



VAASAN AMMATTIKORKEAKOULU
VASA YRKESHÖGSKOLA
UNIVERSITY OF APPLIED SCIENCES

Annika Hihnala

DEVELOPING A PRODUCT
DIRECTORY TO SELL PROGRAM
SERVICES. CASE: HIEKKASÄRKKIEN
OHJELMAPALVELUT OY

Business Economics and Tourism

2011

VAASA UNIVERSITY OF APPLIED SCIENCES

The Degree Programme in Tourism

ABSTRACT

Author	Annika Hihnala
Title	Developing a Product Directory to Sell Program Services. Case: Hiekkasärkkien Ohjelmapalvelut Oy
Year	2011
Language	English
Pages	42 + 2 Appendices
Name of Supervisor	Peter Smeds

The aim of this practise-based thesis is to develop a program service directory that functions as a selling tool and therefore increases the efficiency of the selling process of the program service products. This thesis is implemented as a project work for program service company Hiekkasärkkien ohjelmapalvelut Oy.

The theoretical framework relates to the empirical part of the thesis by presenting the concept of tourism product, familiarizing marketing management aspects and introducing product development process.

A qualitative method was used as a research method in this thesis, and the data was collected by semi-structured interviews. Three actors in the Hiekkasärkkien tourism area were interviewed in order to find out the need for developing a product directory and what the developed directory should be like. It was found out that there is an obvious need for the product directory for customer use and for personnel as a tool for selling. Also the essential content of the program service directory was found out in the interviews. On the basis of these research results and the background information from the employing company the program service directory was developed and will be distributed for the tourism actors' use in the area.

Keywords tourism product, program services, development

TIIVISTELMÄ

Tekijä	Annika Hihnala
Opinnäytetyön nimi	Developing a Product Directory to Sell Program Services. Case: Hiekkasärkkien Ohjelmapalvelut Oy
Vuosi	2011
Kieli	englanti
Sivumäärä	42 + 2 liitettä
Ohjaaja	Peter Smeds

Toiminnallisen opinnäytetyön tavoitteena on kehittää ohjelmapalvelukansio, joka toimii myyntityökaluna ja täten parantaa ohjelmapalvelutuotteiden myyntiprosessin tehokkuutta. Opinnäytetyö on toteutettu toimeksiantona ohjelmapalveluyritys Hiekkasärkkien ohjelmapalvelut Oy:lle.

Teoreettinen viitekehys yhdistyy opinnäytetyön empiiriseen osioon esittelemällä matkailutuotteen käsitteen, tutustuttamalla markkinoinnin näkökulmiin sekä tuomalla esiin tuotekehitysprosessin.

Työssä käytettiin laadullista tutkimusmenetelmää, aineisto kerättiin teemahaastatteluja hyödyntäen. Tutkimuksessa haastateltiin kolmea toimijaa Hiekkasärkkien matkailualueella, jotta saataisiin selville tarve ohjelmapalvelukansion kehittämiseksi, sekä millainen kansio tulisi olla. Tutkimuksessa selvisi, että ohjelmapalvelukansiolle on selvä tarve niin asiakkaiden käyttöön, kuin henkilökunnalle myynnin työvälineeksi. Myösansion olennainen sisältö saatiin selville haastatteluissa. Kansio kehitettiin tutkimustulosten ja toimeksiantajana toimivalta yritykseltä saatujen taustatietojen pohjalta ja se tullaan jakamaan alueen matkailualan toimijoiden käyttöön.

CONTENTS

ABSTRACT

TIIVISTELMÄ

1	INTRODUCTION.....	7
1.1	The aim of the thesis	7
1.2	Restrictions.....	7
1.3	Structure of the thesis.....	8
1.4	Hiekkasärkät tourism destination	8
1.5	Hiekkasärkkien ohjelmapalvelut Oy	8
1.6	Role of the company in the destination.....	9
2	TOURISM PRODUCT	11
2.1	Characteristics of the tourism product.....	11
2.2	Program service product.....	12
2.3	Customers and the experience industry.....	13
3	MARKETING MANAGEMENT	17
3.1	Collaboration on the field of tourism	17
3.2	Distribution channels for program services.....	18
3.3	Service concept, service process and service system	19
3.4	Consumer behaviour.....	21
3.4.1	Motives for travelling.....	21
3.4.2	Purchase process.....	23
4	PRODUCT DEVELOPMENT.....	24
4.1	Reasons for product development	24
4.2	Product development process.....	25
5	RESEARCH METHODS.....	28
5.1	Qualitative research methods	28
5.2	Theme interviews	29
5.3	Reliability, validity and objectivity	30
5.4	Implementation of the research.....	31
6	RESEARCH RESULTS AND ANALYSIS	33

