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THE FORMATION OF TOUR PACKAGES TO RUSSIA FO FINNS

Bachelor's Thesis
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DESCRIPTION

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Name of the bachelor's thesis The formation of tour packages to Russia for Finns			
Abstract <p>Tourism in Finland is sufficiently well developed. Finland has a good location which opens an easy access for European countries and Russia as well. Finnish tourists mostly travel to Estonia, Sweden and other countries in Europe. However, even though Russia has good prospects for tourism development, it does not attract Finnish customers as well as it could. Thus, the creation of attractive tourist packages to Russia for Finnish tourists became appealing.</p> <p>The analyses of Russian and Finnish tourist markets were done in the thesis, as well as a short overview of some Finnish travel agencies. Based on existing travel packages of MatkaVekka company and interview with thesis commissioner components of two tourist packages were found. The most attractive components of the tours for Finns were chosen based on questionnaire.</p> <p>As a result one tour was fully completed. Also, recommendations were given about the second tour because as for now there is not enough information about schedules.</p>			
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1 INTRODUCTION

Finland is quite a popular destination among Russian tourists but there are not so many Finnish tourists in Russia. Examining the tourist offers of the Finnish travel companies, it was found that there are not many tourist packages to Russia. That is where the idea of creating a new tourist product, which, from the author's point of view, should become an interesting proposal for Finnish tourists, was born. Russia is a close neighbour of Finland which is why the generated tours can be quite appealing to Finns if a particular destination as well as entertainment programmes are chosen correctly.

The commissioner of this Bachelor's thesis work is tour agency MatkaVekka in person of Marjut Kasper. Browsing the website and talking to Ms. Kasper has shown that the company produces and promotes a variety of tours (for cognitive, sport, leisure and other tourism branches) to different countries, including a lot of countries in Europe, some countries in Asia and even North and South America. But this company does not have any tours to Russia. Thus, it is reasonable to create tourist packages to Russia for this company.

The purpose of the thesis is to study the process of a tourist package formation and, as a result, to create tours for tour agency MatkaVekka. The package includes transportation, accommodation, meals and programme with different activities. In the thesis two tourist packages were created, different by the target group, content and length. The first tourist package is for people who are fond of sports and sporting events. The second one is for people who are interested in nature and culture of Russia.

Several sources were examined in order to achieve the purpose of Bachelor's thesis work: the literature concerning the compilation of the tourist packages, the websites of tourist agencies offering tours. Also an interview with the commissioner of the thesis about the MatkaVekka tour agency, company's field of operation and other information was carried out. The actual destinations and types of tours were chosen and composed into two different tours to Russia for Finnish tourists. Then there was an evaluation of which type of transportation, accommodation and activities Finns prefer using the questionnaire. As a result, two tourist packages were created, based on Finns' opinions.

2 BACKGROUND OF THESIS

The theoretical background of the thesis is based on the scientific books and articles, Internet websites.

2.1 Definition of tourism and tourist

There are two ways to define tourism and travel:

1. Technical definitions. Tourism is a wide range of activities carried out by a tourist who goes on vacation, for education, work or religious reasons. This way tourist is classified according to different criteria, such as length of stay, aim of travel or length of travelled distance. Furthermore, tourism is distinguished from other forms of travelling for statistical or measurement purposes.
2. Conceptual definitions. According to this definition, tourism is a social fact, which includes a change of location and, frequently, a person's change from routine or ordinary way of life. (Sharpley 2006, 13-14)

In this thesis the concept of tourism is used according to the conceptual definition.

Generally, a tourist is a person who temporarily visits a place different from his home at own request for the aim of feeling a difference. A tourist should not be confused with business traveller and convention-goer, whose main aims are work-related. The motives of tourists are different but the foundation for travelling is based on three elements: "leisure time, discretionary income, positive local sanctions". (Smith 1989, 1)

According to Cohen (1972, 167-168) there are four types of tourist roles:

- "The organized mass tourist". This type of tourists prefer package tours which include a guided tour, programme planned in advance, comfortable transportation. These tourists want to make as few decisions as possible relying on the organizers.
- "The individual mass tourist". Given tourists are similar to the organized mass tourists but the most vital difference is that the individual mass tourists can control their tour and change it in a ways, which a tourist agency suggests.
- "The explorer". This type of tourist organizes the trip by himself trying to avoid developed tourist destination. However, the explorers prefer comfortable accommodations and reliable ways of transportation.

- “The drifter”. This tourist plans his trip alone trying to avoid tourist attraction and living with the locals. He does not have an actual route or timetable and exact goals for travel.

The target types for thesis are the organized and individual mass tourists.

2.2 Literature review

Starting point of the thesis is identifying the characteristics of Finnish tourists who are ready to travel to Russia. In the thesis Finnish tourist flow to Russia (and vice versa) was investigated. Also the reasons for visiting Russia by Finns, their motivation were studied. According to the article of Marinus Gisolf “Motivation and needs” (2014), motivations for tourists can be different. They are mostly divided to external and internal. External factors for travelling are influencing tourist a lot in taking the decision of choosing the particular country, they are pulling tourist to the destination. Tourist destinations have to attract people, otherwise they will not bring income. In order to instigate people to travel and to develop appropriate motives for visiting the particular destination pull factors are used. Internal factors are mainly reflected by push factors. The push factors are generally connected to the lack of person’s feelings: the lack of rest, emotions, sun etc.

After studying the characteristics of tourists it should be decided what can be proposed to them, which kind of a product attracts the tourists. This way the statistic information about tourism in Russia was used in the thesis. In addition, an interview with the commissioner was taken to receive the actual information from the first hands.

The formation of a tourist package, the components of it and tourism product development were studied beforehand. The characteristics of the destination of tourist package are its attractiveness and attraction, the local nature, appearance, facilities, ease of access and its price. Furthermore, branding, convenience and price which are provided by the tour operator have an impact on the package (Bresler 2011). To be more competitive tourist companies should use different strategies in product development. They should use their experience, present their proposal fluently and in an interesting way, describe service process in a straightforward language and they should always act honestly with the client (Komppula 2001).

2.3 Analysis of Russian tourist market

Tourism sphere often has influence on the economy of the country in a varying degree. Countries attract tourists differently by their special attractions. A big country like Russia cannot be an unattractive country to tourists. However, tourism in Russia is not as developed as it might be and outbound tourism exceeds the inbound one.

TABLE 1. The table of entry/exit between the Russian Federation and the EU countries in 2014 (translation from Statistic data on Russia 2015)

	Entry 2013	Entry 2014	2014/2013(%)	Exit 2013	Exit 2014	2014/2013(%)
Country	Number of trips	Number of trips		Number of trips	Number of trips	
Austria	74 277	67 392	-9,3	396 860	348 347	-12
Belgium	40 316	37 441	-7	73 350	76 349	4
Bulgaria	47 154	42 230	-10	587 622	586 309	0
United Kingdom	259 676	228 346	-12	351 701	343 317	-2
Hungary	27 155	28 421	5	71 850	124 040	73
Germany	686 557	635 153	-7,5	1 575 714	1 535 410	-3
Greece	48 280	46 450	-4	1 388 708	1 214 863	-13
Denmark	36 262	33 271	-8	69 033	74 688	8
Ireland	14 691	13 056	-11	2 247	2 300	2
Spain	109 089	100 206	-8	1 270 408	1 195 968	-6
Italy	225 933	219 976	-3	1 038 820	1 056 144	2
Cyprus	6 160	6 688	9	668 185	708 336	6
Latvia	391 304	374 701	-4	418 986	445 616	6
Lithuania	539 308	487 206	-10	1 000 819	904 143	-10
Luxembourg	2 597	2 190	-16	496	781	57
Malta	2 158	1 716	-20	35 090	26 884	-23
Netherlands	86 402	80 543	-7	172 147	200 752	17
Poland	1 644 657	1 823 143	11	1 647 854	1 663 730	1
Portugal	14 952	15 181	2	41 038	40 115	-2
Romania	30 886	28 391	-8	7 030	14 978	113
Slovakia	27 554	24 962	-9	10 353	6 140	-41
Slovenia	13 296	12 312	-7	25 510	23 049	-10
Finland	1 388 016	1 446 169	4	5 525 064	4 799 142	-13
France	225 860	219 210	-3	575 356	557 899	-3
Croatia	18 276	18 040	-1	102 618	88 795	-13
Czech Republic	76 530	68 875	-10	620 293	540 743	-13
Sweden	53 340	49 908	-6	83 392	90 531	9
Estonia	430 164	363 942	-15	2 252 676	1 844 472	-18
Total	6 520 850	6 475 119	-1	20 013 220	18 513 841	-7
Totally for all countries	30 792 091	32 421 490	5	54 069 079	45 888 935	-15

Analysis of Table 1 of entry/exit between the Russian Federation and other countries shows that the number of tourists travelling from the EU countries decreased when comparing 2014 to 2013 but increased if talking about all countries' travellers (including Asia, America etc.). Speaking about outbound tourism, it is noticeable that outbound tourism exceeded the inbound tourism approximately 2 times but in 2014 it declined for the EU and other countries.

Tourists from the EU countries, most often coming to Russia, are citizens of countries like Poland, Finland and Germany. The most popular EU countries to travel to for Russian people are Finland, Estonia and Germany.

Travelling between Finland and Russia is leading both inbound (people from Finland is the second popular tourists in Russia from EU countries) and outbound (Russian tourists choose Finland for travelling the most often from other EU countries).

2.4 Analysis of Finnish tourist market

Tourism in Finland is developed well enough. It includes outbound tourism as well as inbound. Finland is in the immediate vicinity of Europe which is why it is a convenient destination for tourism.

According to Table 2, Finns made almost 7 million trips only for four months from May till August 2014. The most popular destinations for Finnish tourists are Estonia (almost 2 million trips were made by Finns to Estonia), Sweden (approximately 1, 5 million trips), Spain (325 thousand trips), Russia and Greece (about 260 thousand trips to each of the countries), Italy (250 thousand trips).

Talking about types of tourism, Finns make mostly leisure trips (approximately 3 million trips) then business (only about 500 thousand trips). Finns spend leisure time mainly on holidays and choose Estonia, Sweden, Spain, Greece, Italy and Norway. Russia is not such a popular destination for spending holidays among Finns.

It becomes understandable that Finns prefer holiday trips more than other types of travels and they generally travel to the countries which are easy to reach (Estonia, Sweden, Norway). Thus, Russia has good prospects for the development of tourism with Finland: Russia and

Finland are easily accessible for each other, Russia has a lot of destinations for leisure tourism.

