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TRAVELER RESEARCH FOR LEMPÄÄLÄ DEVELOPMENT LTD

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ABSTRACT

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Traveler Research for Lempäälä Development Ltd

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This thesis was commissioned by Lempäälä Development Ltd. The objective of this thesis was to determine accurate and current information about tourist and travelers to Lempäälä area, their travel needs, wants and motivation.

Scientific articles were mainly used as part of literature and some online sources as a secondary data to build a theoretical background for the study. For primary data, a semi-structured qualitative research was conducted in the form of interviews together with a team from Lempäälä Development Ltd. The target group was formed of domestic tourists and travelers. The sample size was set for the total of one hundred interviews to get enough validity for the research. The interviews took place during the tourism high season, in the summer of 2018, in the most important tourist attractions in Lempäälä.

A total of one hundred two interviews were conducted. The most common tourists profile was based on the analysis of the responses. Most of the respondents were domestic day visitors, travelling with family and visiting due to interest in getting to know the local attractions and events. In addition to the interview location, the tourists also visited Ideapark. They shared common interests mainly on beautiful landscapes, nature, lakes and water bodies. Yet the tourists were interested in local attractions and events, their level of knowledge of what Lempäälä has to offer remained quite low.

The findings of the research show that Lempäälä has a clear, most common tourist target group of young families. The municipality would have all the resources what is needed, but the target group might not be totally aware of all that Lempäälä has to offer due to lack of visibility and marketing. Based on the findings, the destination should get more visibility and the services should be developed around the tourists needs and wants. Lempäälä Development Ltd. should create more targeted online promotion and possibly create new events according to the needs, especially for young families

Key words: tourist profile, tourism, tourist typologies

CONTENTS

1	INTRODUCTION.....	5
1.1	Thesis topic.....	5
1.2	Thesis objective, purpose and research questions.....	6
1.3	Concepts and theories.....	7
1.3.1	Maslow’s theory of the hierarchy of needs.....	9
1.3.2	SWOT.....	11
2	LEMPÄÄLÄ.....	12
2.1	Lempäälä Development Ltd.....	12
2.2	Tourist attractions in Lempäälä.....	13
3	TOURIST TYPOLOGIES.....	14
3.1	Definitions of tourist and traveller.....	14
3.2	Definition of tourism.....	15
3.3	Cohen’s psychographic model.....	16
3.4	Plog’s psychocentric and allocentric model.....	16
4	THE DATA COLLECTION.....	18
4.1	Research design.....	18
4.1.1	Research strategy.....	18
4.2	Research method.....	19
4.3	Working methods and data.....	19
4.4	Designing the research.....	20
4.5	Data collection.....	21
5	THE DATA ANALYSIS.....	23
5.1	Statistical profiles of tourists.....	23
5.1.1	Age.....	23
5.1.2	Gender.....	24
5.1.3	Place of residence.....	25
5.1.4	Travel companion.....	26
5.2	Travel habits.....	27
5.2.1	Interests in domestic tourism.....	27
5.2.2	The expectations for domestic tourist destinations.....	28
5.2.3	Changes in travel habits.....	28
5.2.4	Marketing communications sectors.....	29
5.3	Destination Lempäälä.....	30
5.3.1	Reason for the visit.....	30
5.3.2	Other attractions visited.....	31
5.3.3	Marketing.....	32
5.3.4	Accommodation during visit.....	33
5.3.5	What kind of travel destination is Lempäälä.....	34

5.3.6	Level of knowledge.....	34
5.3.7	Returning to Lempäälä.....	35
5.3.8	What Lempäälä is missing and possible development proposes ..	35
5.3.9	Recommendation rate.....	36
5.4	SWOT analysis according to the data analysis	37
6	CONCLUSION & RECOMMENDATIONS	38
	REFERENCES.....	40
	APPENDICES	43
	Appendix 1. Lempäälä – matkailijakysely 2018	43

1 INTRODUCTION

The neighboring city of Lempäälä, Tampere, is number one travel destination for domestic travelers. The Finns have said that it is the way of life as well as the secret of the city's originality that attracts. (Visit Tampere n.d.) Tampere is known for its industrial heritage with the red brick buildings along the Tammerkoski rapids, which runs through the centrum. It is located between two lakes, Pyhäjärvi and Näsijärvi, and surrounded by beautiful nature. There are a few important attractions that draw tourists particularly to Tampere. The most known are Särkänniemi amusement park, the city's landmark Näsinneula observation tower, Pyynikki observation tower and Pispala ridge. One of Finland's biggest shopping malls, Ideapark, is situated only twelve kilometers from Tampere. This is the biggest attraction of Lempäälä. Yet Lempäälä has a lot to offer, this research is conducted to find out more current information of its visitors to identify the possible problem what Lempäälä has with tourism.

This chapter of thesis process provides information on how the thesis is structured, giving an overview of the whole to the reader. In the introduction of the thesis plan the reader gets an insight of the objective and purpose of the thesis and the necessary theories and concept which together form the theoretical background from secondary data. Lastly in the introduction, the data collection method is introduced. Followed by more specific introduction of the commissioner, Lempäälä Development Ltd., as well as the overview of the most important tourist attractions in Lempäälä. Fourth chapter introduces different tourist typologies, based on Cohen's and Plog's models, starting with the difference of tourist and traveller as well as definition of tourism. After this, the data collection with the summary of the research methods are discussed. Finally, the collected data is demonstrated and analysed. The last chapter includes the conclusion and possible recommendations for the commissioner.

1.1 Thesis topic

The topic of this thesis is about a research on the profiles of travellers and tourists visiting Lempäälä, a municipality located in south of the city of Tampere. The thesis focuses on defining a profile for the most common visitors in Lempäälä. The purpose is to determine the answers to the following questions:

1. What brings the tourists there?
2. And with whom they travel?
3. What attractions are they visiting? .

Furthermore, it focuses on defining the brand of Lempäälä as a tourism destination as well as the forecast of recent travel trends.

The aim of this research was to determine current and up-to-date information about the travellers and tourists visiting Lempäälä. It was significant for the study to be conducted during the summer in order to reach the best possible number of tourists and travellers stopping in Lempäälä. If tourists did not want to find and explore new experiences, the concept of tourism would not be as big of a phenomenon as it is today. For tourism to have grown to a phenomenon as big as it is now, to know and understand why people want or choose to be tourists is fundamentally important to the study of travel and tourism. (Sharpley 2006, 25). The topic is in short, studying the tourists and their demand for travelling. Sharpley (2006, 26) emphasises that a useful study to understand travel and tourism demand is through a demand process, which in his opinion consist of the following five stages:

- | | |
|---------|------------------------------------|
| Stage 1 | Problem identification/'felt need' |
| Stage 2 | Information search and evaluation |
| Stage 3 | Purchase (travel) decision |
| Stage 4 | Travel experience |
| Stage 5 | Experience evaluation |

(Sharpley 2006, 26.)

1.2 Thesis objective, purpose and research questions

The objective of this thesis was to collect up-to-date information about tourists in Lempäälä municipality. The purpose was to provide the most reliable information about the travellers and tourists to determine the latest ideas and propositions on how and what to improve within the tourism services and destinations in Lempäälä. This research focuses on domestic tourism, residents of Finland travelling to and staying in the country, but outside their usual environment (Statistics Finland n.d.). Some part of the interviews is also conducted among the residents of Lempäälä.

The initial research questions focus on answering the stages 2, 3, 4, 5 mentioned above by Sharpley (2006, 26). The initial research questions for this thesis are as following:

1. *With whom are they travelling?*
2. *How well they know Lempäälä.*
3. *What Lempäälä has to offer?*
4. *What are they generally interested in when travelling domestically?*
5. *What they think about Lempäälä as a travel destination?*
6. *How they see Lempäälä as a brand?*
7. *What could the municipality of Lempäälä to do develop as a travel destination?"*

The sub-questions that will help to frame the theory for these questions are:

"How have their travel habits been changing lately?", "What are the newest travel trends?"

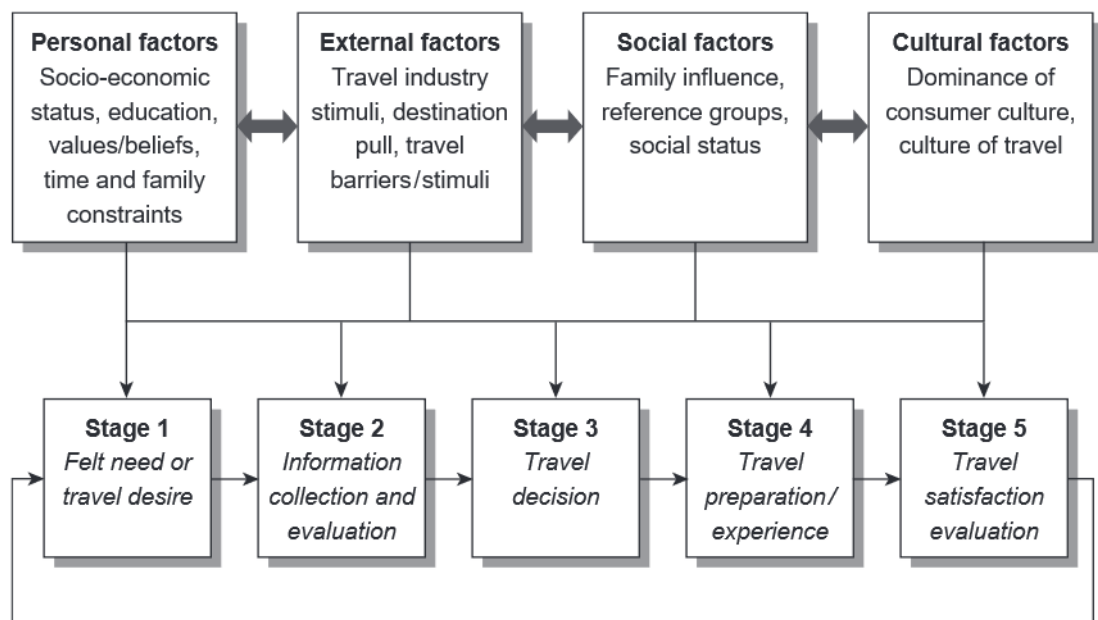
This thesis focuses on answering the best conceivable way to the research questions. For that, the research method for gathering data is important. The sample size must be big enough to provide validity for the targeted outcome. The sample size is set to a hundred respondents to provide the needed information for the company and possibly suggest new development ideas to grow the tourism in the fast developing and growing municipality of Lempäälä.

1.3 Concepts and theories

The concepts introduced in this chapter are closely connected to the topic of this thesis and the research questions. The literary review establishes the base and theoretical framework for the thesis, and it forms a part of the secondary data. These concepts are: *tourist profile, tourism demand, tourist motivation, travel trends, branding. Tourist typologies, tourist and traveller* are introduced later (see chapter 3). By defining these terms, the readers will also have a better understanding of the topic.

Tourist profile is a key concept in this thesis. Profiling the tourist means gathering complete information related to his country, travelling habits, interests to better understand the person. The growth of tourism industry needs product development and the basic requirement in this regard is to understand various characteristics of customers. Most of the factors that are studied in this thesis are demographic factors such as age and sex.

