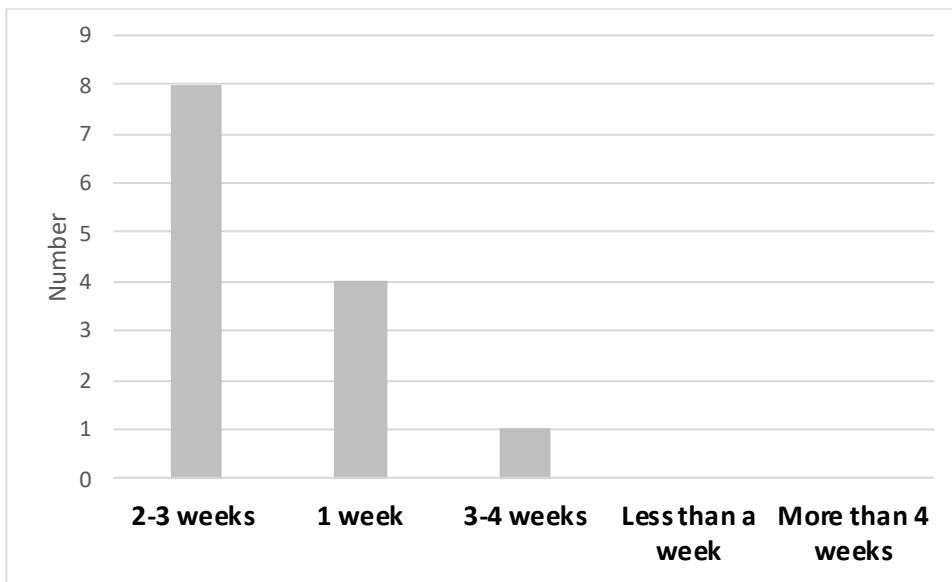


Figure 16. Preferred duration of the camp (n=13)

Most of respondents, which was eight, said that July-September period was suitable to organize a sport camp. Four respondents stated about April-June and one respondent pointed out October-December period.

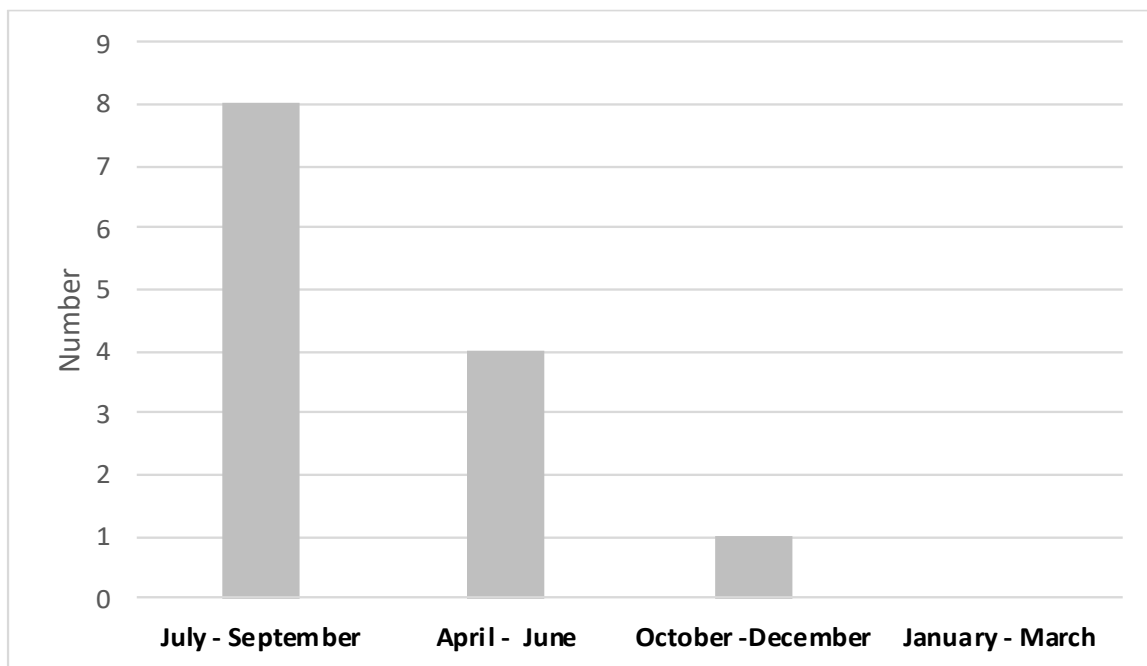


Figure 17. Preferred months to hold the educational camp (n=13)