TABLE 2. Trips abroad by reason and destination in May-August 2014 (1000 trips)
(Statistics Finland 2015)

Destination		Reason for trip abroad				
		Leisure trips				Business trips
		Visiting friends or relatives	Holiday	Other personal reason	Leisure trips, total	Business trips, total
		1,000 trips				
Trips, total		442	2,534	197	3,173	523
Nordic countries	Total	170	633	57	860	165
	Norway	..	95		98	..
	Sweden	161	513	..	722	127
Russia and Baltic countries	Total	96	951	95	1,143	120
	Estonia	62	859	..	960	78
	Russian Federation	..	59	52	146	..
Western and Eastern Europe	Total	81	331	..	429	168
	France	..	77		82	..
	Germany	..	56	..	85	55
	United Kingdom	..	76	..	101	..
Southern Europe and East Mediterranean countries	Total	65	578	..	660	..
	Spain (without Canary Islands)	..	150	..	174	
	Greece	..	121	..	137	
	Italy	..	110	..	137	..
	Turkey	..	80		83	..
America	Total	56	..
Africa	Total			
Asia and Oceania	Total

2.5 Analysing Finnish tourist agencies

In addition to the company MatkaVekka, Finnish tourism market has many differently profiled tourist agencies. Basically, Finnish companies offer tours to Europe and only a few complement their offers with tours to America, to Asian countries and to Russia. Tourist agencies which are described below were mentioned by the commissioner.

For example, the company Finnmatkat specializes on tours mainly to Europe (Bulgaria, Egypt, Spain, Italy, Croatia, etc.) and exotic countries (Jamaica, United Arab Emirates, Thailand). However, they do not have any tours to Estonia, a country which so many Finns visit (Official website of Finnmatkat, 2015).

Another Finnish tour agency is TE-matkat. It has a lot of different tourist packages, such as cruises (to Estonia), bus trips to Europe (Sweden, Latvia, Norway), tours with direct flight (Spain, Italy, Cyprus, Turkey, etc.) and even tours to Russia. These tours to Russia (St. Petersburg, Vyborg, Sortavala, Petrozavodsk and some others) include only transfer and accommodation, do not involve any entertainment and are organised only if there are enough participants (minimum 25 people) (Official website of TE-matkat, 2015).

One more tourist agency that should be mentioned is VenäjänMatkat. This travel agency offers only tours to Russia. They have a variety of offers of tourist packages to Russia, including travelling to Kola Peninsula, themed excursions (e. g. "in the footsteps of Russian writers" in Moscow), sports tours (e.g. Formula One in Sochi), excursions to Russian cities with rich historical and cultural background (Tula with its samovars, Petrozavodsk with its artists, etc.). The offers of tourist packages to Russia always change (Official website of VenäjänMatkat, 2015).

3. TOURIST'S MOTIVATION FOR TRAVELLING

If you ask people what they love and want to do, a lot of them will list travelling among their hobbies that they like and want to do. However, not all of these people have enough money, time or motivation and they do not travel as much as they want. So what influences them to make a decision about travelling?

3.1 Model of decision-making process

According to Decrop (2006, 29-30) decision-making process of choosing the destination can be shown as a structural model by Crompton (1977). This model focuses on destination characteristics and has two steps. The first step is analysing if holiday is needed or not and the second step is identifying the certain destination where the person would like to go.

Destination characteristics are presented as the result of collaboration of person's restrictions (for example, money, time) and destination desires. Before travelling every person weighs his wishes with his abilities, chooses destinations and after analysing the pros and cons of them points out the best place for visiting.

Later on in 1990 Crompton and his colleagues developed more modern model of decision making. The model consists of three variables: "External inputs", "Internal inputs" and "Cognitive constructs". External inputs show factors which influence person from the side of society and advertisements. For example, a person could choose the destination because all of his friends have already visited it or if he watched a great advertisement on TV. Internal inputs characterise personal features as motives, behaviour, ideals. A traveller may choose Egypt if his ideas of perfect holidays will define place as warm country with pyramids and high-rate hotels. Cognitive construct is the connection between external and internal inputs, into the knowledge about the destination. For example, a person will go to Egypt because he has already been there and he likes all about it.

3.2 Push and pull factors of motivation

In addition to previous factors of choosing destination push and pull factors should be added. Push factor is a reason which makes you be willing to leave a location. Pull factor shows attractions of the destination (Prayag & Ryan, 2011).

Examples of push factors are: relaxation, desire to experience new, to see people who are different from those you meet in your own country, to try new food, to escape from usual life, routine work, to do shopping, sightseeing, to become free, etc.

Pull factors might be: nature of the destination, environmental quality (fresh air, clean water), unusual atmosphere, interesting activities, night life, entertainment and shopping facilities, variety of excursions, developed hospitality sphere, visa access, etc.

Push and pull factors influence customers' choice of destination, motivate them to choose the destination. When creating tourist packages it is important to take all these factors into account in order to satisfy customers' needs.

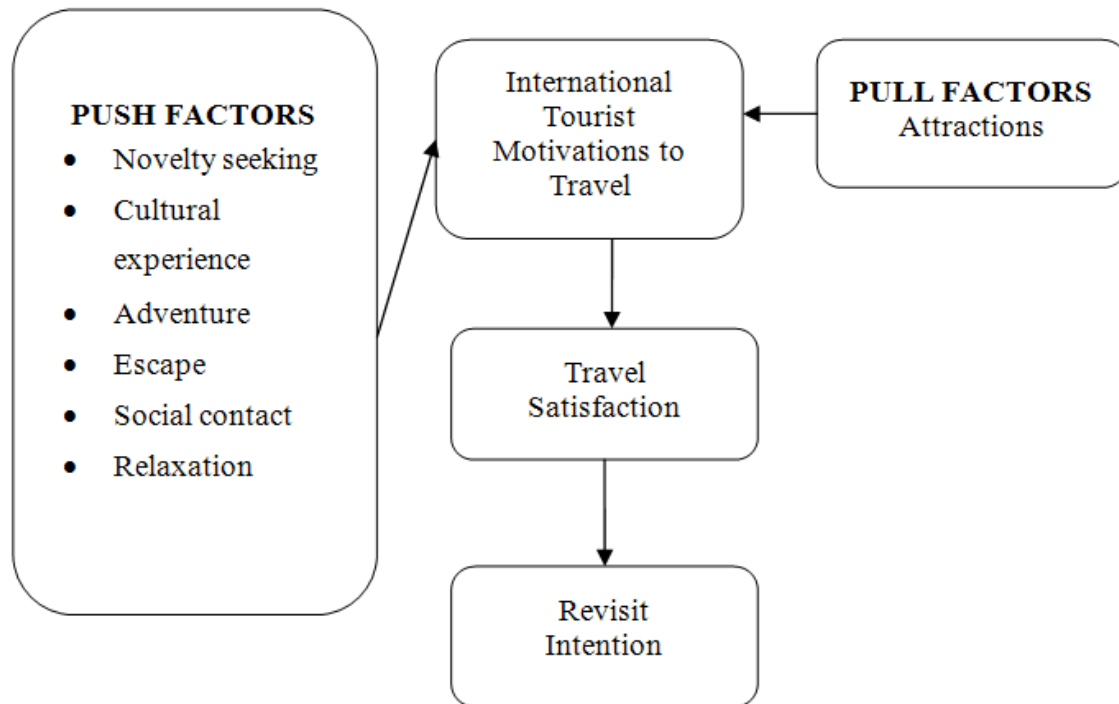


FIGURE 1. Framework on tourists' motivations and revisit intentions (Dayour & Adongo 2015)

As it is shown in Figure 1, Push and Pull factors create a motivation for travelling. To be successful in travel business all customer's expectations should be met and fulfilled. This way the customer decides to come back again.

3.3 Tourism product development

The theme of tourism product development is not widely discussed in literature, although, it is very important for successful functioning of tourist establishment. All researchers like that are mainly based on destination characteristics (Komppula 2001).

The tourist product determines values of client, which are show the benefits provided to satisfy the customer's needs and wishes, available service's quality and amount of money

(Middleton & Clarke 2001, 89). The tourist product is mostly created on the basis of personal experience, which is an outcome of a product development process.

To stay ahead of the competitors a tour company should look for new product development and improvements. The product life cycle theory shows the following stages: growth, maturity, saturation and decline in sales and profits. This model reflects the necessity of product development and new- product innovations. To prevent the decline stage of product, a company should create and add something new, better on saturation stage (Komppula 2001).

Product development process consists of many stages. The first stage is an idea generation. During this stage as many ideas as possible should be created. After that all ideas should be evaluated, weaknesses and strengths should be determined. Next stage is when suitable ideas are selected and the value of their implementation and possible results and benefits are compared. Analysis of demands, costs and future revenue are reasonable here. After all these steps new tourist product is composed and represented to the customer's consideration. If the tourist product has followed all these stages successfully it is introduced to the market where real customers are going to decide if the product is attractive. The last phase should be a post-introduction evaluation. At this stage all the information about tourist product is collected and examined. The tourist product is evaluated one more time and passed onto developing process (Walder & Weiermair & Pérez 2006).

4. COMMISSIONER OF THESIS

The description in this chapter is about the commissioner of the thesis, information about it and its activities are based on the information, received from the Official website of MatkaVekka Company (2015) and an interview with Ms. Kasper (Appendix 1).

4.1 History of the organization and the general provisions

Travel Company MatkaVekka was founded in 1973. It is owned by the fourth largest Finnish ready-made tour operator Lomamatkat Ltd. and MatkaVekka Eesti in Finland. The total turnover of the company was about 95 million in 2012. The company has the staff of 140 people. Since 2006, the company is part of the Primera Travel Group, which operates in Finland, Sweden, Norway, Denmark and Iceland.

The general Director of the company (MatkaVekka and Lomamatkat) is Mikko Pietarinen, commercial director is Minna Tuorila.

MatkaVekka is close to their customers everywhere in Finland. The travel store of MatkaVekka's network is the largest in Finland. In addition to personal customer service, the company serves its customers 24 hours a day in the Internet. The target of MatkaVekka is to be an easily accessible travel agency which offers relaxing and experiential tours to its customers. The company carefully selects its partners to guarantee the quality of services. Company has a stable financial outcome which makes the company a reliable partner, when you think about organizing a travel.

Values of MatkaVekka Company are to be easily accessible, successful, thinking about the future, cooperative, ahead-going.

4.2 The company's activities and examples of MatkaVekka's tours

MatkaVekka offers complete tours to various countries to its customers, such as European countries (Estonia, Latvia, Sweden, Norway, Iceland, France, Germany, Italy, Spain and others), America, Asia (Japan, China) and some exotic countries like Argentina, Australia, South Africa and New Zealand.

The tourist packages of the company can be attributed to the following types: cruises, family, health, cognitive, cultural and event tours. Mainly the tours include transportation, accommodation, food and related activities like excursions, visits to museums, theatres, concerts and much more depending on the type of tour.

The following tourist packages were chosen because they are related to the tours that are being developed in this thesis.

4.2.1 Basketball Championships in Montpellier

Basketball Championships in Montpellier are included in MatkaVekka's tourist package for people who are interested in sports, basketball particularly, and want to support the Finnish team. Basketball Championship in Finland Preliminary round played in the South of France in

Montpellier. MatkaVekka offers direct charter flights, good city centre hotel, 2nd category ticket package for all matches.