Tourism demand depends on many factors. The economic position of the region or country of residence has a direct influence on the level of tourism demand. According to Swarbrooke and Horner (2007, 106), in Western Europe the level of tourism demand is quite high due to better living standards. Especially the households with two partners who are working, with or without children, are an obvious and important target group for tourism industry (Swarbrooke & Horner 2007, 107). The demand for tourism is not only about understanding why people want to travel and take part in tourism, but also how they act as tourists (Sharpley 2006, 25). To explain what demand for tourism is, the main argument is to study the tourists. Tourism is an industry where the demand is changing constantly, so it is important to study the demand to be able to forecast the future needs of the tourists. Sharpley (2006, 31), states, “The demand for travel and tourism is the outcome of motivation”. *Tourist motivation* is a specific part of demand process. It is the most important part of the process – without motivation there would not be any demand for tourism (Sharpley 2016, 31). Motivations are internal factors, needs, wants and desires (Middleton, Fyall, Morgan & Ranchhod 2009, 58). Maslow’s theory (see chapter 1.3.1) applied in tourism has been one of the most important theories in travel motivation research (Malow’s Theory of The Hierarchy...2016).



PICTURE 1. The tourism demand process (Sharpley 2006, 27)

Travel trends are changing all the time just like fashion. “Forecasting trends consist of trying to foresee how tourism will evolve in the future so that public authorities can plan

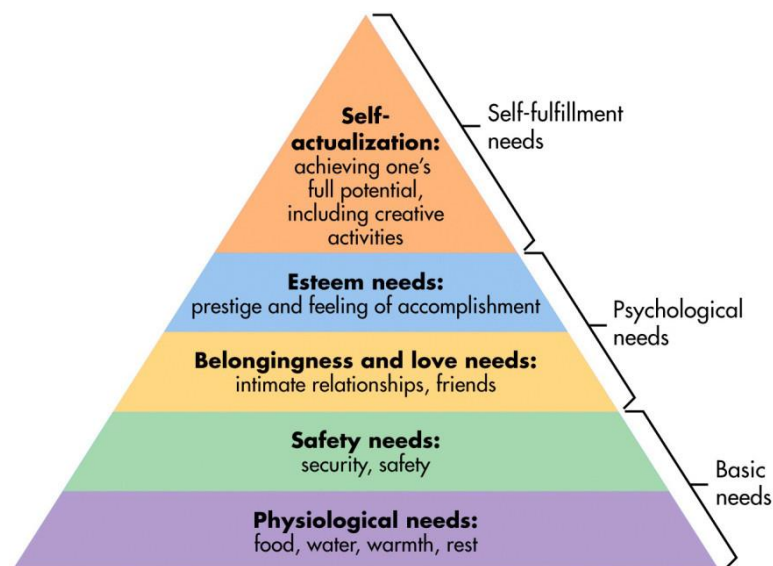
and design appropriate policies and so that private companies can prepare and respond to projected changes” (Jafari 2000, 605). The identification of trends in tourism behaviour is part of research data that tourism industry needs. It is mandatory to identify trends in tourist demands that the tourism organizations can create a product accordingly to answer the needs (Swarbrooke & Horner 2007, 155). Tourism has changed from service industry of offering flights, hotel accommodation and meals to offering experiences instead. People are looking for experiences over services. Especially services that are increasing their cultural capital – authenticity. Indeed, tourism in the future will revolve more around increasing cultural capital. Authenticity should not be mixed with tradition, authentic experience is not age related, it can be a new authentic theme park experience for example. (Yeoman 2008, 334.) An experience occurs when a company is offering any goods or services but engaging in a way that creates a memorable event (Pine & Gilmore 1998, 98).

Branding is important also in tourism. For over two decades has branding been an illustrative tool in marketing. External branding quickly became a standard tool in daily business of tourism destinations (Wagner, Peters & Schuckert 2009, 275). A brand is the name, symbol, design, term or any kind of combination of the mentioned used to differentiate your products or services from other competitors (Jafari 2000, 55). Doyle (1898, 78) described it as having a sustainable differential advantage by using branding. Branding is something that is built in customers’ mind. The value of the brand is perception in the customers mind. How they see your product or what they think about it. By branding the product or service, companies can attract more consumers and hopefully build a trust to gain loyal customers. A competitive brand is a live asset. (Middleton et al. 2009, 198.) There are various advantages of branding especially for travel and tourism. For example, as following: branding helps to reduce medium and long-term vulnerability – shorter recovery time after crisis and branding facilitates precise market segmentation (Middleton et al. 2009, 199).

1.3.1 Maslow’s theory of the hierarchy of needs

This theory forms a part of a theoretical background for the thesis. Abraham H. Maslow’s hierarchical theory was first presented in a paper already in 1943 and later fully developed in his successful book *Motivation and Personality*, in 1954 (Murphy-Berman & Berman 2003, 175). It is one of the most popular motivation theories as well as one of the most

significant theories in psychology. The theory is about understanding the difference of ones needs and wants. Sometimes it is hard to differ them from each other and to help in that, it is important to determine what is meant by a need. People have certain physiological needs that are basic to survival as water, food and sleeping (Holloway 2004, 101). As Holloway (2004, 101) stated, Maslow has categorised these needs into hierarchies, theorising that the basic needs need to be fulfilled before to our desires will be aroused for the higher levels of wants. The needs were arranged in the following order: psychological needs at the bottom of hierarchy, followed by safety needs, the belongingness and love needs, which after came esteem needs and at the top of hierarchy self -actualization needs. A want on the opposite can mean a situation for example of one trying to find something to wear for a gathering, a wardrobe full of clothes, but still thinking that there is nothing to wear. That is not a basic need any longer, it is a want which can be categorized into psychological or even self-fulfilment needs.



PICTURE 2. Abraham Maslow's theory of the hierarchy of needs

According to the psychology, human needs something constantly. Such tension cannot be realised until those needs are satisfied. Hunger, tiredness, loneliness and the need for self-development are motivations to activate the only actions that release the tension. Motivations are the lively process in buyer behaviour that connect the feeling of needs and the actions taken (Middleton et al. 2009, 80). The theory helps to understand the diverse needs that motivates travellers. To understand the motives is critical to predict the upcoming travel patterns. According to Holloway (2004, 119), motivation for travel and tourism can be classified as follows: holiday-, business-, health- and religious travel, visiting friends

and relatives, travel for economic benefits- or educational purposes and lastly sports and activities travel. All these activities can be summarized under basic needs. By the means of marketing, it is important to understand how these motivational needs are met by tourism facilities or destinations. To give an example for tourist needs and the marketing response to the need, health is a physical need and marketing response would be spas or gentle walking trails in the nature (Holloway 2014, 121).

1.3.2 SWOT

SWOT analysis is used as a framework to identify and analyse the internal and external, positive and negative strengths, weaknesses, opportunities and threats that can affect the company or in this case, destination. It is smart to conduct a simple SWOT analysis when launching a new product, considering possibilities to pivot or altering a plan midway of execution. The strengths must be seen from customers' perspective, not the company. (Holloway 2004, 31.) Later (chapter 5.4), the SWOT analysis is created based on the latest data. It is created especially in the formulation of tourism development strategies for destinations, in this case Lempäälä. According to Goranczewski and Puciato (2010) "--SWOT analysis helps to establish a reliable diagnosis of the internal potential shown by a tourism destination and its environment".

2 LEMPÄÄLÄ

Lempäälä is an active municipality of approximately 23 000 inhabitants, located only fifteen minutes car ride away from the city of Tampere. Helsinki-Tampere highway as well as railway goes through Lempäälä so it is easily accessible. From the center of Lempäälä it is only 15 km to the airport of Pirkkala. (Kuntaesittely 2018.) The municipality belongs to Tampere region, one of the growing centres in Finland. A distinct feature is that the centrum is in an island and so the municipality consisting of 10 % water of its area. “With a landscape enlivened by lakes, rapids and a channel, Lempäälä offers an attractive environment for tourists and summer residents” (The Tourist’s Lempäälä 2016). Lempäälä have had a slogan which says ‘Lempäälä is close by’, but it changed in 2018. The future vision of the brand is strong ‘Lempäälä is a municipality that says yes’. According to Asplila, the chairman of the municipal council, this means that the municipality will serve better, listen and seek for solutions together (Kuntastrategia 2018-2025, 3). Currently Lempäälä will get a totally new centrum with the idea of creating a living room for the residents. This development project carries name Nova Lempäälä. (Tietopaketti 2018, 5, 21.)

2.1 Lempäälä Development Ltd

Lempäälä Development Ltd is the commissioner of this thesis. It is an economic development corporation mainly owned by the municipality of Lempäälä. Their main task is to enhance the business possibilities by producing and developing the services in Lempäälä (Lempäälän Kehitys n.d.). In addition, they have other service areas as well. To mention a few of them, supporting services for new enterprises, participating in regional economic life and most importantly concerning the research, development and coordination of tourism services (Lempäälän Kehitys n.d.). According to Boxberg, Kompula, Korhonen & Mutka (2001, 37) co-operation with private and public sectors is inevitable, since the resources of the small enterprises are too small for marketing by themselves. Promoting the local tourism industry, including production and distribution of information and providing the information in right places, including tourist information, are suitable tasks for municipality office (Boxberg et al. 2001, 69).

Lempäälä Development also possesses the visitlempaala.fi webpages. From the web page one can find the latest tourism related information, places to visit, accommodation and current happenings in Lempäälä. It is a trendy nicely looking webpage with a fresh look from where it is easily to find all what Lempäälä has to offer under every category.

2.2 Tourist attractions in Lempäälä

According to visitor numbers, Ideapark shopping mall seems to be the number one stop visited in Lempäälä. There are more than 150 different shops, cafés, restaurants and amusement offered for families. Newest attractions are Zones by Särkänniemi and Ti-Ti nallen talo. Zones is an entertainment centre with its variety of activities for kids of all ages. As culture becomes increasingly commodified, it seems that it is the experience of consuming which becomes more and more important, rather than the actual consumption (Pine & Gilmore 1998, 102). Ideapark is indeed offering a shopping experience with all it has to offer. According to the mayor Heidi Rämö, the municipality has gained some new tourist attractions over the summer and there is more to come (Lempäälä panostaa elämyksiin...2018).

Apart of Ideapark, the main attraction in the centre is the 500 years old medieval St. Birgit Memorial Church. The biggest nature tourism attraction Birgitta Trail was named after the same saint (Tourist's Lempäälä 2016). Birgitta Trail is a trekking path in the beautiful nature with forest and lake views giving an opportunity to choose a trail in different lengths. Overall it offers trails in total of 50km. There are possibilities to build a bonfire or even spend a night under a lean-to. It was chosen as the best trekking route in Finland in 2006. (Tourist's Lempäälä 2016.) In the Kuokkala area there are a couple of museums as trade museum and The Hair Salon museum where you can see the history from 1930-1950 centuries. Near the museum road, there is a restaurant Villa Hakkari with its beautiful arboretum. In the summer, there is even an open-air summer theatre. As mentioned, Lempäälä centre is in an island, there is also the Lempäälä Canal located directly in the heart of Lempäälä. This canal connects lakes Vanajavesi and Pyhäjärvi with its total length of 1,275 meters. In the summer time, there is a canal tour for tourists as well as numerous number of leisure boats sailing the inland route. (Tourist's Lempäälä 2016.)