Next, they were asked whether they would prefer to have additional online courses from Vuokatti Sport. 76.9% said yes, 15.4% answered maybe and 7.7% of respondents said no.

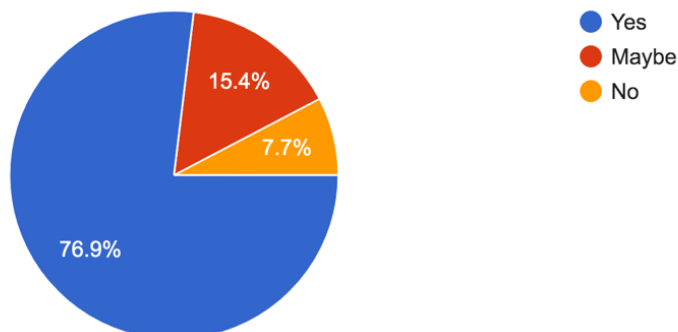


Figure 18. Pie chart of respondents' willingness to have additional online courses from Vuokatti Sport Institute (n=13)

#### 7.4 Other

The last section combined the answers of accommodation and finances sections of the survey. Moreover, this section describes answers to open-ended questions where respondents were asked to make other suggestions for Vuokatti Sport educational service.

Respondents were asked in what type of accommodation they would prefer to stay during camp. Most of respondents (53.8%) said that apartments with kitchen would be a suitable for them. After it came double room (23,1%) and triple room (15.4%) and the last preference was single occupancy (7.7%) as seen in figure 19.

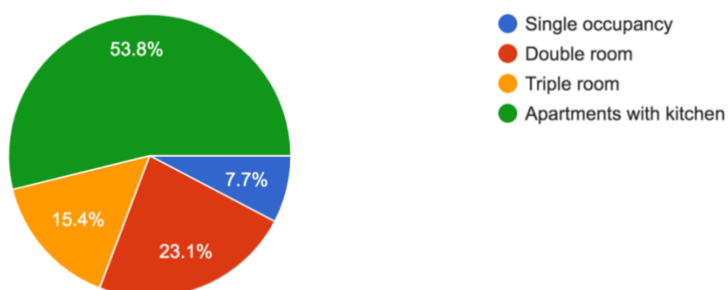


Figure 19. Pie chart of accommodation preferences (n=13)

Question about willingness to pay received 13 answers. Nine respondents said 100-150 euros per night is preferred price, five answered less than 100 euros and one said more than 150 euros per night.