Only one direct charter flight is offered:

4.9. HV 8559 Helsinki - Montpellier 17.30 - 21.05

11.9. HV 8562 Montpellier - Helsinki 19.45 - 23.25

MatkaVekka provides an opportunity to live in a single or in a shared double-room at the Hotel Best Western Eurociel.

The price includes:

- Direct charter flight from Helsinki to Montpellier
- A hot meal on flights
- 7-nights accommodation in a shared double room
- Breakfast at the hotel
- 2nd category ticket package matches Finland (ticket package may be purchased right on the spot)
- Transfer to Montpellier from airport to a hotel
- Finland's 2014 World Cup team's official jersey (size L)
- Pre-emption of the Wolf chamber concert tickets (place and performers will be specified later)

For an additional fee:

- Single room: 325 € / person

Also, the travel company provides the schedule with Finnish Basketball Games:

5.9. FINLAND - France

6.9. FINLAND - Israel

6.9. Russia - Poland

7.9. FINLAND - Russia

7.9. Israel - Bosnia & Herzegovina

9.9. FINLAND -Bosnia & Herzegovina

9.9. Poland - Israel

10.9. FINLAND - Poland

10.9. Bosnia & Herzegovina - Russia

In addition MatkaVekka recommends travel insurance.

4.2.2 22-hour cruise from Helsinki to Tallinn on “Baltic Queen”

MatkaVekka offers the 22-hour cruise from Helsinki to Tallinn on the ship “Baltic Queen”. The boat departs from Helsinki West Harbour at 18:30. The next day tourists will have about four hours in the morning to visit Tallinn and look around. The ship is taking its way back to Helsinki at 16:00.

The Baltic Queen was built in 2009 and it offers luxury cruises. The ship has new facilities, a wide range of services, and an entertainment programme. By request it is possible to get compartments for allergies and families.

Customers of the travel agency are able to be transferred to the place of departure, including four routes with stops in cities such as Tampere, Jyväskylä, Kuopio, Lappeenranta and Imatra. Every route is available on a specific day.

The following rooms are available in cruise:

1. Executive Suite. Spacious double cabins with private balconies. All cabins have a double bed, sofa set, toilet, shower, hairdryer, LCD TV, telephone and refrigerator. Special breakfast and refrigerator drinks included in the price (excluding special cruises).
2. Suite Class. Double spacious cabins. All cabins have a fixed double bed (bedding cannot be separated), a sofa set, toilet, shower, hairdryer, LCD TV, telephone and refrigerator. Special Breakfast and refrigerator drinks included in the price (excluding special cruises).
3. Deluxe Class. Double spacious cabins. All cabins have a fixed double bed (bedding cannot be separated), a sofa set, toilet, shower, hairdryer, LCD TV, telephone and refrigerator. Special Breakfast and refrigerator drinks included in the price (excluding special cruises).
4. Premium Class. Double cabin with windows. All cabins have a fixed double bed (bedding cannot be separated), a toilet, a shower and an LCD TV.
5. A-Class. Double and quadruple cabins with windows. The double cabins have lower beds, four double cabins, two upper and two lower berths. Cabins equipped with toilet, shower and TV.

6. Category B. Two or four-person cabins. The double cabins have lower beds, four double cabins, two upper and two lower berths. Cabins equipped with toilet, shower and TV.

The photos and the scheme of the boat, appearance of the cabins can be found in the Appendix 2.

5 THE FORMATION OF A TOURIST PACKAGE

5.1 Who is the target group?

In order to start the research and the formation of a tourist package it is important to define the target group. Target group affects the qualities of the tour. For example, the main motivating factor for students in the decision to travel is the cost of travel and the number of impressions they will receive. Preferences are given to the tours with the lowest cost, it may not be in a comfortable hotel but it will provide a lot of emotions. On the other hand, the main criteria for seniors is comfort and quality. For them an important thing is the way of transfer and hotel facilities, as well as that they will be able to see the sights without experiencing discomfort.

Target group of thesis's tourist packages is the customers of MatkaVekka Company. They are mostly Finns, male and female, different ages. Their wealth is average or above average.

Specifically, for the formation of the tour packages the following target groups were chosen. For the sports tourist package "Ice-hockey World Championship 2016" the target group consists of 30-50 years old men who are fond of sports and particularly hockey and want to support the national team of their homeland. For the cruise tour "Moscow – St. Petersburg for 7 days" the main target group is elderly people with an average wealth who want to know more about Russian culture and to enjoy the beautiful nature.

Of course, this tours can attract not only people from the main target groups but also people of other genders and ages. That is why during the research process different groups of Finnish people were included.

5.2 What activities attract customers?

For tourists who come to the country to see some specific activities, such as ice hockey games, it is not interesting to familiarise with the culture of the country. They are attracted by the event itself. Perhaps, they would come up only with a sightseeing tour to know the main attractions and to be able to cherish in their memory not only the event but also a piece of the country.

For the tourist who is interested in the country itself a large number of activities can be offered, such as sightseeing tours, excursions, visits to exhibitions, museums, concerts, introduction to the national cuisine and much more.

5.3 Formation of tourist package

5.3.1 Ice-hockey World Championships 2016

2016 IIHF World Championship, which will be held in Russia in Moscow and St. Petersburg. It coincides with the 70-year anniversary of Russian Ice-hockey. Russia for the third time will take the World Cup tournament after 2000 and 2007. Ice Hockey World Championship takes place from 29th of April till 15th of May 2016.

The main venue of Ice-hockey World Championship is Moscow arena Sports Palace Megasport, which has 13577 seats, 39 VIP boxes, two restaurants, eight dressing rooms, two gyms and media facilities. The second venue is St. Petersburg arena Ice Palace, specially built for the 2000 IIHF World Championship. It has 12300 seats, 74 VIP boxes, 30 cafes, eight locker rooms and media facilities as well. (Denmark, Ukraine withdraw bids for Moscow & St. Petersburg 2011)

5.3.1.1 Schedule

MatkaVekka Company used to post the schedule on the official website offering the sport tour. Unfortunately, there is no exact timetable for the Ice-hockey World Championship 2016 yet. In order to find the information about the games, a research that included searching websites and even an e-mail to the organisers of this event was done but no answer was received.

The sports tour package should include tickets to the event. But it is left to the customer's choice exactly which games should be included into the price. Since the trip may not be all 17 days long, it was interesting to learn which games the customers would like to visit, so that the company may offer tickets for events in the beginning, middle or final games.

5.3.1.2 Transfer

In this tour package it was not possible to search for the transfer information during the current step because there is no information about schedule and customers' desires for cities to visit: only Moscow or only St. Petersburg or both of them.

5.3.1.3 Accommodation

There is only one offer of a hotel in MatkaVekka's tourist packages and the type of rooms are shared rooms with the possibility to offer a single room for additional fee.

Thus, hotels of different rates were chosen and presented in questionnaire in order to choose the type of the hotel and then offer the most suitable hotel to the customers.

5.3.2 Cruise Moscow – St. Petersburg for 7 days

Cruise from Moscow to St. Petersburg will be interesting for people who like Russia, its nature and culture, and want to get to know it more. Tourist package includes the transportation from Helsinki to Moscow, cruise Moscow - Uglich - Yaroslavl - Gorica - Kizhi - Mandrogi - St. Petersburg (7days/6 nights), transfer back to Helsinki, excursion programme in each city and meals. The tourist package takes place on the 2nd of June till 8th of June.

5.3.2.1 Transfer

There are two good ways to go from Helsinki to Moscow. The first way is to go by airplane. Approximately about 3-4 hours one way. Ticket prices start from 87 euro. And it is the fastest and the most comfortable way. The second way is to go by train. It takes about 13 hours and costs about 135 euro.

There are three ways to go back from St. Petersburg to Helsinki. The first way again is the plane. In this case there are different flights. You can travel to Helsinki in 1 or in 3-4 hours. And the prices are different, from 109 euro. The second way is the train. It goes to Helsinki in about 3 hours and costs from 54 euro.

Tickets and prices were checked from the website www.bravofly.fi and www.russianrail.com (Appendix 3).

5.3.2.2 The boat

For the cruise the ship "Anton Chekhov" were chosen. This is a unique ship, built in Austria in 1978. It favourably differs from all other ships doing the route between Moscow and St. Petersburg. There is a swimming pool with opening glass roof on board, so in addition to sunbathing and enjoying the fresh air on the sun loungers on the sun deck, tourists can swim. Furthermore, the boat includes a restaurant, a bar with a dance floor, a cosy cinema, a music room, a small souvenir shop and a beauty salon, also ironing services, laundry facilities and on-board doctor are available. Tourists can choose between Suite, Junior Suite and 2-berth cabins, with modern furniture and equipped with shower and toilet, individual system of air-conditioning, radio, built-in wardrobe and a large panoramic window.

Photos, the scheme of the boat and the appearance of the cabins can be found in Appendix 4.

Description of the boat's cabins:

Suite. One-bedroom cabin (About 800 euros). In the cabin: double bed, sofa, TV, bathroom (shower, WC), air conditioning, socket 220 V.

Junior Suite (About 650 euros). In the cabin, one bed, bathroom (shower, WC), air conditioning, socket 220 V.

2-berth cabin (About 480 euros). In the cabin: 2 beds, bathroom (shower, WC), air conditioning, socket 220 V.

5.3.2.3 Programme

Day 1. Helsinki - Moscow

Passage, 3-hour sightseeing tour in Moscow. The excursion route includes all of the most significant and beautiful places in Moscow such as the Red Square, Manezhnaya square,

Christ the Savior Cathedral, New Arbat, Victory Park, Sparrow Hills, Novodevichy Convent etc.

Boarding the Anton Chekhov boat. Registration on the reception, taking rooms, where you can comfortably stay and prepare to have an exciting journey.

Day 2. Uglich

Uglich, founded in 1148, is a beautiful city with a tragic history located in a place where Volga makes a sharp bend, forming a kind of angle (from which it gets its name). During the walking tour you will visit the architectural complex of the Uglich Kremlin, consisting of two temples, the House of feudal princes, the Transfiguration Cathedral and the Church of St. Tsarevich Dmitry on the Blood. Here, Tourists can taste the most delicate Uglich cheese, quench their thirst with pure Uglich water from a local spring and buy world famous Uglich watch "The Seagull."

Day 3. Yaroslavl

Yaroslavl is the largest city of the Golden Ring of Russia, older than Moscow (first mentioned in 1071). Sightseeing tour of Yaroslavl will introduce numerous monuments and museums of the city. During a sightseeing bus tour we will visit the UNESCO-listed Church of Elijah the prophet and the territory of the magnificent ensemble of the 13th century, Spassky Monastery. We will see a group of cathedrals from the 17th century, the newly built gold-domed Cathedral of the Assumption, which was destroyed after the Revolution, the elegant rotunda and remnants of ancient market place, stroll along the promenade to the confluence of the river Cotorosl flowing into the Volga.