3 TOURIST TYPOLOGIES

Before studying the distinct types of tourists and the theories based on them, it is important to understand the meaning and most importantly difference between traveller and tourist as well as the concept of tourism. After studying these concepts, the two most important and known tourist typologies are presented.

3.1 Definitions of tourist and traveller

The most fundamental viewpoint is that whether people are tourists or travellers. Nowadays, the two words mean different things. Tourists are people who travel to stay outside of their usual environment for a brief period, yet no longer than a year in a row. There is the mindset that a person who buys a package holiday from a tour operator, is directly stamped as a tourist, while a traveller independently does all travel arrangements about his/her holiday. Somehow the latter type is more superior than the former and that is the reason that people purchasing package holidays still want to see themselves as travellers. (Swarbrooke & Horner 2007, 83-84.) A tourist is a passive pleasure seeker who expects everything to be done for him. Usually it is easy to spot a tourist who carries camera, reads a map and wear the same clothing as they would be wearing at home (Walsh n.d.). Although according to Sharpley (2006, 29), there is a term 'new' tourist where "--it is claimed that tourists are also becoming more adventurous, flexible, environmentally aware, active and discerning, and are seeking greater quality, variety and value for money".

The traveller, on the other hand, is applied to someone who is travelling or touring for extended time, is looking for unfamiliar places to explore, active, wants to interact with local people and the term contains a spirit of freedom (Swarbrooke & Horner 2007 83-84). Generally, the ones who consider themselves as travellers rather than tourists, like to immerse themselves in the local culture and to not stand out (Walsh n.d.). To link this with travel trends, today's sentiment is 'don't be a tourist, be a traveller'. Nowadays it is more common for the so called 'over tourism' to find not that crowded and off-season trips (Sparks n.d.). Yet it is not mandatory to commit to one of these titles during the vacation, the same person can be a pleasure-seeking tourist one day and the next day more of a traveller.

Both tourists and travellers can be defined in groups within measurable- or psychological features which relate to their needs and motivation factors. The measurable features are divided into four categories; geographical, demographical, socio-economic indicators and hobbies (Vuoristo 2002, 38-39). The geographical measures position the tourist to his regional environment. Age, sex and marital status are examples of demographical indicators when education, income and possessions are socio-economic indicators. According to Vuoristo (2002 39-40) also hobby factors tells a lot about the tourist. Culture hobbies (museums, music festivals) and nature activities (skiing, fishing, safari) (Vuoristo 2002 39-40).

3.2 Definition of tourism

Tourists and travellers together are the base for tourism industry to exist. Tourism has its vital meaning to social, cultural as well as to economic lives in the twenty-first century (Hannam & Knox 2010, 1). Tourism is understood to be actions happening outside of peoples' normal, daily living-, work- and habitat (Holloway 1994, 1; Vuoristo 2002, 20). It is also known that tourism is a form of entertainment among other hobbies that nearly always causes some expenses for the tourist (Holloway 1994, 1).

According to Jafari (2000, 585),

For example, tourism is defined as the study of man (the tourist) away from his usual habitat, of the touristic apparatus and networks responding to his various needs, and of the ordinary (where the tourist is coming from) and the non-ordinary (where the tourist goes to) worlds and their dialectic relationship.

Tourism can be divided into leisure- and business tourism as well as domestic, international and national tourism. Leisure tourism is linked to free time activities happening outside of the normal daily habitat. Weekends and holiday seasons are counted as actual tourism. (Vuoristo 2002, 24.) People who travel to and stay in other than their country of residence for less than a year are considered as international tourists (Middleton et al. 2009, 5). This thesis and the research concentrates in domestic tourism only. Domestic tourism contains the activities of residents of given country travelling to and staying in places in their own country, yet out of their usual environment (Statistics Finland n.d.).

3.3 Cohen's psychographic model

There are all kinds of tourists and travellers and there are various ways to classify them according to general type into typologies by their behaviour. Several writers have attempted to categorise types into typologies. Two of the best known and most widely used tourist typologies are those formulated by Cohen (1972) and Plog (1977) (Swarbrooke & Horner 2007, 84). The other author concentrates on tourists' psychographic features, such as Plog's psychocentric-allocentric continuum model. Yet the most significant and widely cited input is that of Erik Cohen, who based his classification on the idea that tourists can seek out either the familiar or are willing to try something new and unknown. Influential sociologist Cohen based the classification of tourists into the study of peoples' role behaviour in different situations. According to the classifications, what affects the role of tourist is curiosity as well as the need of new experiences, on the other hand intimacy and safety. (Vuoristo 2002, 48.) To which classification the tourist belongs depends on the importance of the mentioned. The first of classification is the organized mass tourist. This tourist type always buys the package holidays and prefers to travel with a large group of people to a popular tourism destination with all services included. This tourist type seeks the feeling familiar and safe and is roughly equivalent to Plog's psychocentric type. (Swarbrooke & Horner 2007, 84-85; Page 2003, 57.) The second is the individual mass tourist who also buys a package holiday but allows more freedom, like a fly-drive holiday (Swarbrooke et al 2007, 85). This tourist type is still linked into the package but not so tightly as the organized mass tourist. The tourist is more flexible and willing to look for other activities outside the resort (Vuoristo 2002, 48). The third type, the explorer, differs already majorly from the earlier. The explorer makes his own travel arrangements knowingly, to avoid any possible contact with the other tourists. He still has a certain rating and comforts with the accommodation as well as the transportation (Page 2003, 57). The fourth and the last type is the drifter who separates totally from the organized mass tourism. He seeks for unknown environments in the local culture and new experiences even with small risks. (Vuoristo 2002, 48.)

3.4 Plog's psychocentric and allocentric model

Many tourism researchers have tried to measure how people's personality affects their choices. In 1977 Plog directly linked personality with tourist behavior dividing people

into psychocentrics and allocentrics (Swarbrooke et al 2007, 85). The characterizing features for the former are that they are less exploratory inward-looking people. Psychocentrics prefers to travel to same familiar destinations as well as destinations not too far from home. They favor organized package holidays when travelling international. (Holloway 1994, 54; Vuoristo 2002, 45.) Their activities are passive as sunbathing, general relaxation and mostly attend to organized excursions by the travel agency (Vuoristo 2002, 45). Allocentrics personality is more outward-looking and confident who are not afraid to take risks and seek to find something new and adventurous on their vacation (Swarbrooke et al 2007, 85). They do the holiday arrangements independently without actual timetable for the holiday (Holloway 1994, 54). The standard does not need to be as high as it must be for the psychocentrics (Vuoristo 2002, 45). According to Swarbrooke & Horner (2007, 85), "Plog suggested a number of intermediate categories such as near-psychocentrics, mid-centrics and near-allocentrics. Most of tourists belongs to the mod-centrics type (Vuoristo 2002, 45). In addition, it has been stated that people act in an unusual way depending on the situation. On short trips a person can act like psychocentric and then again in longer trips like allocentric (Vuoristo 2002, 45).

4 THE DATA COLLECTION

4.1 Research design

There are four types of research designs namely, exploratory-, conclusive-, causal- and descriptive research (Hirsjärvi, Remes & Sajavaara 2009, 138). According to Stevens, Loudon, Ruddick, Wrenn & Sherwood (2015, 26) a research design is like a road map, you can sport where you currently are, where you want to go and determine the best and most effective way to get to the destination. Since there are always more than one road to take, in this point it is important to foresee which might be the best to choose. As in this research, the objective is to gain more understanding of an issue and possibly generating innovative ideas, exploratory research is needed and that is the selected road to get to the destination. Exploratory research seeks to find out current ideas, hypothesis, and reading what others had to say or have discovered about the topic that interests the researcher (Stevens et al. 2015, 28-29). The advantage is that exploratory research is flexible and adaptable to changes. A researcher conducting an exploratory research, must be willing to change the direction of the study in case some new insights occur during the study (Saunders, Lewis & Thornhill 2009, 140). One of the best and mostly used tools to obtain desired insights, suggestions and clarifications is by qualitative data and personal interviews (Hirsjärvi et al. 2009, 138).

4.1.1 Research strategy

The selected research strategy is qualitative. Interviews were used. Qualitative interview is the most widely used method for gathering data. Conducting a survey is a common strategy in the studies done in business and management fields and it used to answer who, where, what, how many and how much questions and that is why it is used in exploratory and descriptive research designs (Saunders et al. 2009, 144). In this study, this specific strategy was selected for it allows the collection of large amount of data from ample population. Even if the data collection from a large sample size is time consuming, it gives you more control over the process (Saunders et al. 2009, 144). With qualitative interviews, the data collected allows to rich data.

4.2 Research method

The most suitable and the chosen research methods are both qualitative and quantitative research methods. It is usual that the researcher needs to use both research methods. In qualitative research, there are various methods to collect the data. These methods can vary from a brief list of responses to online open-ended questionnaire to more compound data such as records of in-depth interviews or an entire policy documents. (Saunders, Lewis & Thornhill 2009, 480.) The survey for interviews include questions where the responses to questions are put into classes, groups or categories, which form a part of quantitative data (Brunt 1997, 119). These question types are for example age and gender of the tourist. The primary data is collected by semi-structured interviews. A semi-structured interview is the most common approach when using interviews in the research (Hannan & Knox 2010, 182). This is a type between structured and unstructured interviews, enabling to offer advantages from both. Semi-structured interview is relatively informal, open to the input of both the researcher and the research subject (Hannah & Knox 2010, 182).

4.3 Working methods and data

Primary data were collected to answer the research questions. The primary data for this thesis was collected in the forms of face-to-face semi-structured interviews. The interviews were conducted by approaching one respondent at a time. Some surveys were left at travel destinations like Vaihmalan Hovi and Kärppälän rustholli. In these places, the respondents filled the forms themselves and they were collected later. The questionnaire and the interview questions were designed by the author with the help of the commissioner. The author together with a team from Lempäläälä development conducted the interviews in the summer 2018 during weeks 27-33. The objective sample size was set for a hundred interviews. The interviews are conducted in the most important tourist destinations which are Birgitta Trail, Kuokkala Museum Road, Ideapark, Zones by Särkänniemi, Ti-Ti Nallen Koti, Myllyranta park, Kuokkalankosken markkinat, Hotel Vaihmalan Hovi, Kärppälän rustholli and Kahvila Siiri.

According to Rapley (2007, 16), qualitative interviewing is simple and self-evident in some cases. It draws to the everyday life of asking and answering questions. However, Brinkmann (2013, 45) clears out a difference between daily conversations and qualitative interviews. In everyday life we come up and follow the conversations we are having with

people we met meanwhile qualitative interviews are prepared, conducted, analyzed and then reported according to some plan (Brinkmann 2013, 45). The purpose of qualitative data is that unlike everyday conversations, qualitative interviews are not conducted for their own sake; they are conducted to serve the researcher's goal (Brinkmann 2013, 21). Qualitative interviews can be used to study mainly three broad areas of study: individual lived experience, language and communication or society and culture. This research method can be and has been used to study all three aspects but the most natural is to study individual experience which is the object in this traveler research as well (Brinkmann 2013, 47).