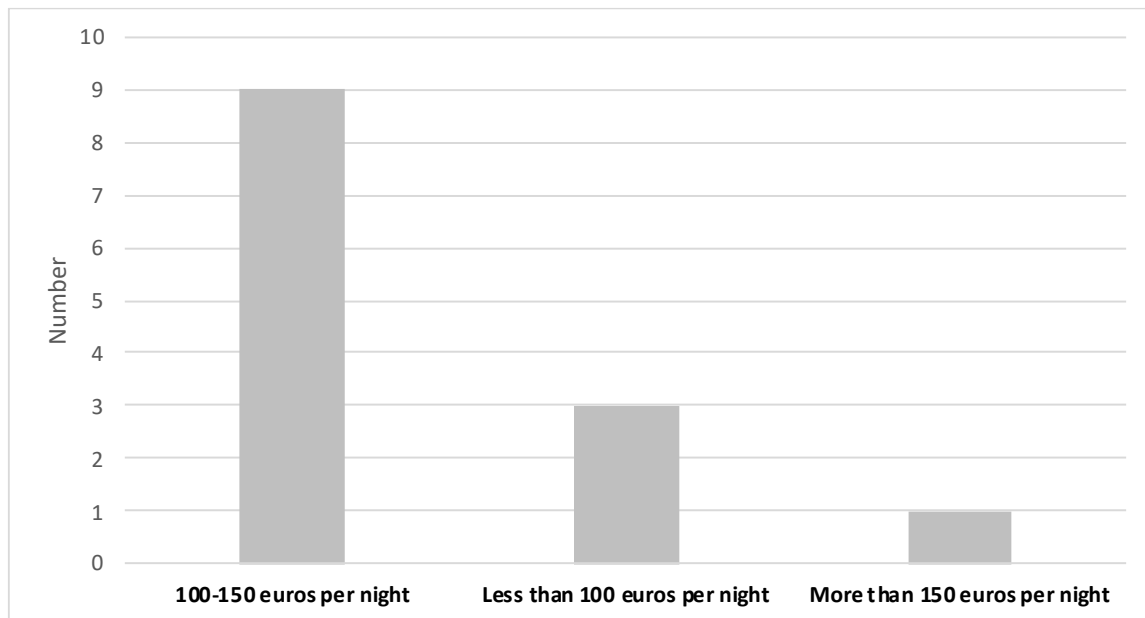


Figure 20. Respondents' willingness to pay for a camp (n=13)

Two answers were given to the question "what other suggestions for Vuokatti Sport educational service do you have?". Respondents suggested for the education program to have examples from personal professional coach experience, to use sport equipment during classes and use foreign competition experience in teaching. Moreover, respondents noted homework as a way to prolong the effect of a camp. Use in teaching more practical tasks was also a wish of the respondents. Translated open answers of respondents presented in the appendix of the thesis.

## 8 Conclusion

The research was conducted to collect data for developing new service at the versatile sports institute - Vuokatti Sport. There was made a questionnaire for Russian biathlon, skiing, ice hockey and figure skating clubs was made in order to answer the research questions: what the previous experience of the target group of Vuokatti Sports institute is; what an educational service should include and how much an educational service should cost. The sport clubs located in the border zone of Russia and Finland were chosen due to the accessibility to Vuokatti Sports Institute by car.

In conclusion, the customer of the educational service is a skiing club from Saint-Petersburg. The number of participants in the service varies from one to 100 participants. The club is financed mainly from the governmental subsidies. According to the survey, most of the respondents had heard about Vuokatti Sport before, however, less than a half of the respondents used their services. All respondents said that they visited Vuokatti Sport more than a year ago. The duration of the stay in Vuokatti Sport was one week. The main reason to visit Vuokatti Sport was a sport event. The most common ways for respondents heard about Vuokatti Sport was through the Institute's website, as well as through a friend.

According to the survey, the most requested subjects for educational service was coaching as well as nutrition and English for sports. English is the preferred language to study among the respondents. Lessons should preferably be taught according to the Finnish system. It is advisable to conduct lessons from an hour to three to four hours a day. The length of the camp should last from two to three weeks during July – September period according to the preference of the respondents. This period may have been chosen due to the summer holidays in Russian schools when children are not busy at school and they have free time to focus on extracurricular activities.

Additional online courses can also be developed. The place of accommodation chosen by the respondents was an apartment with a kitchen. The sport camp for Russian athletes among 11-18 years old should cost 100-150 euros per night according to the questionnaire answers. Thus, the price that respondents have marked as acceptable for payment per night was not the lowest of the proposed options, however not the highest. Therefore, the author can conclude that more diverse services can be offered to customers using different equipment.

The thesis was made as a data collection survey for a planned sport camp in Vuokatti Sports Institute. The thesis acted as the initial stage of a new product development process. (Gurbuz, 2018). Thus, the thesis was part of the whole process acting as an idea evaluation step. This stage included discovering the demand of the product among Russian customers – 11-18 years old athletes of biathlon, skiing, figure skating and ice hockey clubs.