6.1	Customer's interest in program services	33
6.2	Co-operation.....	34
6.3	Selling process.....	34
6.4	Need for program service directory.....	35
7	OUTCOME	37
7.1	Planning the directory	37
7.2	Content	37
7.3	Appearance.....	38
8	SUMMARY AND CONCLUSIONS.....	39
	REFERENCES.....	41
	APPENDICES	

LIST OF APPENDICES

APPENDIX 1. Semi-structured questionnaire in Finnish

APPENDIX 2. Program service directory

1 INTRODUCTION

As one of the most popular tourist areas in Finland is located in my hometown I was interested in finding the subject for my thesis from the area. This thesis will be implemented as a project work for a program service company called Safaritalo in tourist area Hiekkasärkät in Kalajoki. In developing tourism destinations strong co-operation between the actors and effective packaging of services is very important. The company suggested me to compose product descriptions of their products for resellers' use and by this develop the co-operation activities in the area. I got interested in this work as it would help the company and develop the co-operation inside the tourist area. As I had been interested in implementing a practise-based thesis I decided to develop the program service directory. I could utilize interview research in this project and the work would have practical value in the future.

1.1 The aim of the thesis

The aim of this practise-based thesis was to develop the co-operation between the program service company and the accommodation companies in the destination. Furthermore the aim was to develop a program service directory and by that increase the efficiency of the selling process of the program services, to decrease the amount of unnecessary work done by the program service company and on the other hand help the accommodation companies to serve their customers more comprehensively.

1.2 Restrictions

The thesis concentrates on the practical work of developing the selling tool. The theoretical framework is a supportive background for the research and planning process, and it examines the essential concepts in the field of tourism program services and product development. The research is implemented as semi-structured interviews among the main accommodation actors in the destination. The selling tool is developed based on the accommodation actors and program service company's needs.

1.3 Structure of the thesis

The thesis includes a practical part and a research. The research is implemented as theme interviews for the program service company's intermediaries, which are local accommodation companies and the central booking office. The aim of the research is to find out if the product descriptions of the program service products are needed and what they should include from the reseller's point of view. The practical part deals with developing the product descriptions and composing them into a selling tool, which facilitates the selling process.

The theoretical framework of this thesis introduces the company, discusses the characteristics of a tourism product and introduces the concept of program service product. The importance of collaboration in the field of tourism is presented, service process is viewed and features of customer behaviour are explored. Also the aspect of product development is reviewed in the theoretical part of the thesis. Finally the qualitative research methods are introduced.

1.4 Hiekkasärkät tourism destination

Kalajoki is a small town of 12 540 inhabitants. (Väestörekisterikeskus 2010.) It is located in Northern Ostrobothnia, on the coast of the Gulf of Bothnia. Kalajoki is a very popular tourism destination in Finland and the tourist area located in Kalajoki is called Hiekkasärkät. One of the main attractions in Hiekkasärkät tourism destination is the sand beach. Tourists visit Hiekkasärkät all year round but the high season is summer. The service structure of the location is very wide. Hiekkasärkät is mainly considered as a family destination but offers a wide range of services for all ages. Activities and nature are the most important resources in the area. In 2008 there were 225 742 nights spent in the places of accommodation. (Elinkeinopalvelut 6/2009. Kalajoki 2009.) In 2010 Hiekkasärkät was nominated as Santa Claus' official summer holiday destination.

1.5 Hiekkasärkkien ohjelmapalvelut Oy

Hiekkasärkkien ohjelmapalvelut Oy, more familiarly Safaritalo is a program service company located in the tourism destination Hiekkasärkät in Kalajoki. The

company is privately owned and serves the customers all year around. The business consists of several kinds of services. The company offers renting services for activity equipment, private occasions, meeting services, pub, carting centre and they also have a distant station where the program can be organised. Customers can also get accommodation via this company. There is a selection of apartments and cottages with different levels of facilities, which are for rent.