4.4 Designing the research

Designing the research is a creative process with all its distinct stages. The stages that form the process are familiarizing yourself with the subject or research question, planning the process, conducting the research and writing the research report (Hirsjärvi et al. 2009, 63). According to Hirsjärvi et al. (2009, 63) the research process includes five following stages:

Stage 1	Choose a topic
Stage 2	Collect data
Stage 3	Evaluate the material
Stage 4	Sort ideas, outcome, notes
Stage 5	Write article, essay, research

The topic for this specific research came from the thesis commissioner, which after it was narrowed to fit according to both, the commissioners and the authors interest. After choosing the topic followed the survey planning phase. It was planned together with the commissioner to get the best results possible. There are around twenty different questions from various themes. The questionnaire contains both open-ended- and multi-choice questions. To open-ended questions it is impossible to answer with only yes or no. With this question type it is possible to raise new perspectives that the researcher had not foreseen. Open-ended questions are mainly used in qualitative research even analysing the answers take a lot more time (Heikkilä 2008, 49). The multi-choice questions have tick boxes with answers that the researcher has already chosen (Hirsjärvi et al. 2009, 199). In some of the questions, there is an option to choose 'other', in case not all possible answer

options are there (Heikkilä, 2008, 52). According to Stevens et al. (2015, 30) “--the questions are the means to the objective of gaining insights; they are not the objective itself”. This meaning that the internal validity and reliability of the data collected depend to a large extent of the planning and designing of the questions, structure and the pilot testing. Validity and reliability simply meaning that the questions make sense and all the respondents independently understand the questions asked. A valid and well structured questionnaire enables accurate information to be collected. (Saunders et al. 2009, 371.) When referring to questionnaires, validity meaning that you can measure what you intended to measure (Hirsjärvi 2009, 231). In other words, validity measures the questionnaires competence (Vehkalahti 2008, 41). Even if your questionnaire would be valid, it is not enough by its own. It must be reliable too. Reliability refers to consistency (Saunders et al. 2009, 373). If the question is misunderstood, it leads to random answers. As mentioned earlier, before conducting the actual interviews, the questionnaire should be always pilot tested by interviewing 5-10 people if the functionality, clarity and understanding of the questions is clear and the time used per interview is calculated (Heikkilä 2008, 61). In this study, the author and the team from Lempäälä Development Ltd tested the functionality and timing of the questionnaire used, before starting interviews.

4.5 Data collection

The interviews were made in the summer of 2018 during the weeks 27-33 by the author with a team from Lempäälä Development Ltd. The objective sample size was set for one hundred interviews and the goal was reached with 102 interviews in total. The interviews were conducted in some of the most important tourist destinations of Lempäälä. The table chart below (Figure 1) illustrates the amount of interviews done in each of the places which are Birgitta Trail (8), Kuokkala Museum Road (17), Kuokkalankosken markkinat (7), Ideapark (13), Ti-Ti Nallen Koti (11), Kahvila Siiri (11), Kärppälän rustholli (5), Zones by Särkänniemi (13), Hotel Vaihmalan Hovi (11) and Myllyranta park (6). All together the sample size was 102 responses. In addition, on the interviews, some surveys were left to travel destinations as Vaihmalan Hovi and Kärppälän rustholli. In these places, the respondents filled the forms themselves and they were collected later. These are counted in the amount. There was a prize which was drawn between all the respondents who wanted to take a part in the selections.

Haastattelupaikka

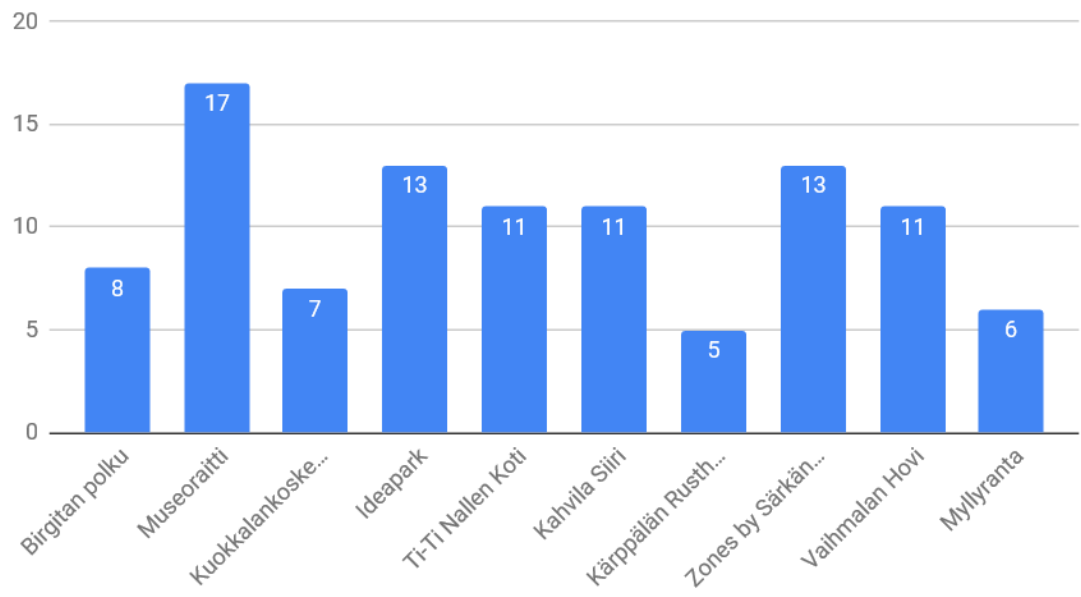


FIGURE 1. The place of interview (appendix 1)

5 THE DATA ANALYSIS

Analysis, interpretation and conclusions of the data is the main point of a research, the goal of the entire process (Hirsjärvi et al. 2009, 221). Here the point is to analyse the behaviour/characteristics of tourists to Lempäälä, most importantly their demands, expectations, behaviour and motivation. The survey comprises of three different sections; profile of tourists, their travel habits and lastly their knowledge of Lempäälä. The tourism industry as well as other industries need research data for various purposes (Swarbrooke & Horner 2007, 154). With this research the most important purposes are mainly to identify opportunities for product development and possibly suggest even opportunities for diversification. The survey used was made in Google Forms which is a full featured forms tool where you can create and analyse surveys. After gathering the data, it was manually transferred into forms. Since the survey was conducted in Finnish, the diagrams are automatically available only in Finnish. To illustrate the data, diagrams are being used. Bar charts are mainly used to illustrate categorial data or to make comparison between two or more variables and a pie chart is used for demonstrating data where there are rather few categories (Brunt 1997, 126).

5.1 Statistical profiles of tourists

The first section of the survey included background questions, which determine the statistical profiles of tourists. According to Swarbrooke and Horner (2007, 154) many tourism research projects collect information as age and sex, where they live, their occupation and even income. In this research, the background questions consist of the following information: gender and age of the tourist, place of residence and travel companion. These are the key variables of the data, meaning the variables used when exploring results among distinct groups. The questions in the survey can be designed in several ways. (Davies 2007, 113.)

5.1.1 Age

One of the features, which defines the profile is age. From marketing perspective, age defines a part of the personal and economic circumstances for travelling. According to Middleton et al. (2009, 81) age as well as free time and disposable income to devote to tourist's activities determines the individual's ability to turn their motivations into action.

The age distribution between the respondents is quite clear. One can notice from below (Figure 2) the minority (3,9 %) were underaged, less than a quarter (13,7 %) were 18-24-years-old, the most (40,2 %) were 25-44-years-old, second most (32,4 %) were 45-64-years-old and just under ten percent (9,8 %) were over 64-years-old.

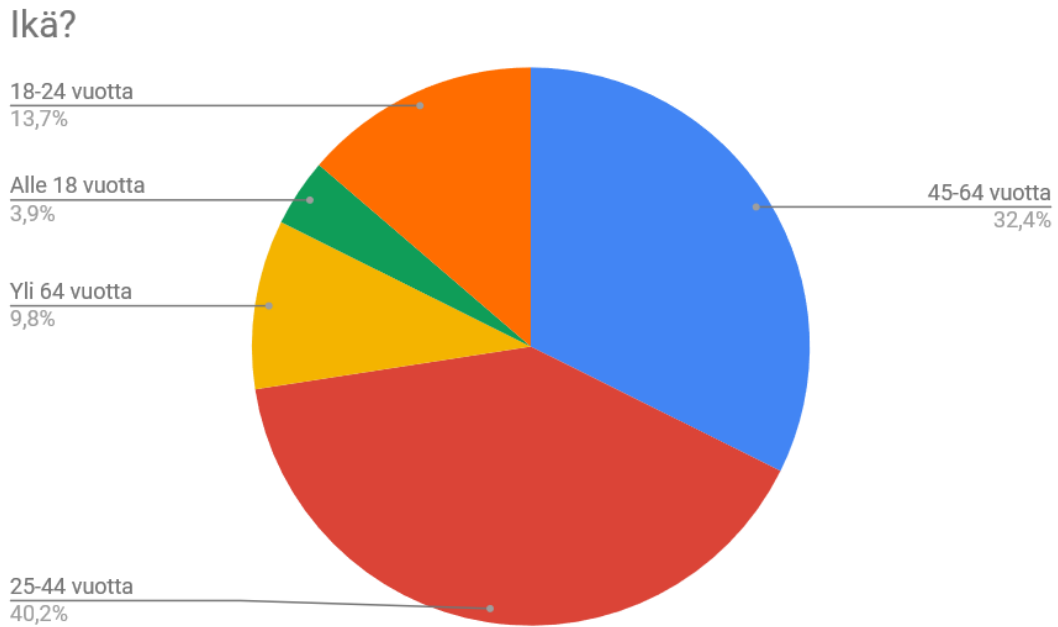


FIGURE 2. Age of the respondents (appendix 1)

5.1.2 Gender

According to Davies (2007, 113), in many studies it would be weird if gender would not be one of the key variable questions, or not being able to compare the questions between the questions obtained from men with the questions obtained from women. From the respondents 24,5 % were men and 75,5 % women. It was noticeable during the interviews that women tend to answer more easily than men and if there was a family, women answered for the whole family.

Sukupuoli?