The collected data will be delivered to Vuokatti Sport Institute and will serve as a tool for new product development in the future. The research data helps to understand the demand of a new product from Russian customers. Moreover, contacts that were used by the author will be transferred to the management of Vuokatti Sports Institute for further possible cooperation in the future. Furthermore, the survey will be given to Vuokatti Sport Institute in order to provide them with a possibility to conduct the survey again in the future.

## 9 Discussion

The purpose of the thesis was to create a survey, the aim of which was to analyse the demand for the sports education camp service in Vuokatti Sport Institute, Finland. The questionnaire was aimed to collect information from target group of a service, which is Russian skiing, biathlon, ice hockey and figure skating clubs. The sport clubs which are located in the border zone of Russia and Finland were chosen due to the accessibility to Vuokatti Sport Institute by car. The thesis also aimed to find out what educational service required for their athletes. The data collected for this research is aiming to give the necessary information for the Vuokatti Sport Institute, who was a commissioner of the thesis, to plan a successful educational camp for Russian young athletes among 11-18 years old. One of the most important lessons for the author was to take initiative and responsibility on conducting a work for a real client (Varjonen, Mari, email 10.09.2022).

### 9.1 Thesis process

The topic was found when the author contacted the management of Vuokatti Sport. Since the author had an internship and volunteered at Vuokatti Sport, an author was motivated to write a thesis specifically for this institute. During the correspondence, it was discovered that Vuokatti Sport has a service request from Russian sportsmen. Consequently, since the author is a native speaker of the Russian language, the task of the author was to contact the clubs and obtain more detailed information and provide results for further planning for Vuokatti Sport. During winter 2022, author began the process of searching for cross-country skiing and biathlon clubs. According to original thesis timetable, the goal was to finish the thesis in May 2022. However, due to certain circumstances, some of the clubs with whom it was possible to establish contacts, have closed. Due to the loss of a sponsor or the suspension of government funding, a decision of closing was made by the management of several clubs. Thus, the author, with permission of commissioning party, postponed the survey and adding hockey and figure skating clubs to the target group. During the summer, the author found contacts of new clubs. In parallel with the search for clubs, the author began a literature review, where key concepts as survey, educational camp and new product development was studied. Literature sources were researched through books, online sources, and reports after which the thesis plan was presented.

During autumn semester the survey was compiled and after the teacher's supervision a new version was presented. The second version was presented to the teacher and supervisor at Vuokatti Sport Institute. After the approval the final version of the questionnaire was sent to clubs, preliminarily prepared in Google Forms, which is a tool to create surveys. (Google forms, n.d.).

The survey was sent out by emails on 24<sup>th</sup> of October and was available for two weeks. November 4<sup>th</sup> was the deadline for the survey. The author received 13 responses from 15 clubs, that have been contacted. Furthermore, after the feedback from supervising teacher, the second version of the thesis was written, the analysed results of the survey were added. A new version of the thesis was presented to the teacher on November 14<sup>th</sup>.

## 9.2 Ethicality, reliability and validity of the thesis

Ethicality of the thesis was respected as answers to questions stated by Leontovich, 2014. To ensure the confidentiality of the research, the questionnaire was conducted anonymously. Anonymity was maintained due to the request of the majority of respondents. Moreover, contact information was collected from open sources from the official webpages of the clubs. The contact information of the clubs that participated in the survey will only be used for further possible partnerships with Vuokatti Sport with the permission of the clubs. Furthermore, the results of the survey will be public. Firstly, the results will be presented at the thesis report for university supervisor and commissioning party. Secondly, the thesis will be published on the open access publishing website of the theses and publication from the Finnish Universities of Applied Science – Theseus (Theseus, n.d.).

A threat to the reliability of the research is the translations since the participants will respond to the questionnaires in Russian and therefore extra caution will be taken when translating the answers to ensure that the meaning of the responses is maintained in both languages. To keep the research's validity, the procedures for gathering, analysing, and interpreting the data are detailed. The questionnaires will be objectively analysed without favouritism or bias toward the commissioning party or any other parties, and all responses will be included.