The selection of the programs is very versatile and wide. The customer can choose activities from different kinds of safaris to hiking trips, from canoeing to orienteering and water skiing. In addition there are program options that do not require moving anywhere but can be implemented as an additional program for example for a meeting or private sauna evening. These playful activities are for example hyper hockey, sumo wrestling and bungee running. Also different kinds of theme evenings, such as make-up schools or sauna with beauty treatments are offered. As mentioned earlier the selection is very wide and everybody can find a suitable activity to try. There are also special programs for teams and groups that are looking for recreational activities and want to build up the team spirit.

The company offers such versatile services that also the clientele is very diverse. Individual tourists use often the renting services, they rent for example vehicles such as bicycles or off-road cars. Families and groups of friends are important customers who want to spend time together and have some activity such as driving carting. Also small groups such as friends spending the bachelor party are usual customer group for this program service company. The most important customer segment for Safaritalo is business customers. Incentive travellers or conference customers ask for diverse activities and every group has different needs according to their background and the structure of the group. The group size can also vary a lot but the company is ready to organize program services for example for a group of hundred people.

1.6 Role of the company in the destination

Hiekkasärkkien Ohjelmapalvelut Oy is the only actual program service company in the Hiekkasärkät area. There are also other companies in the area whose

business can be regarded as program service business but they are concentrated on one or few activities at the time. Safaritalo has the best resources and equipment for producing program services so that is why co-operation between the actors in the area is very important and should be developed.

The service offer and the selection of different program products are very versatile and include activities for all four seasons of the year. There are several programs that can be implemented only in wintertime. These activities act as special attractions and benefit the winter tourism in Hiekkasärkät. The company is an important actor in the tourist area because it is the only company specialised in the field of program services and it serves a wide range of customers and also locals in the area.

2 TOURISM PRODUCT

There are various reasons and motivators for travelling and tourism. Tourism is often classified into business and leisure travelling. Regardless of the reason for the trip the customer is looking for the same service types that are produced by the tourism service companies. For the traveller the trip is one entirety, which lasts from the planning process until the trip is over. The tourism products belong to this service package, which creates an individual experience for each customer. (Komppula & Boxberg 2002: 11-12, 21.)

2.1 Characteristics of the tourism product

When talking about a tourism product we must consider that it is a service product by nature. A service product has certain special characteristics that have to be taken into consideration when producing and marketing the product. The service product is intangible and it is produced and consumed at the same time. Therefore service products cannot be stored and the quality of the product is affected by many outer factors that might be hard to control. (Komppula & Boxberg 2002: 10-11.)

The three main characteristics of the service product are intangibility, perishability and inseparability. Intangibility as a characteristic means that it is not easy to test the product or demonstrate the benefits beforehand. The lack of physical evidence makes it more difficult for the customer to evaluate the product. The service provider must come up with tangible cues and clear branding in order to assure the customer to make the purchase decision. When comparing the service product to goods it is noticed that the service product has the characteristic of perishability. Unlike goods, service products cannot be stored in order to sell them later. If the service product is once left unsold the revenue can never be recouped. Seasonality of demand in service industry highlights the problem of perishability. Demand and supply are not high at the same time, which creates challenges for the marketing planners. During the low season service products are left unsold but on the other hand during the high season the demand may exceed the supply capacity. As mentioned earlier, the service product is produced and

consumed at the same time. This characteristic is called inseparability, which intends also that the service provider and the customer are both present in the service situation. The inseparable nature of the service process causes difficulties in assuring the customer satisfaction. As the tourism service products include much interpersonal communication and each customer experiences the situation differently it is hard to control the service quality. Also external factors such as other customers affect the quality of the service process and the overall satisfaction of the consumer. The external factors as well as the individual's reaction to them are difficult to predict and restrain. (Cooper, Fletcher, Fyall, Gilbert & Wanhill 2008: 521-522; Komppula & Boxberg 2002: 10-11.)

2.2 Program service product

Several different definitions can be found to illustrate the program services. According to Verhelä & Lackman program services are defined as tourism product related activities, which form the functional part of the tour. These services may be the pull factors of the destination and have a significant effect on the purchase decision. World Tourism Organisation categorizes the program services into several groups, water and beach activities, winter activities, nature tourism, social life and competitions. (Verhelä & Lackman 2003: 16-17.) In the report of the Finnish ministry of employment and the economy (Liuksila 2009. *Matkailun ohjelmapalvelut. Toimialaraportti 8/2009*: 8) it is pointed out that in Finnish tourism concept the program services are instructed activities such as snowmobile safaris that have a strong relation with the tourism product. Also recreational services, built activity and entertainment destinations, competition events and cultural or art events can be considered as program services. When thinking on a wider scale for example ski resorts, zoos, amusement parks and museums represent program services in Finland.