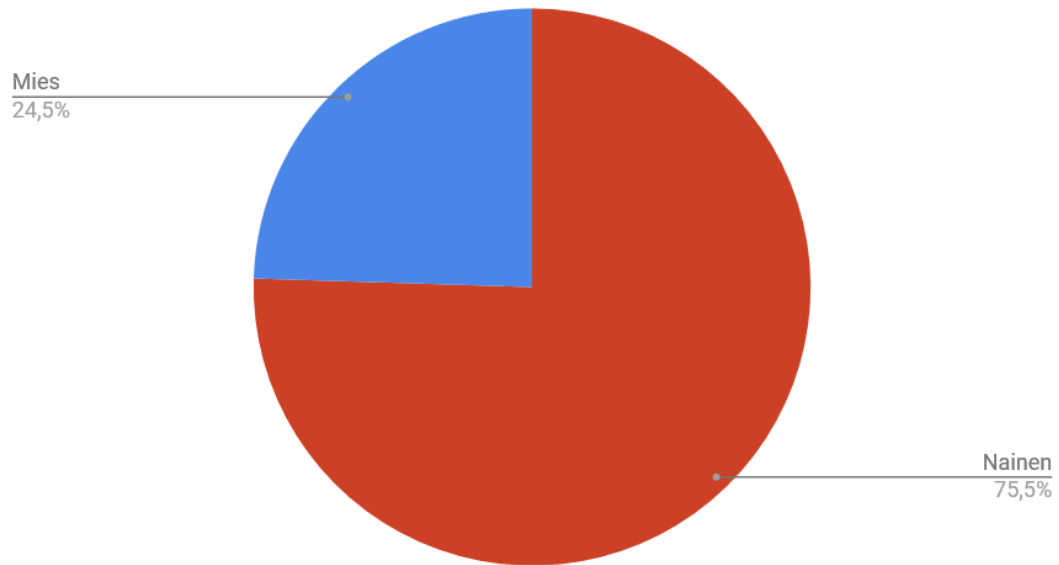


FIGURE 3. The gender of the respondents (appendix 1)

5.1.3 Place of residence

The goal was to get as many interviews as possible from tourists, people not living in Lempäälä. The most respondents were from elsewhere in Finland (28) and Tampere came as a second with twenty-five (25) respondents. Situated only fifteen minutes car ride away from Tampere is for sure a draw for residents of Tampere. Quite many (19) were from the capital region, seventeen (17) locals, eleven (11) from other Pirkanmaa region and the rest (2) from abroad. By this question we can see from where most of the tourists come to Lempäälä.

Asuinpaikkakunta?

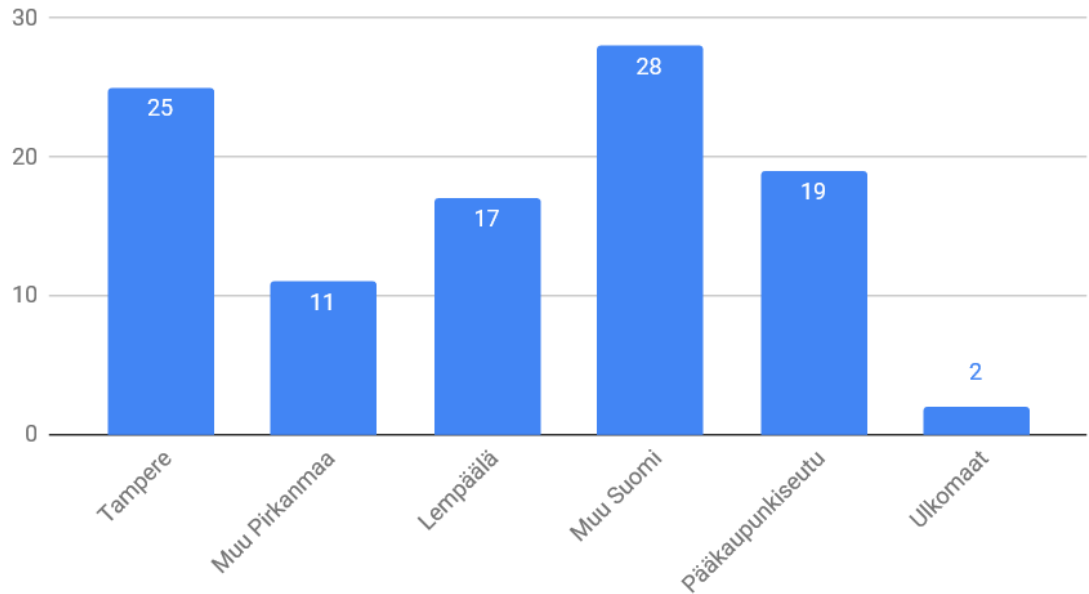


FIGURE 4. Place of residence (appendix 1)

5.1.4 Travel companion

This was an important question in addition to find out the most common travel companion of tourists. Clearly the most common type were families with around 60 % of the respondents (Figure 5). Around 20 % were travelling with their partner, 10 % with friend(s), another 10 % alone and only 1 % with a colleague from work.

Matkustan

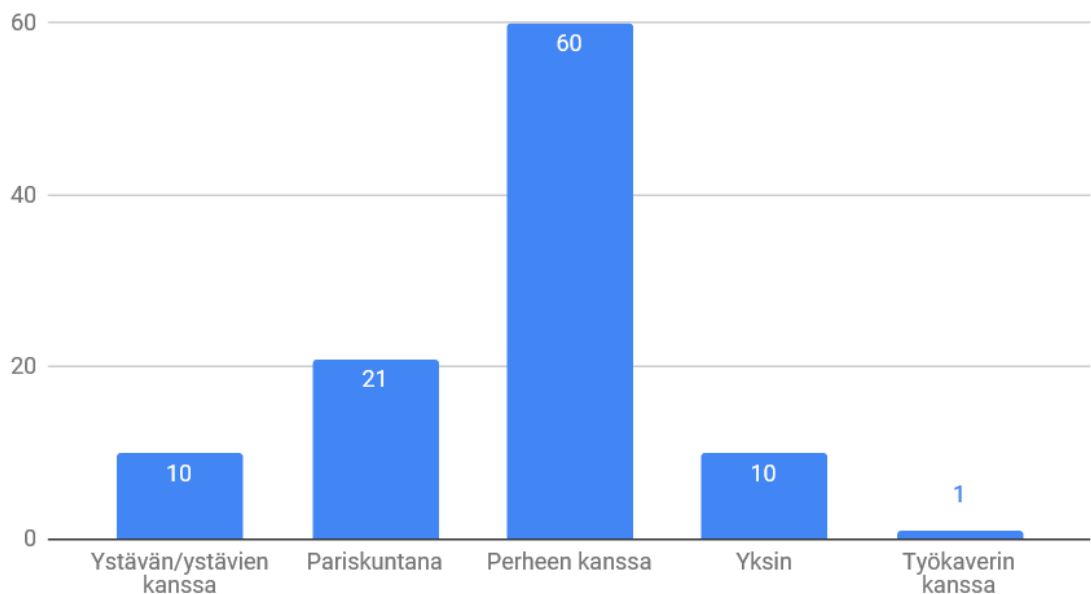


FIGURE 5. Travel companion (appendix 1)

5.2 Travel habits

In this section of the survey, the goal was to find out more information about the travel habits of the tourists with open- and close ended question types. What are they interested in, what kind of activities or services they are interested in travelling domestically. In addition, if their travel habits have been changing past years and if so, how have they changed? The commissioner also wanted to find out from where the tourists are looking for information when travelling, whether it is online, magazines etc.

5.2.1 Interests in domestic tourism

What interest these tourists in domestic tourism? This was a multichoice question where the respondents could choose one or more. Nature related landscapes and activities interest the most. 70 of the respondents had chosen beautiful landscapes as their target of interest. Secondly most voted was outdoors and sport (48) and then lakes and waters (45). Many of the current trends are favoring especially Finland's travel industry. Tourists and travelers are now looking for new and safe unknown travel destinations. During accelerating urbanization, Finland's interactional factor is the proximity of nature, looseness and silence which offer authentic experiences to both international and domestic tourists (Business Finland 2018). Other mentioned interests that many had shown interest in are different organized activities (24), local food (34), cities (34), culture (38), history (37), shopping (29), spa (36) and wellness tourism (23). Only eight have shown interest in guided tours. Especially by this information, one can note that tourists travelling in Lempäälä are more allocentric than psychocentric. They like to explore and see new things by their own, not with a group of other tourists. They possibly prefer to do the holiday arrangements by themselves.

Mitkä seuraavista aiheista kiinnostavat sinua kotimaan matkailussa?

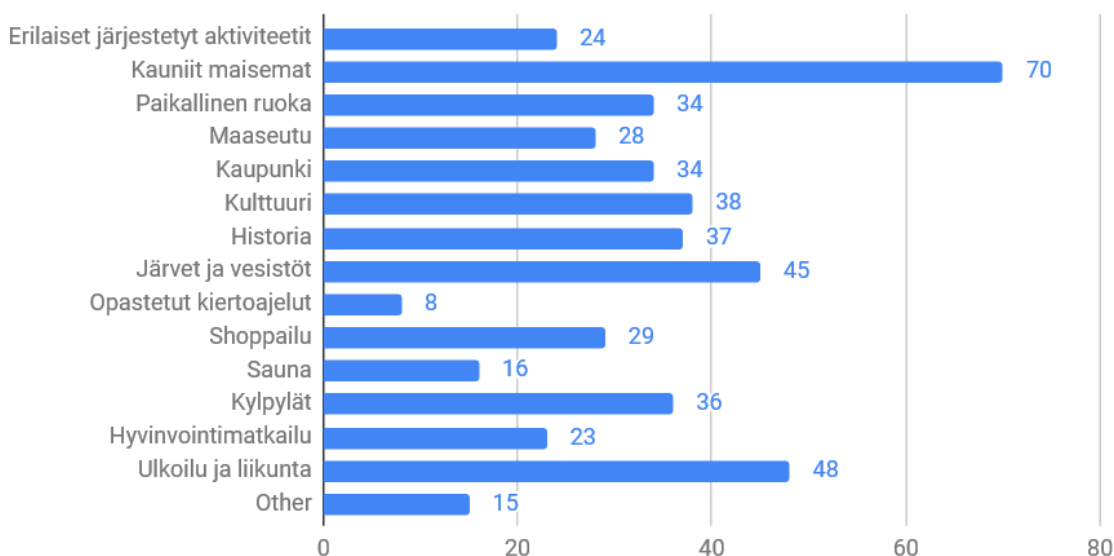


FIGURE 6. Interests in domestic tourism (appendix 1)

5.2.2 The expectations for domestic tourist destinations

This was an open-ended question type where the response rate was 97 %. The answers to this question varied but there were some significant similarities in many of them. Since the most common tourist type is families, many of the expectations were same. The most frequently mentioned factors that especially families value when travelling are good services, versatile, good connections, different activities especially for children, near the nature, cleanliness, peace and quiet. Many had mentioned that distance and as well as location near to lakes and water is also a crucial factor when choosing the destination. They are seeking for experiences. As mentioned earlier within travel trends, an experience means goods or services offered but engaged in a way that creates a memorable event (Pine & Gilmore 1998, 98). This is exactly what this tourist type is looking for in domestic destinations.

5.2.3 Changes in travel habits

The tourists were asked whether their travel habits have been changing during past years. Some (22) chose to answer that their travelling habits have not changed at all. Surprisingly many (14) had mentioned that they are travelling more domestic. According to Statistics Finland (2018), the past summer was so warm and sunny in Finland, so people

were travelling more domestically compared to previous years. In summer, leisure time trips are evidently more common than in any other time of a year. Leisure time day trips were made in total of 4,6 million in the summer 2018 and Uusimaa, Pirkanmaa and Varsinais-Suomi regions were the most popular among Finnish people (Suomalaiset matkustivat kesällä...2018). Only a couple (3), mostly elderly respondents, mentioned that they are travelling more internationally than before. Since the most common tourist type is families, many mentioned to travel now with the conditions of children and seek for easy and self-indulgent travelling. Some (4) had mentioned that they are more interested on culture and experiences than before.