Day 4. Gorica

In the small village of Gorica located on the banks of the Sheksna, there is the river-stand, from where the bus tour to the city Kirillov, in Cyril Belozersky monastery. With the opening of the Volga-Baltic Canal the ancient village became known to thousands of people through the ensemble Resurrection Goritsky Monastier convent, standing next to the marina, which we will visit. Cyril-Belozersky Monastery is located 8 kilometres from the village of Gorica and is a monument of immense art value. It is here that the father of Ivan the Terrible came to pray for an heir. The monastery was not only the rich cultural, religious and educational centre, but also the northernmost Russian stronghold, which was never defeated. During the tour you will visit the monastery and museum exhibitions.

Day 5. Kizhi

After going through six locks on the Volga-Baltic Canal, our motor ship crosses from south to north to one of the largest lakes in Europe - Lake Onega to get to the island Kizhi, the world famous open-air museum. Ensemble of the island (under the protection of UNESCO) is the architectural style of the Russian north and consists of churches, chapels, bell towers, farmhouses, barns, hay storages, windmills and baths built on the 11-19 centuries. In the centre of the museum there is a unique 22 dome wooden church, built, according to legend, without a single nail a local architect Nestor in 1714.

Day 6. Mandrogi

On the banks of the River Svir - the most beautiful river of the North-Western part of Russia, between the Ladoga and Onega lakes lies the village of Upper Mandrogi - one of the most beautiful and cleanest places in the Leningrad region, where the site of ancient Russian settlement was launched in 1996 as the original project of Russian national village reconstruction. Here you can combine exciting programme of outdoor activities with a pleasant pastime in the old village inn or interior of the hut, to visit the wonderful Museum of Russian vodka. During the stay you can visit the craft villages, where you will be acquainted with the traditional Russian crafts: painting on wood including dolls weaving and pottery, carved wood, lace. You can take a master class in any of the workshops. Both adults and children enjoy studying Russian national crafts and take home products made with their own hands.

Day 7. St Petersburg, landing

After the breakfast, tourists pack their luggage and after landing we will wait for the 5 hour bus tour around St. Petersburg with an excursion to the Hermitage.

After a busy day will be a return trip to Helsinki.

6. RESEARCH PLAN AND METHODS

6.1 The purpose and objectives of the thesis

The goal of bachelor's thesis is to follow the process of a tourist package formation and to identify the attractiveness of tourist packages to Russia for Finnish tourists. The main outcome will be the components of the tourist package, which MatkaVekka Company could offer to the clients. Travel agency should have tours to a lot of different countries, as much as

possible, unless the agency decides to specialise on some continent / area. As MatkaVekka does not have any tours to Russia but has a lot of different tours to other directions, a tour to Russia would be an interesting option for MatkaVekka to offer its customers.

The objectives of the thesis are:

- To describe the portrait of Finnish tourist willing to visit Russia
- To analyse Finnish and Russian markets and point out the most attractive Russian destination for Finnish tourists
- To describe the process of tourist package formation
- To analyse the attractiveness of tour package's component

6.2 Methods

Generally research process suggests quantitative and qualitative methods.

Quantitative research presents logical and statistical information based on data collection. It shows the way how people think, feel or behave in numbers and graphs. Qualitative research shows what people think, feel or do and why it is so in details. Qualitative research does not rely on statistical information and it is based on the information received from people.

Quantitative and qualitative methods can be combined and used as a mixed-methodology research. This way both methods are used one after another. For example, using a qualitative method helps to learn what attracts people and satisfies their needs. After that it is possible to find the level of customer's satisfaction using quantitative method. (Sheldon 2015) In this Bachelor's thesis the mixed-methodology research was used.

At first the qualitative method was used in the thesis. An interview with the commissioner was carried out to identify the usual Finnish tourist who is interested in the tourist package to Russia and also to get to know about the company and its needs.

The thesis also consists of a theoretical search. The following information was found: regarding tourism in Russia and Finland, about tourist Finnish agencies, competitors of MatkaVekka Company, about tourist's needs and motivation to travel, about the formation of tourist packages and product development.

After formation of the tourist packages' components the questionnaire was used to evaluate the attractiveness of these components of the tourist package (what accommodation, types of a transportation, services are the most attractive for Finnish tourists).

6.3 Research questions

What is the portrait of Finnish tourist to Russia?

What destinations are the most attractive for Finnish tourists in Russia?

Which tours and tour components do Finns prefer?

Methods for collecting answers for these questions are the following: quantitative (the interview with the commissioner to become acquainted with the characteristics of Finnish tourists and destinations which can be attractive for them) and qualitative (the questionnaire to get to know which tour component most of the respondents prefer).

7 RESEARCH PROCESS

This chapter provides information on planning the questionnaire, collecting the answers, the data analysis and results.

7.1 Planning

The main aim for using the questionnaire was to get to know the opinions of Finnish tourists about the components like transfer, accommodation, the tour's richness and length, acceptable price of the tourist packages to Russia composed in this thesis in order to finish the formation of the packages with the most favourable content for Finns.

The questionnaire was in English and contained 15 questions in open and closed form. Answers were single, multiple choice or in free form entry. The collection of data was performed using the website www.surveymonkey.com, which has a very friendly interface and is easy to use. However, data analysis was done in Microsoft Excel. The questionnaire is available in Appendix 6.

7.2 Data collection

At least 50 answers were planned to be collected with this questionnaire. The data collection was carried out via the Internet in March-April 2015. Finnish people were asked to fill in the questionnaire. Letters were sent to MAMK teachers and students, managers of Tertin Kartano hotel and Puumala tourist centre, sport societies, society specialized on tourism to Russia and society of retired teachers. The survey's universe was approximately 700 people.

7.3 Data analysis

The questionnaire was successful, 50 answers were collected. As you can see from the figures below (Figure 2), people who completed the questionnaire were of different gender and age. Mostly they were female (36 women and 14 men) and 21-30 years old (34 persons 21-30 y. o., 6 persons 51-60 y. o., 3 persons 31-40, 41-50, 61-70 y. o.).

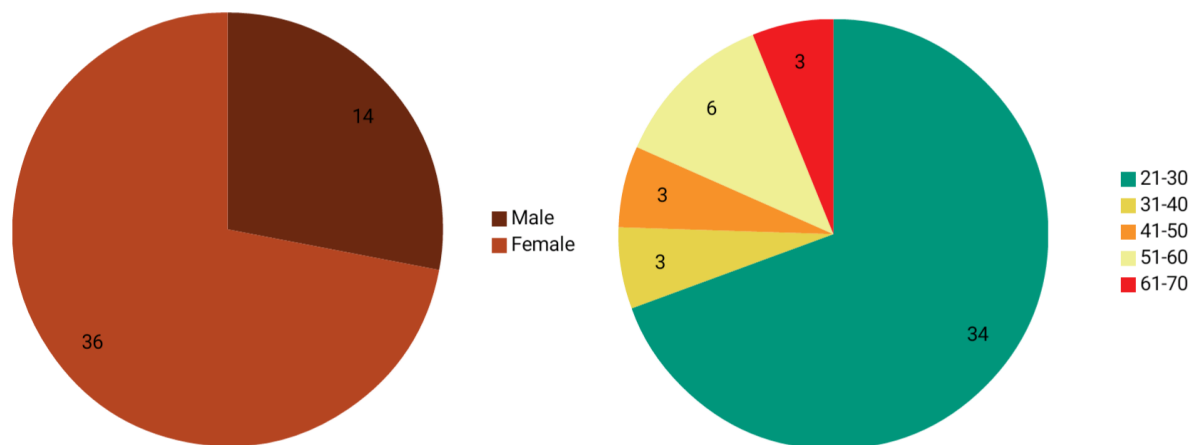


FIGURE 2. Gender and age of respondents, number of people

The first question of the survey was about the ship cruise "Moscow - Uglich - Yaroslavl - Gorica - Kizhi - Mandrogi - St. Petersburg (7days/6 nights)". The presumed contents of a tourist package have been described in this question: cruise "includes the transportation from Helsinki to Moscow, the cruise, transfer back to Helsinki, excursion programme in each city and meals" and asked if person would be interested in that kind of package. If the person was not interested in the offer then he did not answer following questions about that tourist

package. Mainly, people were interested in the cruise (40 respondents). In figure below is shown how people of different genders and ages were interested in cruise.

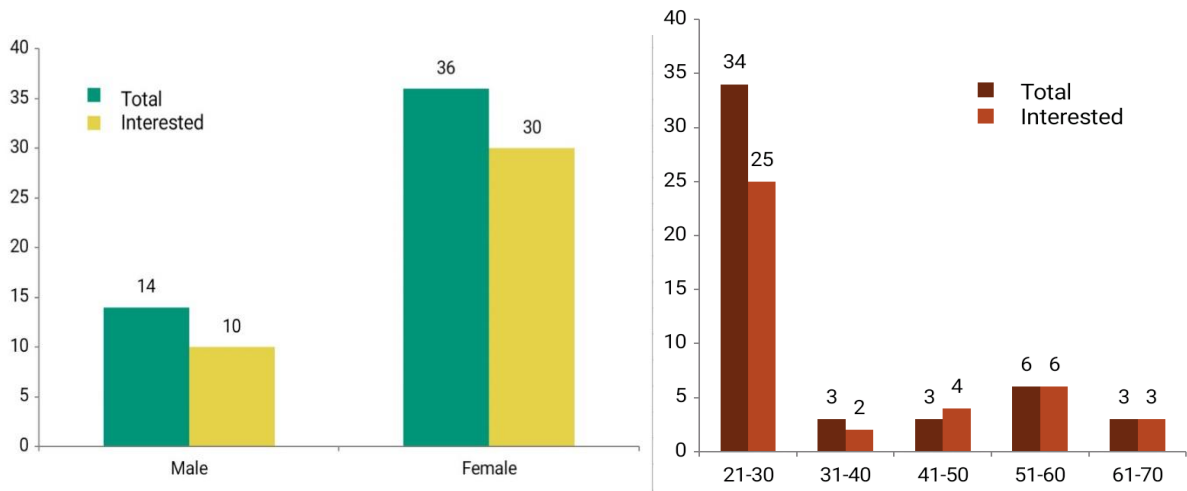


FIGURE 3. Respondents who were interested in cruise tour, number of people

The second question addressed the types of transfers from Helsinki to Moscow and from St. Petersburg to Helsinki. The following options were proposed:

- Helsinki-Moscow by plane (3-4 hours one way, about 90 euro)
- Helsinki-Moscow by train (13 hours one way, about 140 euro)
- St. Petersburg-Helsinki by plane (3-4 hours one way, about 110 euro)
- St. Petersburg-Helsinki by train (3 hours, about 55 euro)

The answers of respondents were quite understandable. The cheapest types of transfer were chosen: transfer from Helsinki to Moscow by plane was marked by 33 people and train from St. Petersburg to Helsinki was chosen by 37 respondents.