The Finnish national board of education defines the tourism program services as independent or instructed activities that are customer-oriented and based on nature, culture, entertainment, exercising or health. (Verhelä & Lackman 2003: 17.) The same themes of program services are discussed but it is pointed out that from the consumer's point of view the restrictions between the themes might be

vague. On the other hand, for the producer it is very important to decide on which theme to concentrate on when planning the content of the program. (Komppula & Boxberg 2002: 133.)

All definitions have one feature in common, the program service is something that the tourist is participating, either as an active participator or passive follower. (Verhelä & Lackman 2003: 17.) It is stated that the program services can be divided into three levels, which are passive, half active and active. (Komppula & Boxberg 2002: 133.) From the producer's point of view, on all these three levels of customer participation, the producer's job is about producing and implementing program services. Even though the customer gets the experience as a follower and does not actively participate in the program, the product is considered as a program service. The producer still has the significant role in creating the experience and is responsible for the product and service. (Verhelä & Lackman 2003: 96.)

Program services are produced by several different actors. Hotels and restaurants have been the traditional producers but nowadays specialised program service companies and private entrepreneurs are the main actors on the field. The program services are provided as supplementary services in tourism centres and areas. Program service products are offered as customised programs but also based on weekly schedule. Also municipal and regional tourism organisations, tour operators and other municipalities and organisations are acting on the field, and thus the networking has become an important part of the business. (Verhelä & Lackman 2003: 21; Liuksila 2009: 8.)

2.3 Customers and the experience industry

The program service product has to correspond to the customer's expectations and therefore the customer segmentation and targeting is a very important action when planning the business. The image of the tourist area in question must be considered, whether it attracts families, private or business tourists, young or elderly people. The customer's demographic background, interests, travelling

motives and habits as well as the willingness to spend money have to be taken into consideration when targeting the products. (Liuksila 2009: 26.)

One major customer group for program service companies is business customers. Also meeting and congress customers often include program service activities in their program. Incentive travellers, camp school groups, teams and disabled groups are special groups, which ask for customised program services. In addition to these customer groups the program services are used by individual travellers as well as resident population and summer residents, which create potential market for program services companies. (Boxberg et al. 2001: 129-131.) It is important to know the background of the customers so that the program and content can be planned to create new and positive experiences for everybody in the group. Program service producer has to have the information about the structure of the group in order to be able to reach objectives of the customer and create a unique and unforgettable experience. (Verhelä 2000: 25-26.)

An experience is something that has a strong effect and stays in the customer's mind. According to the Lapland centre of expertise for the experience industry, experience is multisensory, positive, memorable, usually unique and always individual. While an experience is always subjective, the authenticity cannot be questioned. The experience is build up in the customer's mind and therefore the tourism service producer cannot actually produce the experience but work for the experience to be born by offering the framework. The preconditions for the experience are provided by developing good service concept, service process and service system. (Verhelä & Lackman 2003: 35-36; Komppula & Boxberg 2002: 26-30.)

Lapland centre of expertise for the experience industry has developed an experience pyramid (Figure 1.), which can be used as a tool when analyzing, understanding and enhancing the experience-based elements of a product. The approach to the experiences in the experience pyramid is twofold. The pyramid includes the levels of the customer experience and the elements of meaningful experience. The six elements of the experience should be fulfilled on all levels of the experience.