5.2.4 Marketing communications sectors

The tourists were asked though which marketing communication sector they are looking information about travelling. Generally, all marketing communications forms are key means of manipulating demand and persuading buyer performance. All forms enable business to reach people at their homes, basically anywhere they are to communicate the message with the means of influencing positively their decision making (Middleton et al. 2009, 297). Since internet is a big part of our daily life and it is always easily and fast accessible, that was also the most used communications sector with three quarters (75,6 %) of the respondents' answers. Online it is so easy when search engines aim to deliver the most relevant websites. The other sources used were flyers (5,5 %), newspapers (3,9 %), magazines (3,9 %), books (1,6 %) and other (9,4 %) friends, family, Booking.com etc.

Mistä lähteestä yleensä etsitte tietoa matkailuun liittyen?

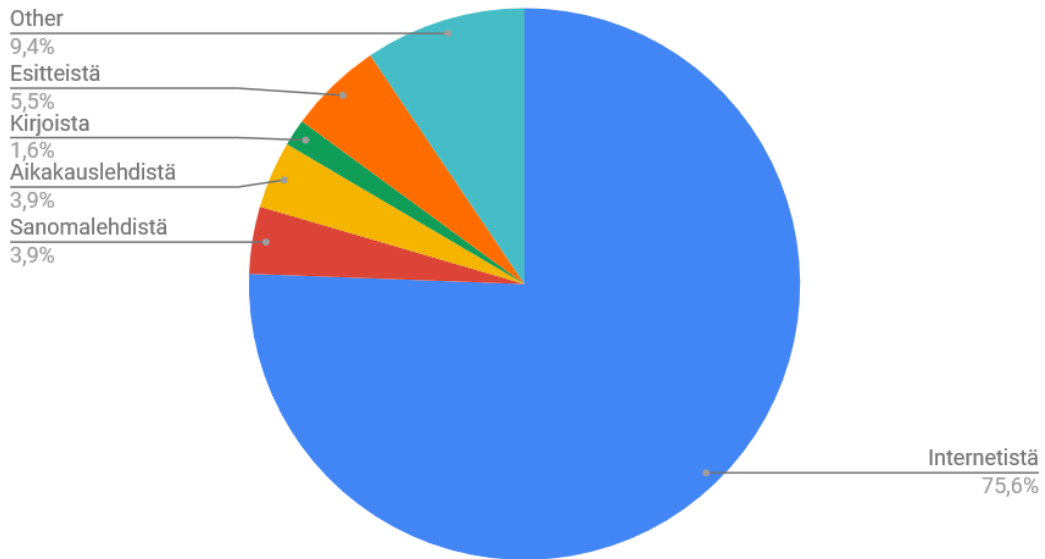


FIGURE 7. From which sources tourists are looking for information about travelling (appendix 1)

5.3 Destination Lempäälä

In the last part of the survey, the questions were focused and related to Lempäälä as a tourist destination. Which interests have brought the tourists to Lempäälä, which attractions are they going to visit if any and whether they are going to stay overnight. What they think about Lempäälä as a tourist destination, their knowledge about it and what it has to offer, is it missing something, what there is to improve and lastly, whether they would recommend Lempäälä to someone based on their experiences.

5.3.1 Reason for the visit

One interesting question is why these tourists have come to Lempäälä? What are the pull factors? Most (28) of the tourists had come to Lempäälä because of their interest and desire on getting to know local attractions and events. This is connected to the previous results of marketing communications. These people must have read or heard somewhere what Lempäälä has to offer and that has affected positively on their decision making. Later the results of seen marketing are analysed (Figure 10). Since in total 37 of the interviews were consumed in Ideapark (including Ideapark, Ti-Ti Nallen talo and Zones by Särkänniemi) many (21) had come to Lempäälä for shopping purposes. Quite many (17)

had come to meet family, relatives or friends or were locals (15). The ones who chose other (14) had a specific destination in Lempäälä. To name some of the mentioned, Kahvila Siiri, Vaihmalan Hovi, Kirskaanniemi, lean-to in Kaitajärvi, Birgitta Trail, markets. The rest (5) were living in Lempäälä over the summer and others (2) came because the advertisement they had seen. Overall the pull factors - referring to the qualities of the destination area – are all contrived, such as some organized event, shopping mall etc. (Jafari 2000, 477).

Mikä sai teidät tällä kertaa tulemaan Lempäälään?

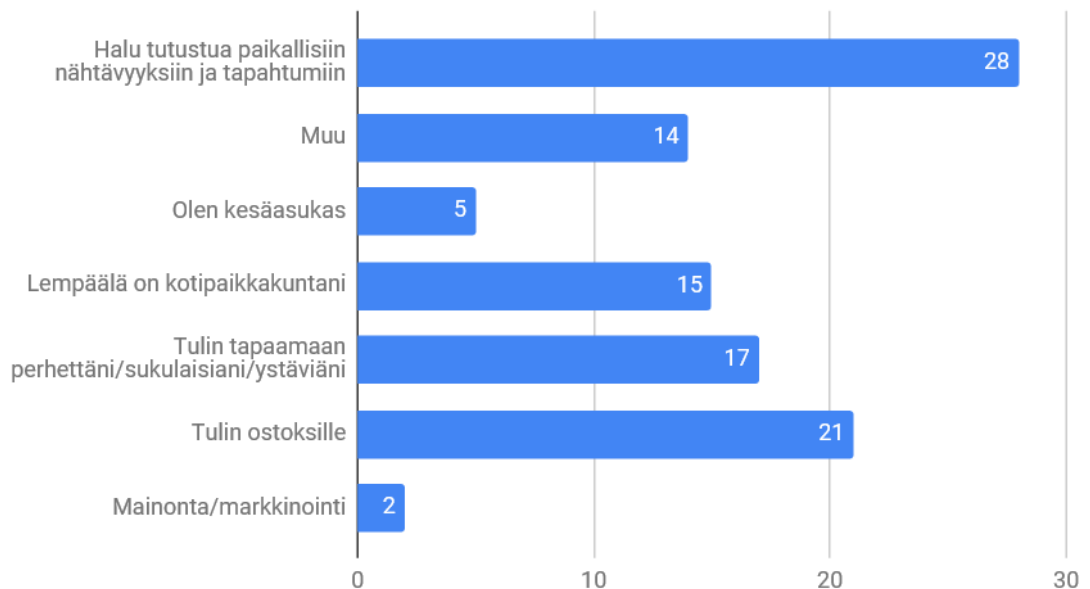


FIGURE 8. What made the tourists to come to Lempäälä this time? (appendix 1)

5.3.2 Other attractions visited

The aim of this question was to find out where else the tourists will visit during their trip. Attraction with the most answers was Ideapark (44) and secondly was the option of nowhere (37). Many people answering that they are not going to visit any other attraction, brings out the question of knowledge. Do people even know what Lempäälä has to offer? This will be analysed more thoroughly in the end of this chapter. Other attractions mentioned were Kuokkala museum road (17), Zones by Särkänniemi (12), Kahvila Siiri (12), Villa Hakkari (8), Kuokkalankosken markkinat (8), Vaihmalan Hovi, Birgitta Trail (2) and lake cruise (1). Other (15) mentioned were for example Laukon kartano, Kirskaanniemi, Kuljun kartano, beach, Tampere etc.

Missä muissa kohteissa aiotte vierailla tämän matkan aikana?

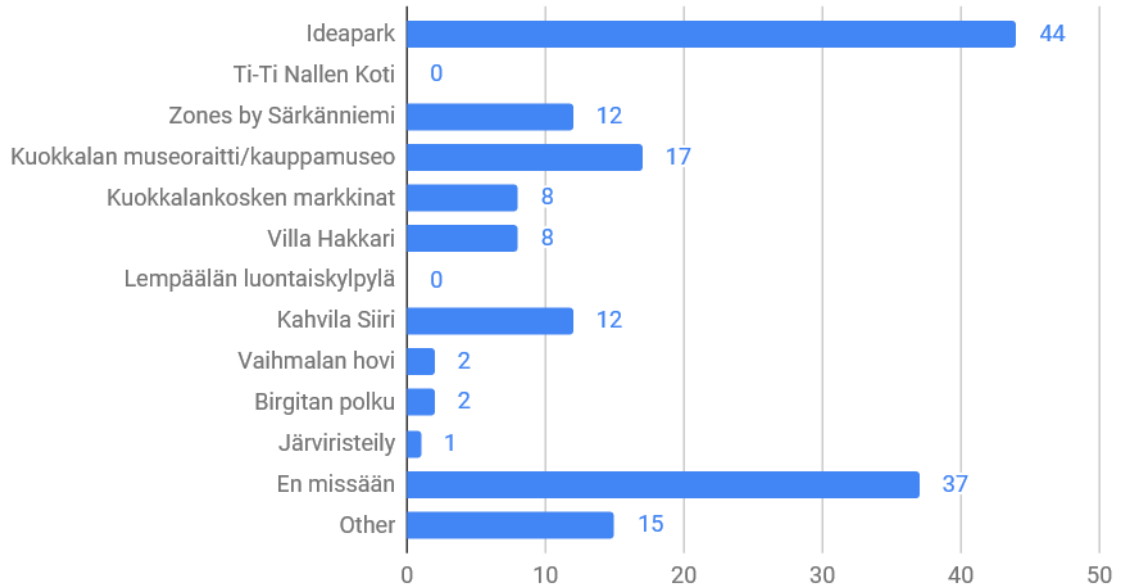


FIGURE 9. Other attractions visited during this trip (appendix 1)

5.3.3 Marketing

The tourists were asked whether they have seen marketing of tourism in Lempäälä and if so, where. The most collected votes were option ‘have not seen’ with a concerning amount of answers (39). This means that almost forty percent have not seen any marketing of tourism in Lempäälä. According to Holloway (2004, 265) the tactical aims of advertising tourism products and services is no different of marketing any other product, in line with the objectives of informing, persuasion and reminding. The response rate of ‘have not seen’ is certainly concerning. The ones who had seen marketing mentioned Visit Lempäälä web page (20), elsewhere in the internet (25), magazines (19), tourism flyers (12), television or radio (4) and expo (1). The rest (17) with the option other, mentioned that they had seen or heard marketing of tourism in Lempäälä in Ideapark, from friends or relatives, on the street.

Missä olette nähneet Lempäälän matkailun markkinointia?