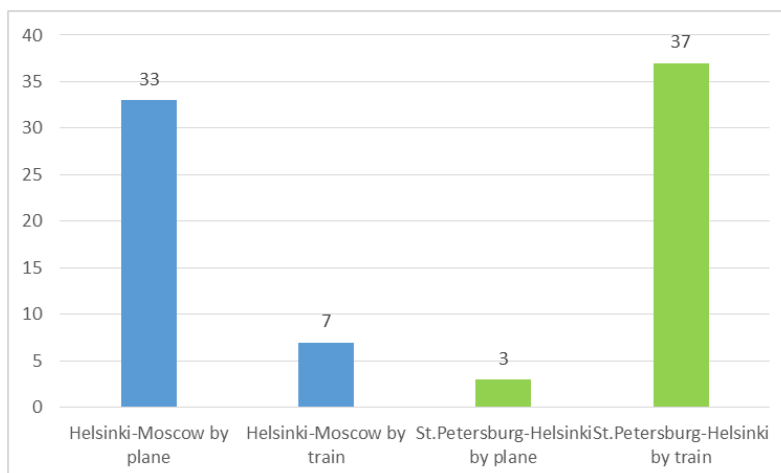


FIGURE 4. Attractiveness of transfer, number of people

The next question was about the type of accommodation that customers prefer. Options were as follows:

- Suite. One-bedroom cabin (About 800 euros). In the cabin: double bed, sofa, TV, bathroom (shower, WC), air conditioning, socket 220 V.
- Junior Suite (About 650 euros). In the cabin, one bed, bathroom (shower, WC), air conditioning, socket 220 V.
- 2-berth cabin (About 480 euros). In the cabin: 2 beds, bathroom (shower, WC), air conditioning, socket 220 V.

The respondents generally chose Junior Suite cabin (20 persons) and 2-berth cabin (17 respondents). These types of accommodation are almost the same, with similar content but differently furnished and located.

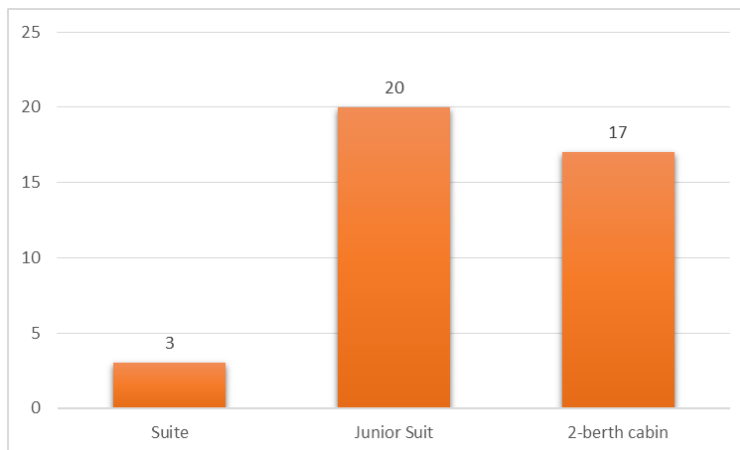


FIGURE 5. Attractiveness of accommodation on the boat, number of people

One more question was about the excursion programme. The cruise from Moscow to St. Petersburg with stops in other Russian cities and excursion programme in them is saturated enough with varied programme. It was interesting to find out if the excursions to Moscow and St. Petersburg are desirable for tourists or not.

Mostly all participants of the questionnaire (37 people) answered that a sightseeing tour in Moscow and St. Petersburg should be included to the tourist package.

The last question connected to the cruise tour was about the approximate cost which customers would give for the whole suggested tourist package.

Opinions were different: 15 respondents were willing to pay 600-700 euros for such tour, 13 of them were ready to pay 700-800 euros, 9 pointed 800-900 euros per such tourist package. Only 3 respondents suggest their prices for the cruise: 400, 500 and 1000 euros.

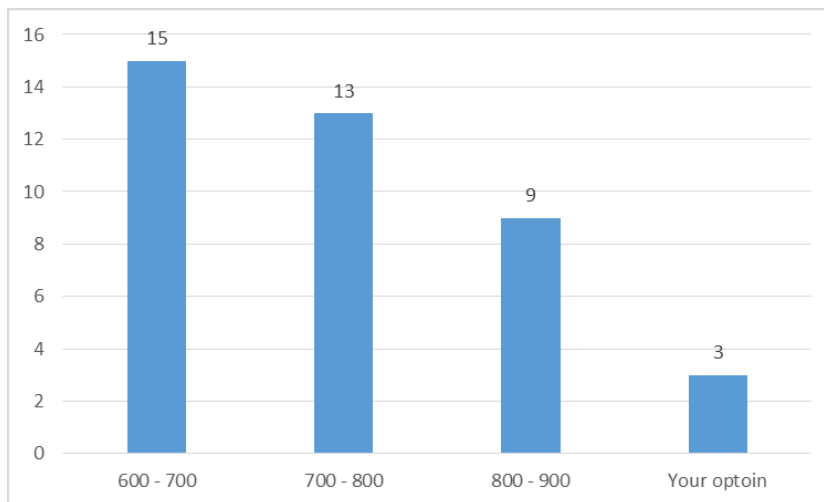


FIGURE 6. Cost of the cruise, number of people

The next question was about the other tourist package, sport one. "Ice-hockey World Championship 2016" tour which includes the transportations between Helsinki, Moscow and Saint Petersburg, accommodation, visiting sport events, excursion programme, meals. Respondents were asked if they were interested in such an offer.

Answers about this tourist package were different from the first packages. More people were not interested in sport tour (32 respondents). In figures below you also can find how people of different genders and ages have chosen this tour.

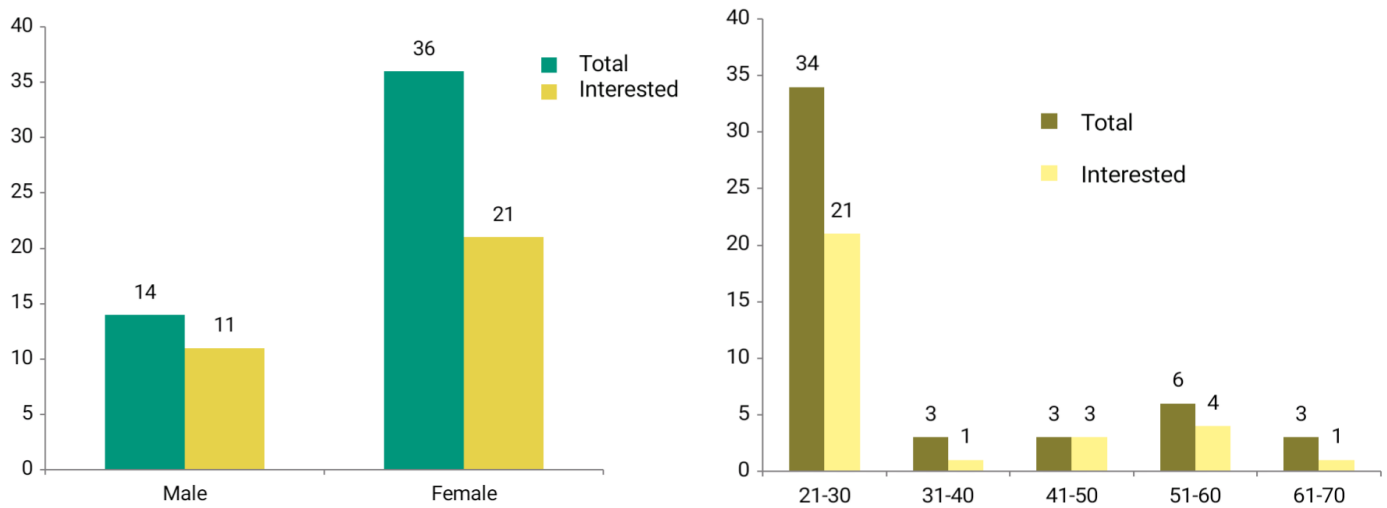


FIGURE 7. Respondents who were interested in sports tour, number of people

The first question according to the sports tour was about the type of accommodation. The rated hotels were suggested in St. Petersburg because of a good customers' feedback on the booking.com website. Suggestions were the following:

- 1-star (Nevsky 156). About 35 euro per double room. Facilities: TV, free Wi-Fi
- 2-stars (Troitsky Hotel). About 45 euro per double room. Facilities: TV, free Wi-Fi
- 3-stars (AZIMUT Hotel). About 65 euro per double room. Facilities: Telephone, TV, free Wi-Fi
- 4-stars (Solo Sokos Hotel Vasilievsky). About 120 euro per double room. Facilities: Satellite Channels, Flat-screen TV, Telephone, Air Conditioning, Bath, free Wi-Fi
- 5-stars (Rocco Forte Astoria Hotel). About 180 euro per double room. Facilities: Radio, Pay-per-view Channels, Flat-screen TV, Telephone, Air Conditioning, Bath, free Wi-Fi

The most popular were 2- and 3-star hotels: 10 respondents chose a 3-stars hotel and 9 chose 2-star hotel. The least popular were 1- and 5-star hotels, only 3 people pointed at them. 7 people pointed at 4-star hotel.

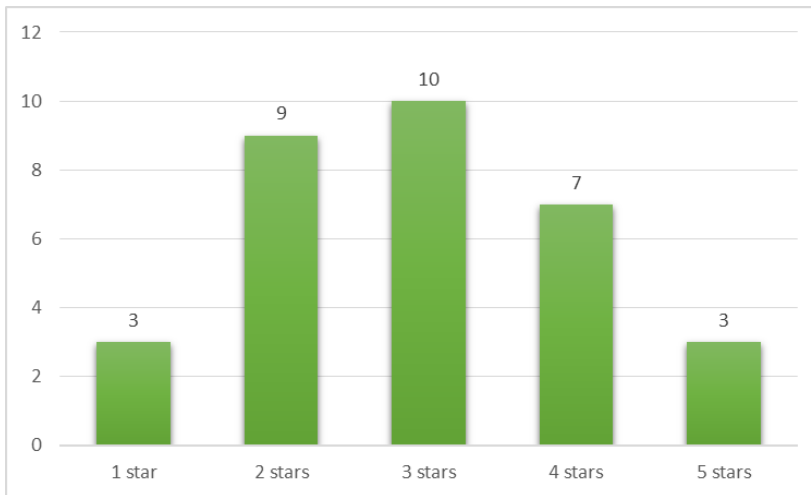


FIGURE 8. Accommodation’s attractiveness, number of people

As it was already mentioned, Ice-hockey World Championship 2016 will continue for 17 days. It is very difficult as well as very expensive to stay in Russia for the whole period of the games. So it was necessary to get to know which part of the games people would like to visit (the opening ceremony and the initial period of the games, middle games or final games) and for how long they would like to stay in Russia, attending sporting event.