Rigor and self-criticism emerged in the results analysis process. All results were checked multiple times using Excel. In the process of rechecking the author made sure that the results were not distorted. Each open response received from clubs will be taken into account and considered as

valid. The author was convinced of the correctness of the meaning and translation with the help of English-Russian dictionary.

### 9.3 Limitations of the study

One of the limitations of the study was limited selection of survey participants. As mentioned earlier in the target group description, the sample of cities consisted of the border location. Also, the survey did not include sport centres from other cities located not in the border zone, who might also have a preference to visit a camp in Vuokatti Sport Institute.

In addition, the issue of club closures became a problem in conducting the survey with a sufficient number of participants. Also, due to the refusal to participate in the survey and the request to postpone it indefinitely, there was not much time left to conduct the survey in connection with the author's graduation.

The findability of information on educational camps for athletes became the other limitation of study. Lack of sufficient examples of sport camps and literature coursed a difficulty to write source-based information for the thesis.

Possible delay, cancellation or project freeze could be possible due to Russian intervention in the sovereignty of Ukraine. The European Union has implemented and gradually expanded sanctions against Russia in retaliation for the illegitimate annexation of Crimea and the fighting in Eastern Ukraine. Russian nationals were prohibited from entering, per a Finnish government directive. Sanctions are intended to affect decisions or activities that are deemed to be a threat to international peace and security in conjunction with other foreign policy measures. The consequences of this occupation are associated with sanctions against Russia and the closure of the borders of the Baltic countries, which makes it much more difficult for citizens of Russia to enter the countries of the European Union, including Finland. Thus, the project may be postponed indefinitely until the situation is resolved and sanctions on relocation are lifted. (Finnish government, 2022)

Overall, the research gave valuable insight of the developed service, the needs of the athletes and coaches, and solutions on how to plan a new service at Vuokatti Sport.

As a result of the thesis, the author created a survey and provided its results to the commissioning party - Vuokatti Sport Institute. All answers were taken into account and analysed without bias and favouritism. The author has gained an experience in creating and conducting surveys, analysing and presenting the results. In accordance with time management, the author managed to complete the thesis on time, however, for the future development, the author will try to distribute tasks and their implementation for a longer period in order to complete the work calmly with sufficient time.



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## 11 Appendices

### Appendix A. Cover letter for questionnaire for clubs

I am fourth-year sport and leisure management student from Kajaani University of Applied Sciences. I am making a preliminary needs analysis for an educational service in Vuokatti Sport as my thesis. For creating a service at Vuokatti Sport Institute, it is essential to understand the demand of such a service from the target group directly. The educational service that will be made is an educational camp for Russian athletes among 11-18 years old, with teaching subjects aimed for the development of an athlete. The objective of the questionnaire is to obtain information about the needs, desires and expectations from potential customers of a service, and subsequently, create a new product in Vuokatti Sport, based on the received data.

Every answer is essential to create a project and therefore, Vuokatti Sport will draw a price between all respondents who answered to the questions of the survey.

Thank you in advance to everyone who participates in this questionnaire!

Answering this questionnaire will take approximately 5-10 minutes.

- Polina Levkina

A fourth-year student in Kajaani University of Applied Sciences

## Appendix B. Questionnaire for Russian sport clubs

## Creation of an educational program for Russian athletes aged 11-18 at Vuokatti Sport Institute

The educational service, which is planned to be created in Vuokatti Sport, is an educational camp for Russian athletes aged 11-18 who are engaged in biathlon, cross-country skiing, figure skating or hockey, with the teaching of subjects aimed at developing the athlete.

The purpose of the questionnaire is to obtain information about the needs of potential customers, and subsequently, based on the data obtained, the creation of a new product at Vuokatti Sport.

Club details

Following questions in this section are focused on more detailed information about a club

Where is your club located?

Kostomuksha, Russia

Saint-Petersburg, Russia

Другое...

What sport is your club focused on?

Biathlon

Skiing

Figure skating

Hockey

How many members does your club have?