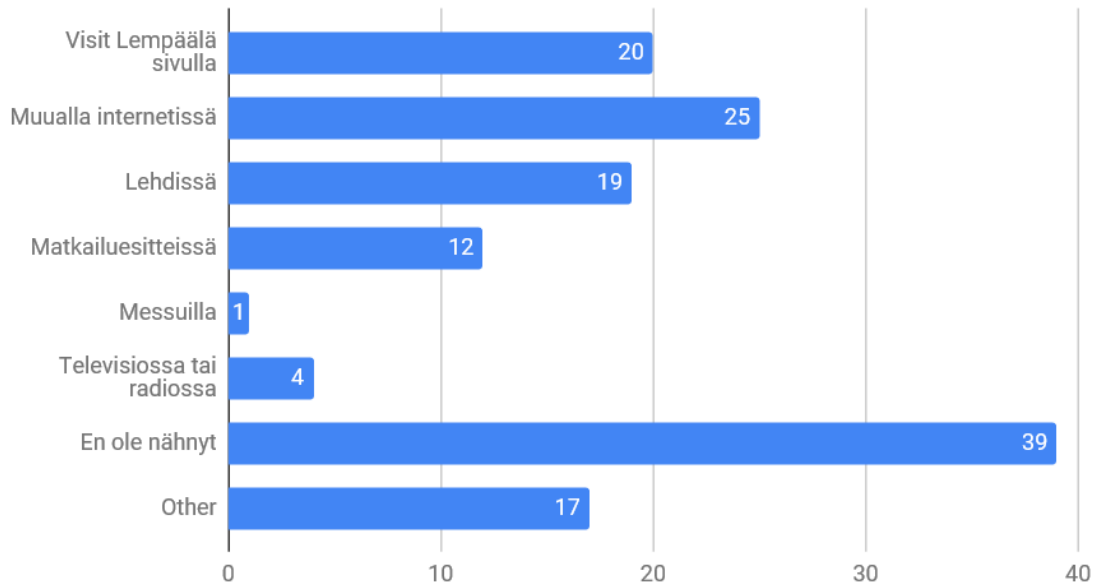


FIGURE 10. Where have you seen marketing of tourism in Lempäälä? (appendix 1)

5.3.4 Accommodation during visit

The tourists were asked whether they are spending a night during their visit in Lempäälä and if so, where are they accommodated. From the total respondents (102), a slightly less than half (41), were spending a night. 16 of the respondents stayed in paid accommodation, such as hotel or guest house. According to Statistics Finland, in 2017, there were 6,8 million of the domestic leisure trips done in Finland where a paid accommodation was used. Also, the favorite holiday destinations were Helsinki-Uusimaa region, Pirkanmaa including Lempäälä and Lapland (Statistics Finland 2018). 25 were staying in free accommodation, such as in lean-to, tent, summer house or relatives house. The ones staying in own house are not counted in these results. In 2017, almost 20 million free overnight stay vacations were done in Finland. Two million were directed to Pirkanmaa region and almost half of these to Tampere (Statistics Finland 2018). From these facts we can see that there are also many tourists using free accommodation in Pirkanmaa region, including Lempäälä. The nature and especially Birtgitta Trail as well as many summer houses offer great opportunities for free accommodation.

Mikäli yövytte tällä matkallanne niin missä?

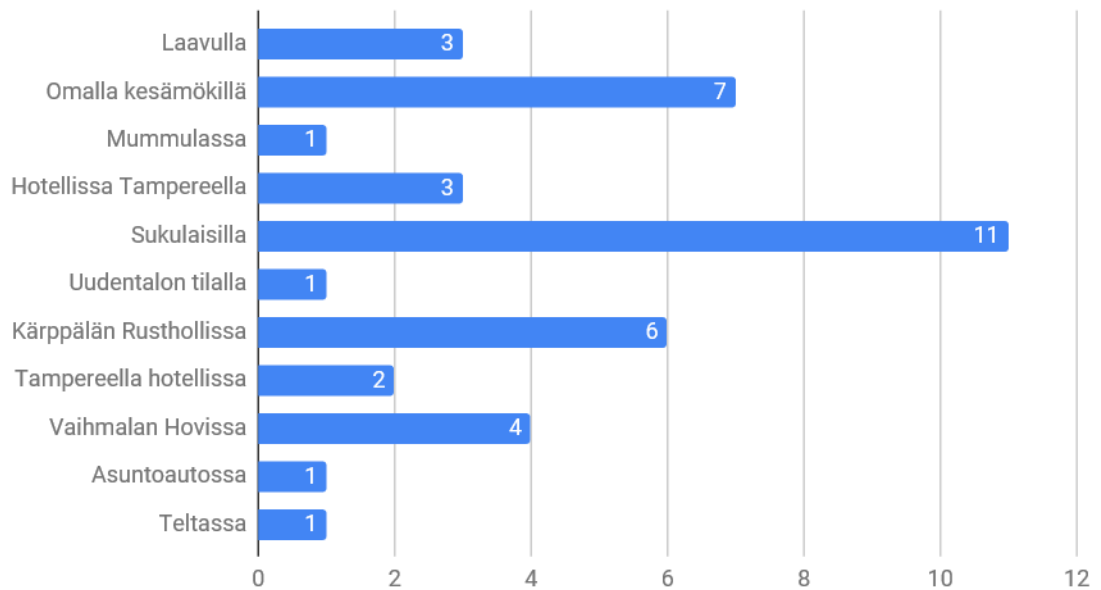


FIGURE 11. Accommodation during overnight stay (appendix 1)

5.3.5 What kind of travel destination is Lempäälä

The tourists were asked what kind of image they have by adjectives they would describe Lempäälä with. The ones who didn't know the municipality that well were struggling a bit with this question. The adjectives with most responses were beautiful (14), peaceful (12), nice (4), versatile (4), idyllic (3), close by (3), family friendly (3), growing (2) and close to the nature (2). By these we can see that people have a positive notion about the municipality of Lempäälä. Some compounded Lempäälä with Ideapark or Tampere. The only negative adjectives were bland (1) and unknown (1). To develop successful images and implementing them successfully require detailed consumer research (Middleton et al. 2009, 346).

5.3.6 Level of knowledge

One of the very last questions were about the current knowledge of Lempäälä. Most of the answered were, 'quite bad' (42,6 %). Since some (17) of the respondents were also locals, 'quite well' (27,7 %) was the next one getting the most responses. The rest answered, 'very well' (14,9 %) and 'not at all' (14,9 %). From this information nearly 60 % doesn't know Lempäälä at all or just a little bit.

Miten hyvin mielestänne tunnette Lempäälän?

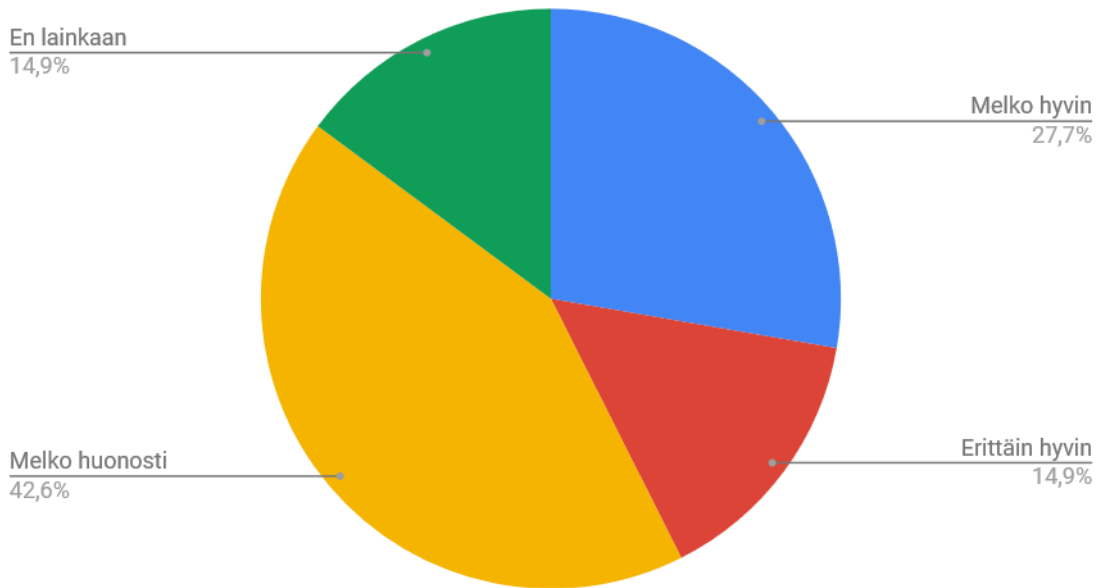


FIGURE 12. The knowledge level of Lempäälä (appendix 1)

5.3.7 Returning to Lempäälä

What would bring these tourists back to Lempäälä? The response rate to this question was around 60 %. Most crucial factors turned out to be shopping (15), happenings and activities (9) and visiting relatives (8). Many mentioned nature paths (6) and more precisely Birgitta Trail (2). Knowing this information, Ideapark and nature are they two key resources of Lempäälä. Ideapark is constantly updating its services with the latest addition of Zones by Särkänniemi and Ti-Ti nallen talo. Lempäälä has its beautiful lakes and water areas surrounded by amazing clean nature. There is a clear gap for development. The rest of the reasons for returning to Lempäälä were its close location, child friendly activities, job, Vaihmalan Hovi, Kärppälän rustholli and more possible local happenings.

5.3.8 What Lempäälä is missing and possible development proposes

The purpose of this question was first to find out what might be missing from Lempäälä from the tourist's point of view. Not all the respondents answered to this question. Swimming hall (12) was most cited, but this was most probably from the locals' point of view. Spa (6) is clearly something that Lempäälä is still missing, but it is already under planning phase. Other mentioned were new events (3), animal zoo, city bikes, cinema, camping, marketing, marked biking trails and market in the summer. After this, the respondents

were asked for possible development proposals to grow the tourism services. The ones who didn't know the municipality that well, this seemed to be a hard question and so the response rate was not the best in this question. Most frequently mentioned was more visible marketing (8), other than only about Ideapark. Winter activities (8) and musical events (9). Someone had mentioned more possibilities for accommodation services and that those services could promote and advertise the local tourism attractions. More restaurants, improvements of the nature sites, book store, more summer cafes (other than Kahvila Siiri), farm animal zoo for kids, spa hotel, more fishing opportunities, activities for all ages, pleasant beach etc.

5.3.9 Recommendation rate

The last question of the survey was about whether the respondent would recommend visiting Lempäälä based on their own experiences. The most tremendous is to notice that nearly 100 % either would or already have recommended Lempäälä to their acquaintance. almost 63 % answered that they would warmly recommend it, another nearly 35 % already have recommended. Only less than 3 % answered the negative.

Suosittelisitteko tuttavillenne vierailua Lempäälässä omien kokemusten perusteella?