The respondents generally chose final games - 20 answers. Also 2 respondents suggested their own option and wrote that they would like to visit “games, in which Finland participates”.

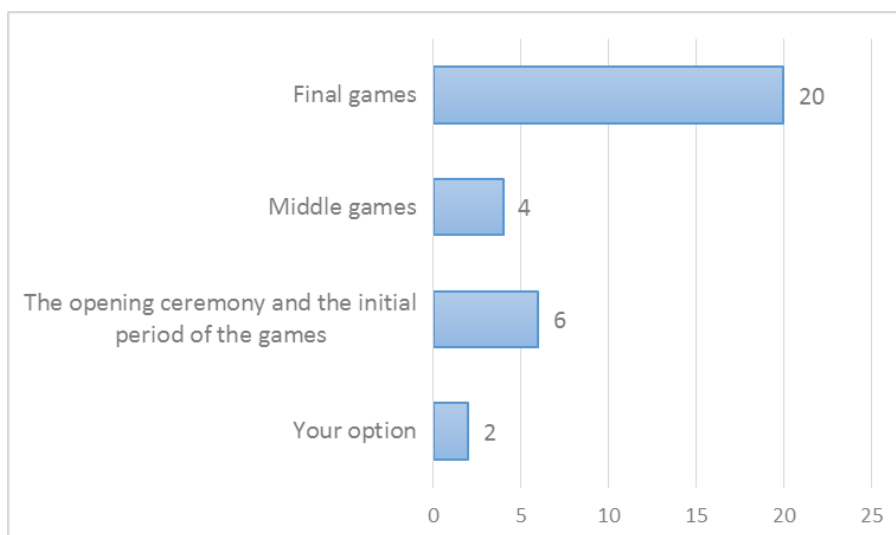


FIGURE 9. Selection of games period for visiting, number of people

Talking about the number of days to stay in Russia, 21 respondents chose that 3-4 days is the best suggestion. Only one person wanted to stay in Russia longer than 7 days and only 3 people wanted to stay in Russia less than 3 days.

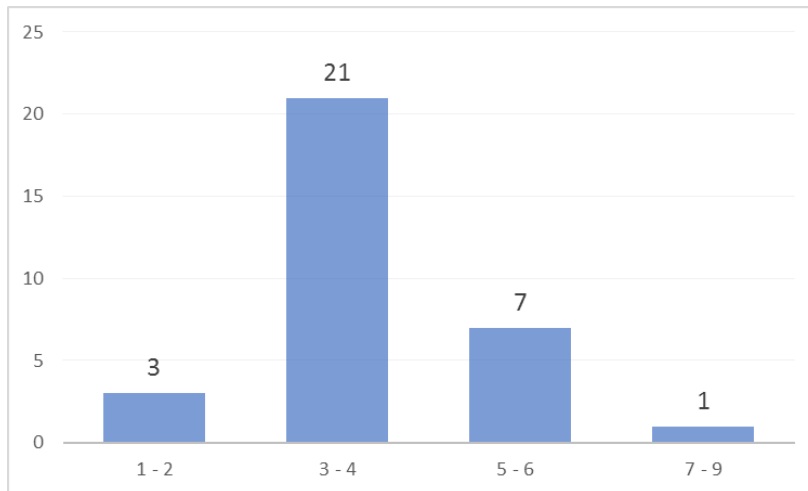


FIGURE 10. Number of days for staying in Russia, number of people

The next question was about cities in which customers would like to attend games. Moscow and St. Petersburg host the games, and it was interesting if people would like to visit one of the cities or both.

The largest number of participants (18) marked that they would like to visit both cities to attend the games. 11 respondents pointed that they would like to visit only St. Petersburg and only 3 chose to visit just Moscow.

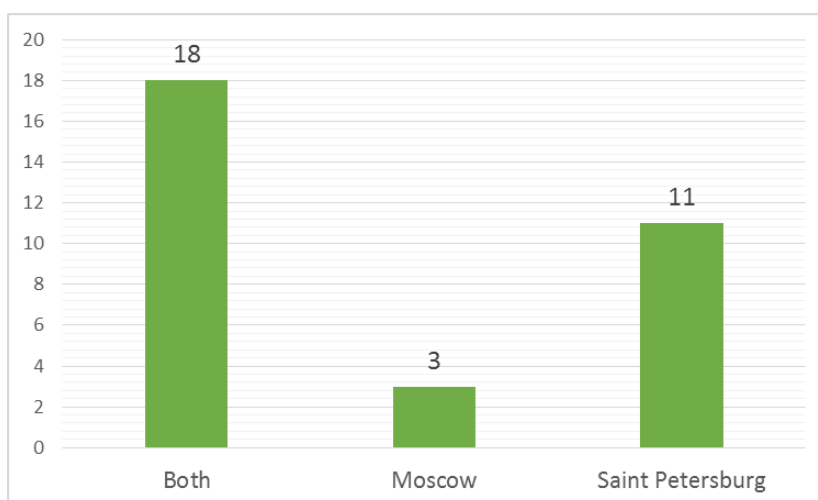


FIGURE 11. Attending cities, number of people

The last question on the sports tourist package was about its best suitable cost if it lasts 5 days.

14 respondents were ready to pay 500-650 euros for this sports tour, less respondents (11) were willing to pay 350-500 euros. 7 people would pay 650-800 euros.

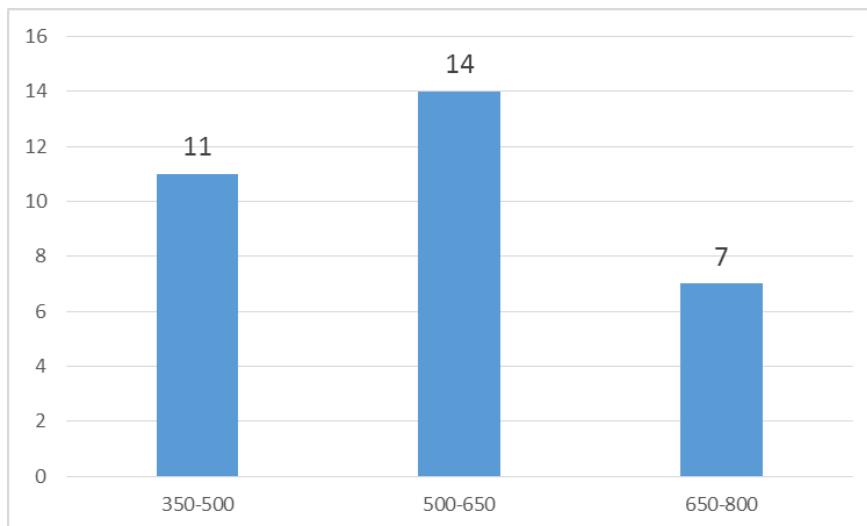


FIGURE 12. Approximate cost of the sports tourist package, number of people

There were also two open questions in the questionnaire. The respondents were asked to leave suggestions and comments, according to the tourist packages, and leave the contact information if the tours were interesting and it would be great to receive the information about the tours if they will be completed.

9 participants wrote their suggestions and comments. Some of them are following: “I am looking forward to see this offer at the travel agencies”, “I think 3-4 days are maximum that people want and will stay for watching Hockey games ... And by the way the tickets to games should be of course included to the package price”, “I don’t think that the cruise would not be interesting, because it’s just too long. I think that the best cruising time would be only 24 hours”.

4 respondents submitted their contact information (names, telephones or e-mail addresses) in order to receive the information about the tours.

7.4 Results

After analysing the data, specified tourist packages can be composed.

The plan of tourist cruise package is shown in Table 3 below.

TABLE 3. Schedule for the tourist package Cruise Moscow – St. Petersburg for 7 days

Day	Time	City	Programme
1 st day (2.06)	6.00- 9.35 11.00 11.45- 15.00 15.30 16.30 17.15	Helsinki Moscow	Departure from Helsinki by plane Breakfast Sightseeing tour around Moscow [1] Boarding on the ship, registration, accommodation Lunch Programme on the boat
2 (3.06)		Uglich	City Tour, Church of St. Dmitry on the Blood Entertainment programme on boat
3 (4.06)		Yaroslavl	City tour, the Church of Elijah the Prophet, Transfiguration Monastery Entertainment programme on boat[2]
4 (5.06)		Gorica	Visit Cyril Belozersky Monastery Entertainment programme on boat
5 (6.06)		Kizhi	Museum of Wooden Architecture Entertainment programme on boat
6 (7.06)		Mandrogi	Green Parking Entertainment programme on boat
7 (8.06)	8.00 8.30- 13.30 11.30 14.00 14.45- 17.30 19.00	St.Petersburg St.Petersburg Helsinki	Arrival Sightseeing tour around Petersburg with a visit to Hermitage [3] Light meal on the bus Lunch Free time Departure from St. Petersburg by train

[1] Example of sightseeing tours in English are offered here: www.martravel.ru/dnevnye-obzornye.

[2] Entertainment programme on boat includes live music, parties, relaxation in swimming pool and using other facilities of the boat.

[3] Example of sightseeing tours in English are offered here:

http://www.hellopiter.ru/The_state_hermitage_excursions.html.

The sports tourist package should include transfers between St. Petersburg and Helsinki, accommodation in a 3-star hotel (as AZIMUT hotel), three tickets for the final games (it is also possible to order additional tickets for extra charge). The length of the tour should be four days. Visiting only one destination is recommended because of lower prices and easier organisation.

In order to be in step to the customers' expectations on the prices, tour agencies should offer low-price accommodation and organise this tourist package for middle or big-sized group to have a chance to use discounts for group members.

8 CONCLUSION

Tourism industry becomes more attractive year by year. People travel independently and with the help of travel agencies. Despite the fact that demand is not always stable in the travel market, travel agencies continue to succeed among customers. In order to be successful in tourism industry, travel companies should keep up with modern tendencies updating their range of services. Thereby, market analysis (analysis of competitors, customers' needs, destinations and other) becomes significant part in tourism product development.

The main purpose of this bachelor's thesis was to compose the components of the tourist packages which MatkaVekka Company could offer to their clients. Tourist product formation process was described and followed. The tourist packages' components were evaluated and the best of them were chosen to complete the tour packages. Two tourist packages were composed, according to steps of tourist product development, starting from an idea of generating and finishing on the evaluation stage.

The tourist packages were evaluated positively and can be used by commissioner. Some contact information was left by the respondents of the questionnaire to get in touch with them if the tourist packages are presented by commissioner. Tourist package programmes and recommendations were given, based on the results of the questionnaire.