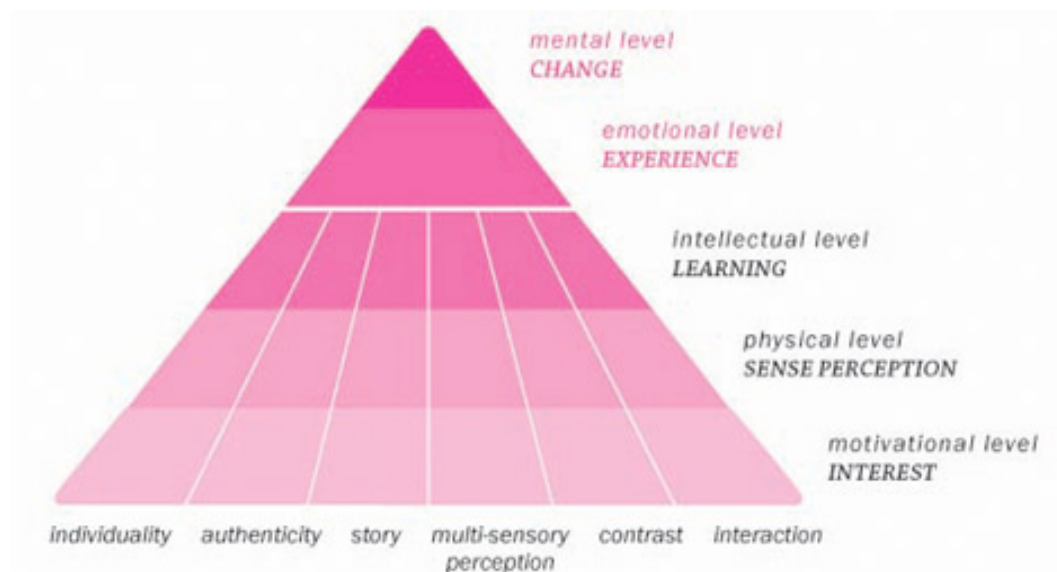


Figure 1. Experience pyramid.

Experience pyramid (2010). Lapland centre of expertise for the experience industry. Rovaniemi. [Accessed 10.11.2010] Available from the Internet: <http://www.leofinland.fi/index.php?name=Content&nodeIDX=3615>

The elements of the product that offers a meaningful experience are individuality, authenticity, story, multi-sensory perception, contrast and interaction. Individuality refers to the uniqueness of the product. The product can be tailored to meet the customer's needs and preferences and also flexible customer orientation is part of the individuality of the product. The real lifestyle and culture of the area represent authenticity. If the customer thinks that the product is credible and genuine then authenticity exists. The next element, which is related to the authenticity, is story. The story binds the elements of the product and makes the entirety interesting and catching by combining facts and fiction. The product must be also multi-sensory so that as many senses as possible will be stimulated. Contrast refers to the issue that the experience must be something very different and new from the customers' point of view. The customer's background must be considered in order to be able to offer something that differs from the everyday life. Interaction the customer, the product, other customer's and the producer is an

important element of the meaningful experience because it creates collectiveness and increases the social acceptability of the product. Personal interaction between the guide and the customer plays a significant role in conveying the experience to the customer.

The levels of experience are motivational, physical, rational, emotional and mental. Motivational level is about arousing the interest of the customer and already at this level as many of the elements explained earlier as possible should be fulfilled. On the physical level the customer is experiencing the environment through senses. Also the technical quality and functionality of the product will become tested on this level. Rational level is where the sensory stimulation is processed. Learning, thinking, applying the knowledge and forming opinions are the actions customers are involved on this level. Here the customer decides whether to be satisfied or not with the product. The actual experience takes place on emotional level. The emotional reactions of an individual cannot be predicted but if all the basic elements have been taken into consideration the positive and meaningful experience will be achieved. On mental level an experience of personal change can be reached. The positive and powerful emotional reaction can lead to changes in lifestyle, state of mind or physical being. A product offering meaningful experience can actually have such a significant effect that it changes an individual's life. (Experience pyramid 2010.)

3 MARKETING MANAGEMENT

A usual customer for a Finnish tourism company is a family travelling around Finland by their own car. They are used to booking the accommodation and program services directly from the tourism companies. More often the customer is not an individual consumer but a company or an organisation looking for wider and more personalised solutions. For these buyers it is very important that the product is suitable for the actual users so they need specific information about the product and the producer. The party selling the product must know the needs and expectations of the buyer and the actual consumer. (Boxberg, Komppula, Korhonen & Mutka 2001: 18-20.)

3.1 Collaboration in the field of tourism

The need for co-operation in the field of tourism is stated by the nature of tourism services. The customer sees the services on a certain area as a total tourist product, which produces an experience that is evaluated as entirety. In order to be able to offer as high quality for the customer as possible the company has to have co-operators. (Boxberg et al. 2001: 26-27.)