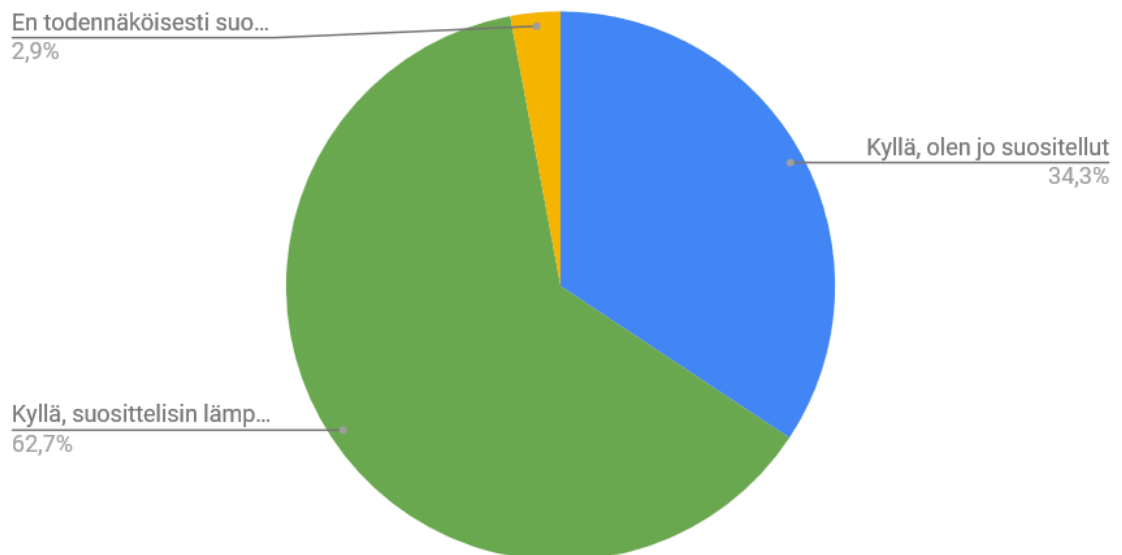
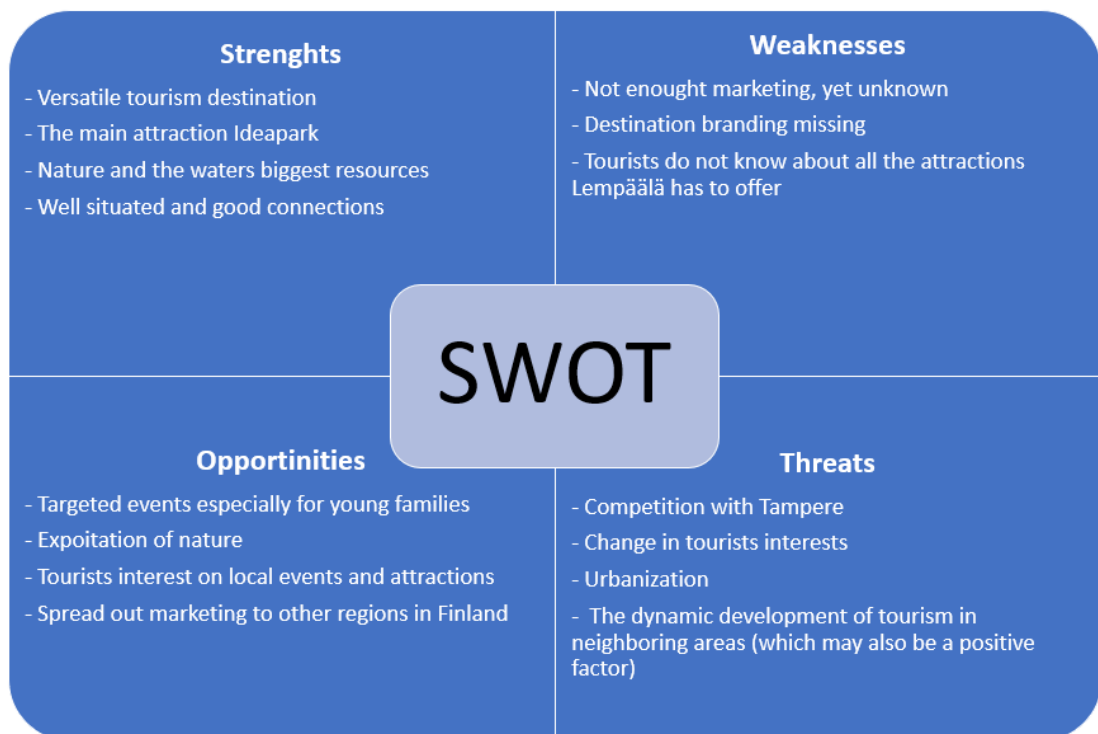


FIGURE 13. Would you recommend visiting Lempäälä based on your experiences? (appendix 1)

5.4 SWOT analysis according to the data analysis

The SWOT analysis is based on the latest primary data collected in this research. It presents the reader with the current strengths, weaknesses, opportunities and threats of Lempäälä as a tourism destination. It is used here as a tool to create tourism development strategies and to create a reliable diagnosis of internal possibilities of the destination and its environment (Goranczewski & Puciato 2010). The strengths mentioned (picture 3), are the internal positive factors of Lempäälä, which are the most important resources and competences to improve the competitive position. The opportunities are the so-called external factors, which can be used to attain success (Goranczewski et al 2010). Threats are external negative barriers or risks, which can affect poorly on the development.



PICTURE 3. SWOT analysis of the current situation

6 CONCLUSION & RECOMMENDATIONS

The objective of this research was to establish the most common tourist profile of the travellers and tourists visiting Lempäälä and get updated information about their travel motives and needs. The personal face-to-face interviews were conducted during the summer high season. The data collection using semi-structured interviews helped the author to get a better insight from different perspectives. The sample size was set to one hundred interviews to get enough validity. At the end of the summer, the total number of interviews was 102. To build a theoretical background for the research, the author researched information and theories from academic literature and online publications.

The initial and most important research question was “*What is the most common traveler profile of Lempäälä?*”. The survey for the interviews was designed with questions specially to find out information for the research question. The sub-questions were “*How their travel habits have been changing lately?*”, “*What are the newest travel trends?*”. Chapter 5 was the data analysis and according to the findings, the most common tourist profile was formed. To make a conclusion, most of the respondents were 25-44-years old domestic day visitors coming from Tampere or elsewhere in Finland, other than Pirkanmaa region or the metropolitan area. 60 % of the respondents were travelling with family and most frequent reason for visiting Lempäälä was due to the interest on getting to know the local attractions and events. Apart of the location where the interview took place, most were not visiting any other attractions than Ideapark. This might be due to lack of knowledge. 40 % of the respondents, possibly the main part of this exact target group, rated their knowledge level ‘quite bad’ and the same amount had not seen any tourism related marketing of Lempäälä. Their interests in domestic tourism were mostly nature related landscapes and activities. 70 % of the respondents had chosen beautiful landscapes as their target of interest. Secondly came outdoors and sport and third mentioned lakes and waters. What they value within domestic tourism destinations were good services, versatile, good connections, different activities especially for children, near the nature, cleanliness, peace and quiet. Most of the respondents travel habits have remained the same but surprisingly many mentioned that they are travelling more domestically now than before. The most described Lempäälä as beautiful, peaceful, nice and versatile destination. Tremendously positive finding was that the recommendation rate for Lempäälä is almost a hundred percent.

As the research findings stated, there are plenty of motivational factors, need, wants and desires, which are the basis for tourism to happen in the first place. The data analysis showed that tourists travelling in Lempäälä are more allocentric than psychocentric. They like to explore and see new things by their own, not with a group of other tourists. They possibly prefer to do the holiday arrangements by themselves. Today's tourists are more adventurous, looking for authentic experiences over services. The target group of Lempäälä, young families, are interested on beautiful landscaped, nature, lakes and waters and important for them are good services, good connections, near the nature, activities. Lempäälä has all those features. As a recommendation for Lempäälä Development Ltd. they need to pay more attention to the marketing, especially focused marketing for young families travelling with children. A future tourism development strategy, a new product development for a nature-based activity especially for children is one possible addition to the product development to attract more tourists.

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APPENDICES

Appendix 1. Lempäälä – matkailijakysely 2018

Lempäälä - matkailijakysely 2018

Tämä matkailijakysely toteutetaan Tampereen ammattikorkeakoulun opiskelijan ja Lempäälään Kehitys Oy:n toimesta. Vastaamalla autat kartoittamaan Lempäälän matkailijoiden profiileja ja selvittämään uusia matkailutottumuksia sekä trendejä. Vastaukset käsitellään siten, ettei yksittäistä vastaajaa voida tunnistaa.
Kiitos ajasta ja mukavaa kesän jatkoa!



Taustakysymykset

Haastattelupaikka

- Ideapark
- Ti-Ti Nallen Koti
- Zones by Särkänniemi
- Kahvila Siiri
- Myllyranta
- Museoraitti
- Kuokkalankosken markkinat
- Kärppälän Rustholli
- Vaihmalan Hovi
- Birgitan polku

Sukupuoli?

- Nainen
- Mies

Ikä?

- Alle 18 vuotta
- 18-24 vuotta
- 25-44 vuotta
- 45-64 vuotta
- Yli 64 vuotta

Asuinpaikkakunta?

- Lempäälä
- Tampere
- Muu Pirkanmaa
- Pääkaupunkiseutu
- Muu Suomi
- Ulkomaat

Matkustan

- Yksin
 Pariskuntana
 Perheen kanssa
 Ystävän/ystävien kanssa
 Ryhmämatkalla
 Muu: _____

Matkailutottumukset**Mitkä seuraavista aiheista kiinnostavat sinua kotimaan matkailussa?**

- Erilaiset järjestetyt aktiviteetit
 Kauniit maisemat
 Paikallinen ruoka
 Maaseutu
 Kaupunki
 Kulttuuri
 Historia
 Järvet ja vesistöt
 Opastetut kiertoajelut
 Shoppailu
 Sauna
 Kylpylät
 Hyvinvointimatkailu
 Ulkoilu ja liikunta
 Muu: _____

Mitä nykyään itse haette/odotatte matkailukohteilta kotimaassa?

Oma vastauksesi

Miten omat matkailutottumuksenne ovat muuttuneet viime vuosina?

Oma vastauksesi

Mistä lähteestä yleensä etsitte tietoa matkailuun liittyen?

- Internetistä
 Sanomalehdistä
 Aikakauslehdistä
 Kirjoista
 Esitteistä
 Muu: _____

Matkakohteena Lempäälä

Mikä sai teidät tällä kertaa tulemaan Lempäälään?

- Halu tutustua paikallisiin nähtävyyksiin ja tapahtumiin
- Lempäälä on kotipaikkakuntani
- Olen kesäasukas
- Tulin tapaamaan perhettäni/sukulaisiani/ystäviäni
- Tulin ostoksille
- Mainonta/markkinointi
- Muu: _____

Missä muissa kohteissa aiotte vieraila tämän matkan aikana?

- Ideapark
- Ti-Ti Nallen Koti
- Zones by Särkänniemi
- Kuokkalan museoraitti/kauppamuseo
- Kuokkalankosken markkinat
- Villa Hakkari
- Lempäälään luontaiskylpylä
- Kahvila Siiri
- Vaihmalan hovi
- Birgitan polku
- Järviristeily
- En missään
- Muu: _____

Missä olette nähneet Lempäälään matkailun markkinointia?

- Visit Lempäälä sivulla
- Muualla internetissä
- Lehdissä
- Matkailuesitteissä
- Messuilla
- Televisiossa tai radiossa
- En ole nähnyt
- Muu: _____

Mikäli yövytte tällä matkallanne niin missä?

Oma vastauksesi _____

Kuvailekaa adjektiivein millaisena matkakohteena miellätte Lempäälään?

Oma vastauksesi _____

Miten hyvin mielestänne tunnette Lempäälään?

- Erittäin hyvin
- Melko hyvin
- Melko huonosti
- En lainkaan

Mikä saisi teidät tulemaan uudestaan Lempäälään?

Oma vastauksesi _____

Mitä Lempäälästä puuttuu matkailijan näkökulmasta?

Oma vastauksesi _____

Mitä ehdotuksia teillä olisi Lempäälän matkailupalveluiden kehittämiseksi?

Oma vastauksesi _____

Suosittelisitteko tuttavillenne vierailua Lempäälässä omien kokemustenne perusteella?

- Kyllä, olen jo suositellut
- Kyllä, suosittelisin lämpimästi
- En todennäköisesti suosittelisi, miksi?

Muita terveisiä

Oma vastauksesi _____

LÄHETÄ

Älä koskaan lähetä salasanaa Google Formsin kautta.