The provided information about tour packages formation is reliable. Subsequently, not only the process of tourist packages' formation can be examined but also promotion of tour packages. The tourist packages can be used by commissioner only in a limited time. Cruise tour can be organized every year from May till August, however, the prices for transportation, accommodation and entertainment programme can possibly change. Sports tour is valid only until the start of the Ice-hockey World Championship in 2016.

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APPENDICES

APPENDIX 1 (1)

Interview with the thesis's commissioner Marjut Kasper 08.04.2015

- *Could you tell me about your company: history, values, and main activities of the company, what it offers to the customers?*
- MatkaVekka is over 40 years old company. Its values are easy to reach (easy accessible), successful, thinking for the future, cooperative and ahead going. MatkaVekka is a part of the Primera Travel Group, Nordic travel organization. MatkaVekka offers city tours with special programme, cruises, family tours, holidays in spa-hotels, far-holidays (to far east, to Thailand, for example). MatkaVekka works in cooperation with Lomamatkat Ltd. They have the same company above them (Primera Group). And the more information you can find in our website matkavekka.fi.
- *Does MatkaVekka or Lomamatkat have tours to Russia?*
- No, they do not. Lomamatkat has more leisure and beach holidays. And MatkaVekka has mostly city tours, sport tours. It also cooperates with radio stations and organized cruises for people, who are listen to radio Nostalgia, for example.
- *And what do people usually do during such tours?*
- It is people, who are interested in certain music, they are having parties, meeting with famous people and having fun on the fair. Such cruises can be organized for hundred people and mostly for young people.
- *What do people usually do during cruises?*
- In summer time families travel, in autumn period company may organize meetings on boat, and some celebrations are also organized (as Christmas patties, for example). And it is popular to have life music, some events (circus can present its shows). People always have meals and can dancing. They have their own programme, depending on the type of cruise.
- *Who is MatkaVekka's usual customer?*
- MatkaVekka has so many different tours, so the usual customer is different with the kind of tour. For cruises usual customers are families, people over 40 years, seniors. MatkaVekka is trying to wide its customers, so it is organize cruises for young people too. But mostly the customer, who used to choose cruises, are still elderly people. Talking about sport event's tours, who would like to see this sport events... I think, they are mainly man and younger.

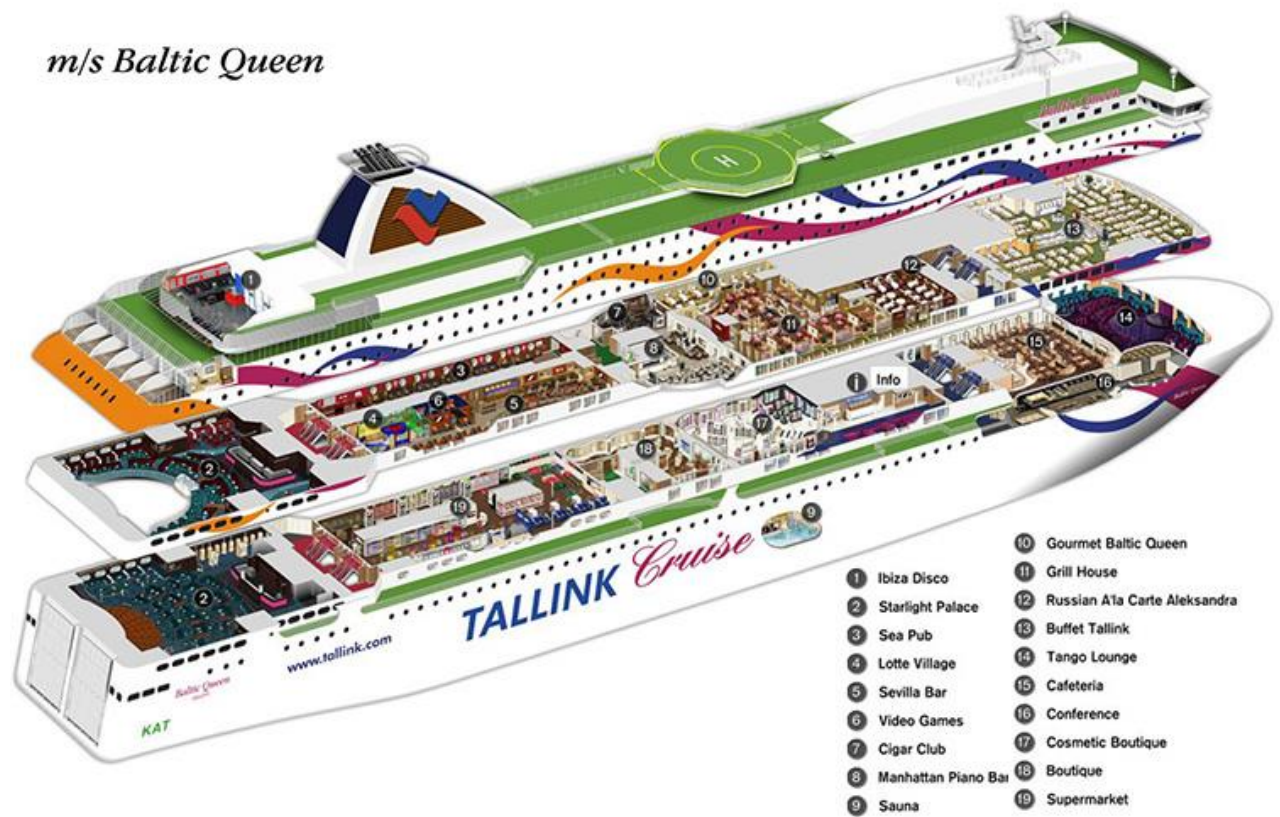
APPENDIX 1 (2)

- *Are all customers of MatkaVekka Finns?*
- Mostly yes. MatkaVekka is outgoing company, so it sends people from Finland abroad.
- *Do people prefer to travel alone or with friends, relatives, family, in groups?*
- Yes, in groups, with family. But there are some people who wants to travel alone. It is all depends on what you are interested in.
- *What tourist packages mainly include?*
- Of course, it depends on the type of the tour. The tours include transportation, accommodation, entertainment, meals and other. Mainly they are started from Helsinki or Turku. And MatkaVekka has some domestic transfer from different cities. You can find routes in our website. Normally tours start from Helsinki by boat or by plane.
- *And do you use train for people's transfer as well?*
- No, only boats, busses or planes. It is not so easy to transfer people by train, because if you just train you need also transfer from train station to hotel too. And if you have inly buss, it is easily for tour operator.
- *How do you think, will the tours to Russia popular between MatkaVekka's customers?*
- MatkaVekka do not have any tours to Russia. I think they have tried some years ago cruise from Helsinki to St. Petersburg but it did not sell very well, so they took it away. And now they do not have any tourist packages to Russia at all. But I think it could be a really good idea to have a sport event's tour to Russia.
- *How do you promote your tourist packages?*
- We use social media. We have our website, our page on Facebook and MatkaVekka magazines. We send the information about our tours via Facebook, via e-mails.
- *Does MatkaVekka have competitors?*
- Yes, of course, and quite many. Matkapojat is one of them, Futurist, TE-Matkat. But despite the competitors we have a lot of customers. And you always have a chance with your production. MatkaVekka often changes its tourist packages, they are changed in summer, winter and other seasons. And of course we need to think what is happening in the world.
- *Does MatkaVekka help people with visa formation?*
- Yes, in Finland we have a law, which says if you arranging such kind of tours, you need to help your clients with document. It is not included to the price of tour, but the customer should ask about it if needed.

APPENDIX 2 (1)



PICTURE 1. Appearance of the boat “Baltic Queen”



PICTURE 2. Scheme of the boat

APPENDIX 2 (2)

Rooms' facilities offered on the boat:



PICTURE 3. Executive Suite



PICTURE 4. Suite Class



PICTURE 5. Deluxe Class

APPENDIX 2 (3)



PICTURE 6. Premium Class



PICTURE 8. Category B



PICTURE 7. A-Class

APPENDIX 3 (1)



07.03.2015

Etsi lentoja » Valitse lento » Varaus » Maksu » Kuitti » Yksityiskohdat

Muuta hakuasi

Lähtö: Helsinki (HEL) Vantaa - Suo
 Saapuminen: Moskova (MOW) Kaikki lentokentät
 Meno: 02/06/2015 Meno
 Matkustajat: 1 **ETSI**

Viikon parhaat hinnat

Apua	Meno						
	la 30-05	su 31-05	ma 01-06	ti 02-06	ke 03-06	to 04-06	pe 05-06
Matalampi hinta	90 €	94 €	90 €	82 €	94 €	94 €	94 €
Korkeampi hinta							

valittuun lentoon verrattuna: 82 €

Hae hinnan mukaan
Mistä 82 € mihin 2 140 €

Valitse sopivin lento
 Haluan lähteä ja saapua samana päivänä. 82 €
 Menolennon aikataulu: Aamu | Iltapäivä | Ilta
 06:00 ja 23:45 välillä
 Menolennon välilaskut:
 0 välilaskua 125 €
 1 välilasku 82 €
 2 välilaskua 269 €
 Välilaskun kesto menomatalla

Hakutulokset Vertaile (0 lentoja) Roskakori (0 lennot) Valuutta Euro (EUR)

Tämä sivu sisältää lentoyhtiöiden antamien matkustajakohtaisten hintojen vertailun. Saat ilmaisen hinta-arvion varauksellesi napsauttamalla "Jatka". Varauksesta saatava aiheutuu lisäkuluja. 198 tulokset ovat saatavilla

Helsinki Helsinki-Vantaa - Moskova Kaikki lentokentät Sivun 1 of 8 | seuraava »

Järjestä: Lähtöaika Saapumisaika Välilaskut Kesto Mistä Mihin Hinta henkilöä

Air Baltic Turisti BRAVOFLY-ALENNUS 12€
 ti 02/06 06:00 Helsinki Helsinki-Vantaa 1 09:35 Moskova Sheremetyevo 02h35 9 **82€** **JATKA**

Air Baltic Turisti BRAVOFLY-ALENNUS 12€
 ti 02/06 15:20 Helsinki Helsinki-Vantaa 1 20:25 Moskova Sheremetyevo 04h05 9 **82€**

PICTURE 8. Flights from Helsinki to Moscow 02.06.2015



07.03.2015

Etsi lentoja » Valitse lento » Varaus » Maksu » Kuitti » Yksityiskohdat

Muuta hakuasi

Lähtö: Pietari (LED) Pulkovo - Venäjä
 Saapuminen: Helsinki (HEL) Vantaa - Suo
 Meno: 09/06/2015 Meno
 Matkustajat: 1 **ETSI**

Viikon parhaat hinnat

Apua	Meno						
	la 06-06	su 07-06	ma 08-06	ti 09-06	ke 10-06	to 11-06	pe 12-06
Matalampi hinta	120 €	96 €	78 €	109 €	145 €	120 €	113 €
Korkeampi hinta							

valittuun lentoon verrattuna: 109 €

Hae hinnan mukaan
Mistä 109 € mihin 1 363 €

Valitse sopivin lento
 Haluan lähteä ja saapua samana päivänä. 110 €
 Menolennon aikataulu: Aamu | Iltapäivä | Ilta
 11:55 ja 21:20 välillä
 Menolennon välilaskut:
 0 välilaskua 110 €
 1 välilasku 109 €
 2 välilaskua 243 €