1-50 members

51-100 members

101-150 members

More than 150 members

What age athletes are trained in your club?

- Less than 7 years old
- 7-11 years old
- 12-15 years old
- 16-19 years old
- Over 19 years old

...

How many athletes among 11-18 years old could come to Finland from your club?

- Less than 5 athletes
- 5-10 athletes
- 11-20 athletes
- More than 20 athletes



How is your club financed?

- Government subsidies
- Sponsors
- Membership fee
- Другое...



### **VUOKATTI SPORT**

Following questions in this section are focused on understanding previous experience of the place of educational camp – Vuokatti Sport

Have any of your club member(s) heard about Vuokatti Sport before?

- Yes
- No
- Другое...

Have any of your club member(s) used any services provided by Vuokatti Sport?

- Yes
- No
- Другое...



If your answer for a previous question (8) was 'Yes' -How would your club member(s) describe their experience with Vuokatti Sport facilities?

Развернутый ответ



...

When have your club member(s) visited Vuokatti Sport?

- Last month
- Six month ago
- A year ago
- More than a year ago
- Другое...



How long was the accommodation in Vuokatti Sport?

- Less than a week
- 1 week
- 2 weeks
- More than 2 weeks
- Другое...

...

What was the purpose of visit Vuokatti Sport?

- Holidays
- Sport event
- Training camp
- Другое...

How have your club member(s) known about Vuokatti Sport?

Social media

Through a friend

Advertisements

Vuokatti Sport Website

Другое...

**EDUCATIONAL CAMP**

The following questions in this section are focused on a demand of educational service. Information about educational service include subjects and duration

⋮

What educational classes are you interested in having in Vuokatti Sport?

Maths

English for sports

Nutrition

Sport Science

Coaching

Другое...

What language do you prefer courses to be taught ?

- Russian
- Finnish
- English
- Другое...



According what school program should the courses be taught?

- Russian
- Finnish
- British
- American
- Другое...

In your opinion, how long should classes last?

- Less than 45 min
- 45 mins
- 1 hour
- 1 hour 30 min
- More than 1 hour 30 min
- Другое...



How many classes should be taught per day?

- 1-2 classes
- 3-4 classes
- More than 4 classes

How long in your opinion the camp should last?

- Less than 1 week
- 1 week
- 2-3 weeks
- 3-4 weeks
- More than 4 weeks

⋮

What months of the year would be the most convenient to organise an educational camp?

- January – March
- April – June
- July – September
- October – December



Do you want to have some additional online courses from Vuokatti Sport?

- Yes
- Maybe
- No



### ACCOMODATION

Following question in this section is focused on accommodation needs

⋮

What type of accommodation would be preferable to stay in during camp?

- Single occupancy
- Double room
- Triple room
- Apartments with kitchen
- Другое...

**FINANCES**

Following question in this section is focused on finances opportunities of the club

How much would you be willing to pay for service?

- Less than 100 euros night
- 100-150 euros per night
- More than 150 euros per night

**ADDITIONAL INFORMATION**

Описание (необязательно)

What other suggestions for Vuokatti Sport educational service do you have?

Развернутый ответ

Thank you for taking time in the survey! Please add any other comments you wish to make.

Развернутый ответ

## Appendix C. Open answers of the survey

If your answer for a previous question (8) was 'Yes' -How would your club member(s) describe their experience with Vuokatti Sport facilities?

3 responses

Interesting experience in an international environment

The first time we competed at Vuokatti Sport. We really liked the organisation and conditions, even though it was quite cold in those days.

Great experience of international competitions. We liked the accomodation, the availability of various training facilities within walking distance.

**ADDITIONAL INFORMATION**

What other suggestions for Vuokatti Sport educational service do you have?

2 responses

Having examples from personal professional coach experience. Use of sport equipment during classes. Use of foreign competition experience in teaching.

Doing homework in Russia to prolong the effect of the camp. Use in teaching more practical tasks.

Thank you for taking time in the survey! Please add any other comments you wish to make.

0 responses

No responses yet for this question.