Hakutulokset Vertaile (0 lentoja) Roskakori (0 lennot) Valuutta Euro (EUR)

Tämä sivu sisältää lentoyhtiöiden antamien matkustajakohtaisten hintojen vertailun. Saat ilmaisen hinta-arvion varauksellesi napsauttamalla "Jatka". Varauksesta saatava aiheutuu lisäkuluja. 56 tulokset ovat saatavilla

Pietari Pulkovo - Helsinki Helsinki-Vantaa Sivun 1 of 3 | seuraava »

Järjestä: Lähtöaika Saapumisaika Välilaskut Kesto Mistä Mihin Hinta henkilöä

Air Baltic Turisti BRAVOFLY-ALENNUS 12€
 ti 09/06 21:20 Pietari Pulkovo 1 00:35 (+1) Helsinki Helsinki-Vantaa 04h15 9 **109€** **JATKA**

Air Baltic Turisti BRAVOFLY-ALENNUS 12€

PICTURE 9. Flights from St. Petersburg to Helsinki 09.06.2015

APPENDIX 3 (2)

The screenshot shows the Russian Rail website search interface. At the top, there is a navigation bar with links for HOME, DESTINATIONS, VISA, TOURS, OTHER SERVICES, and USEFUL INFO. Below this is a search form with three main sections: DEPARTURE FROM (Helsinki), ARRIVAL TO (Moscow), and DATE (02.06.2015). A green SEARCH button is on the right. Below the search form is a progress bar with four steps: Select train (highlighted), Passenger details, Review order, and Payment.

Trains from Helsinki to Moscow 2 June 2015

« Mon, 1 Jun **Tue, 2 Jun** Wed, 3 Jun »

Train	Departure	Travel time	Arrival	Price
031A Lev Tolstoy e-ticket / express / branded	2 Jun 18.56	13.28	3 Jun 08.24	1st class - 205\$ 2nd class - 135\$

[SEATS](#)

PICTURE 10. Train from Helsinki to Moscow 02.06.2015

The screenshot shows the Russian Rail website search interface. At the top, there is a navigation bar with links for HOME, DESTINATIONS, VISA, TOURS, OTHER SERVICES, and USEFUL INFO. Below this is a search form with three main sections: DEPARTURE FROM (St. Petersburg), ARRIVAL TO (Helsinki), and DATE (09.06.2015). A green SEARCH button is on the right. Below the search form is a progress bar with four steps: Select train (highlighted), Passenger details, Review order, and Payment.

Trains from St. Petersburg to Helsinki 9 June 2015

« Mon, 8 Jun **Tue, 9 Jun** Wed, 10 Jun »

Train	Departure	Travel time	Arrival	Price
032A Lev Tolstoy e-ticket / express / branded	9 Jun 05.56	07.21	9 Jun 13.17	1st class - 145\$ 2nd class - 101\$
781M Allegro e-ticket / high-speed	9 Jun 06.40	03.36	9 Jun 10.16	Seats - 54\$

[SEATS](#)

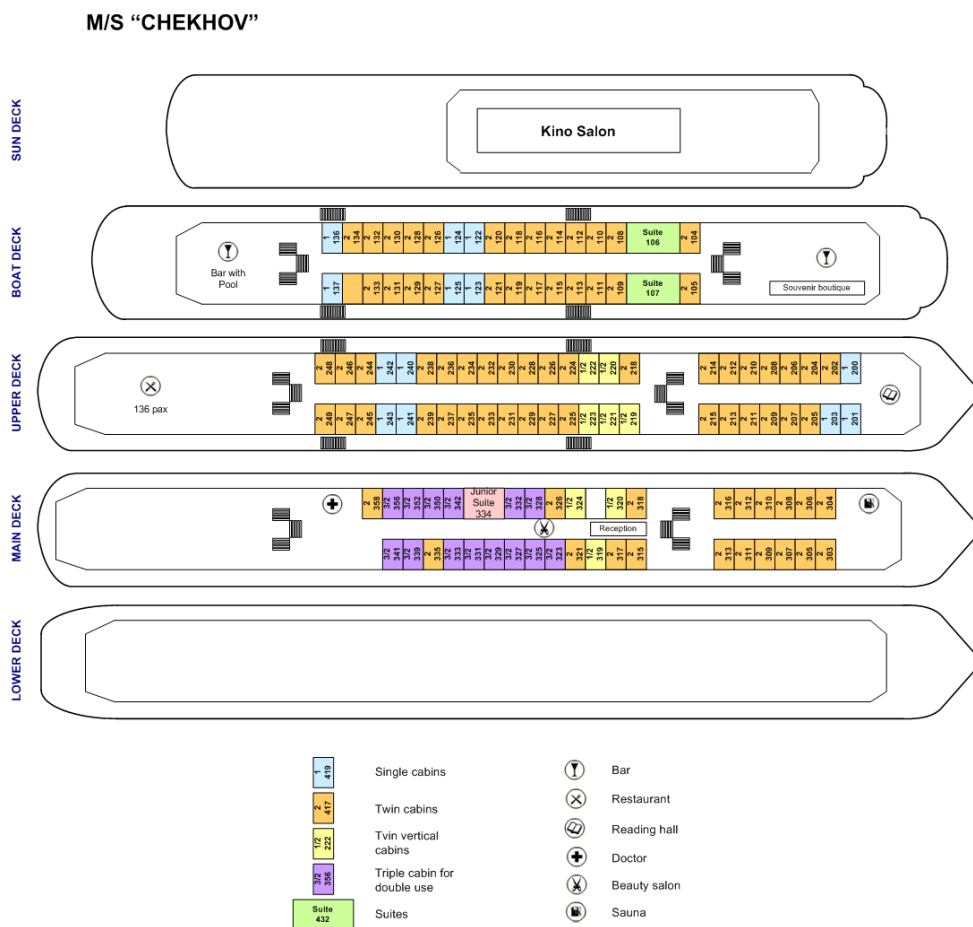
[SEATS](#)

PICTURE 11. Train from St. Petersburg to Helsinki 09.06.2015

APPENDIX 4 (1)



PICTURE 12. Appearance of the boat “Anton Chekhov”



PICTURE 13. Scheme of the boat

APPENDIX 4 (2)

Rooms' facilities:

**PICTURE 15. Suite****PICTURE 16. Junior Suite****PICTURE 17. 2-berth cabin**

APPENDIX 5 (1)

The questionnaire for Finns (website survio.com).

Tour's formation

Hello,

My name is Alena Teplova. I'm an exchange student from Moscow, Russia to Mikkeli University of Applied Sciences, Finland.

At present I'm writing Bachelor's thesis on the topic "Introduction of Russia to Finns: the formation of a tourist package". I have created two tourist packages to Russia and I would like to ask for your opinion on them.

Please, take some of your time to go through the questionnaire.

Answering the questionnaire takes less than 15 minutes.

P.S. Questions with * are required but please answer questions for at least one of the tours.

Questioning ends on 23th of April.

1. The first tourist package is a ship cruise "Moscow - Uglich - Yaroslavl - Gorica - Kizhi - Mandrogi - St. Petersburg (7days/6 nights)". It includes the transportation from Helsinki to Moscow, the cruise, transfer back to Helsinki, excursion programme in each city and meals. Would you be interested in such kind of offer? *

Yes

No (please, move to the question 6)

2. Select the types of transfers from Helsinki-Moscow, St.Petersburg-Helsinki, which suits you best.


Helsinki-Moscow by plane (3-4 hours in a way, about 90 euro)

Helsinki-Moscow by train (13 hours in a way, about 140 euro)


St.Petersburg-Helsinki by plane (3-4 hours in a way, about 110 euro)

St.Petersburg-Helsinki by train (3 hours, about 55 euro)


3. Going on the ship cruise "Moscow - Uglich - Yaroslavl - Gorica - Kizhi - Mandrogi - St. Petersburg (7days/6 nights)", which accommodation would you prefer?



Suite. One-bedroom cabin. (About 800 euros) In the cabin: double bed, sofa, TV, bathroom (shower, WC), air conditioning, socket 220 V.



Junior Suite (About 650 euros) In the cabin, one bed, bathroom (shower, WC), air conditioning, socket 220 V.



2-berth cabin (About 480 euros) In the cabin: 2 beds, bathroom (shower, WC), air conditioning, socket 220 V.

APPENDIX 5 (2)

4. Would you like to have the sightseeing tours in Moscow and St. Petersburg as well?

Yes

No

5. What is an approximate cost you would give for the whole tour?

600 - 700 euros

700 - 800 euros

800 - 900 euros

Your option

Type your answer

100 characters remaining

6. The second tourist package is "Ice-hockey World Championship 2016" tour. It includes the transportations between Helsinki, Moscow and Saint Petersburg, accommodation, visiting sport events, excursion program, meals. Would you be interested in such an offer? *

Yes

No (please, move to the question 12)

7. Russia has adopted a form of hotel evaluation with stars. In which type of hotel would you prefer to stay when travelling to Moscow and St. Petersburg?



1 star (Nevsky 156). About 35 euro per double room. Facilities: TV, free Wi-Fi



2 stars (Troitsky Hotel). About 45 euro per double room. Facilities: TV, free Wi-Fi



3 stars (AZIMUT Hotel). About 65 euro per double room. Facilities: Telephone, TV, free Wi-Fi



4 stars (Solo Sokos Hotel Vasilievsky). About 120 euro per double room. Facilities: Satellite Channels, Flat-screen TV, Telephone, Air Conditioning, Bath, free Wi-Fi



5 stars (Rocco Forte Astoria Hotel). About 180 euro per double room. Facilities: Radio, Pay-per-view Channels, Flat-screen TV, Telephone, Air Conditioning, Bath, free Wi-Fi

8. Ice-hockey World Championship 2016 will continue for 17 days. Which games would you prefer to visit?

The opening ceremony and the initial period of the games

Middle games

Final games

Your option

Type your answer

100 characters remaining

APPENDIX 5 (3)

11. What is an approximate cost you would give for this tourist package (if it lasts 5 days)?

350-500 euros

500-650 euros

650-800 euros

Your option

Type your answer

100 characters remaining

12. Your gender *

Male

Female

13. Your age *

25-30

31-40

41-50

51-60

61-70

14. Here you can leave your comments and suggestions.

Type a sentence

250 characters remaining

15. In case you like our tourist packages, please fill in your contact information (name, e-mail, telephone number). We will send you the details about our tours if they are organized by a travel agency.

Type a sentence

250 characters remaining

Survey powered by [Survio](#).
Try our [survey examples](#) for a test drive!