When talking about tourism collaboration it usually means the co-operation between companies, municipalities, sub regions or provinces, which is to advance the awareness about the area from a tourism point of view and to increase the income from the tourism industry. This is called vertical co-operation and is focused on local and regional organisations, which are usually regarded as marketing channels. Horizontal co-operation stands for different chains and networks that represent the collaboration between the companies or organisations, which operate on the same branch or geographical area. (Boxberg et al. 2001: 26.)

The co-operation can be implemented by different actions in the field of tourism. Marketing co-operation is the most usual way of making collaborative actions. The companies are making for example brochures or other marketing materials together. This facilitates the implementation, decreases the expenses and enables reaching and serving greater number of customers. Another form is productive co-

operation where two or more companies produce one product package together. Collaboration can also concern the resources, which can be shared. Sometimes the co-operation between companies may lead to successful product development when specialists from different branches work together. The aim of the collaboration is usually efficiency. Better profit should be reached with the same costs or at least the same profit should be reached with fewer costs. (Boxberg et al. 2001: 29-30; Pesonen, Mönkkönen & Hokkanen 2000: 75.)

3.2 Distribution channels for program services

A group of independent organisations that are part of the process where a product or service is made available to the consumer or business user are called the distribution channel. In the travel and hospitality industries this means that the customer is moved to the product by these distribution systems. The competitive environment insists the companies to develop complex distribution channels because only a central reservation system and own sales force are not enough. By providing a steady flow of customers the distribution system can save a company from struggling. (Kotler, Bowen & Makens 2010: 328-329.)

Program service companies are often small and their resources are restricted, which makes it more challenging to find the target group and the right distribution channel. By combining the resources with other entrepreneurs on the field, service distributors, other service producers and authorities, better results can be achieved. By cooperating the small companies can find new customers and also provide more diverse product packages for wider customer segments. (Boxberg et al. 2001: 128-129; Verhelä et al. 2003: 87.)

Co-operators are very important distribution and marketing channels for program service companies. Accommodation companies, transportation companies and other tourism companies operating in the same area are concerned as distribution channels. These co-operators belong to the collaborative network around the program service business, help in gathering customers and support the marketing and selling operations. The service package that the program service is part of includes other tourism services as well, for example an accommodation company

can be the linkage between the customer and the program service company. (Boxberg et al. 2001: 129.)

Travel agencies and tourism organisations act mostly as marketing channels for program service companies by spreading the information for potential customers and marketing the added value that is created by the program service offer. Event management companies use the program service companies mostly as suppliers. Incoming offices and destination management companies can be the linkage between the program service company and foreign tour operator or customer but often via another tourism company such as accommodation company or tourism organisation. (Boxberg et al. 2001: 128-129.)

When looking at the groups as customers direct sale is the most important distribution channel. Client events, sales events and exhibitions are occasions where the whole tour package for the group is often booked because the client thinks it will be more economical to buy directly from the producer than via a co-operator. Also travel agencies, tour operators, regional organisations, accommodation companies, regional booking centres and some other associations are distribution channels for group customers. Special groups such as school camps or groups with disabled participants make their bookings directly to the program service company. Individual clients seldom book the program services in advance but receive information from brochures, travel agencies, tourism information, exhibitions, info folders and directories in the place of accommodation or from the destination itself. The booking is usually made through the accommodation company or travel agency, or directly to the program service company. (Boxberg et al. 2001: 128-131.)

3.3 Service concept, service process and service system

At the moment the basis for marketing thinking is that the company is acting and developing the operations with customer-oriented approach. The definitions for tourism product as well as the service marketing theories highlight the value of the product for the customer. The product should offer added value to the customer. The business idea of a company defines the core product by which the

company is producing the benefit to the customer. The core product or products is the reason why the company exists. The actual product consists of the core product and the tangible and intangible factors, which produce the added value for the product. Supplementary services can be added to the product to increase the attractiveness of the actual product. In example when program services are offered as supplementary services to accommodation. (Komppula & Boxberg 2002: 13; Grönroos 2007: 186.)

A tourism company cannot truly produce the tourism product but its task is to offer the necessary conditions for the tourism product to be born. These conditions are described by a model with three components, service concept, service process and service system. The experience is arisen by the assistance of these components while the customer itself is participating on the production process of the service. (Komppula & Boxberg 2002: 21.)

Service concept is the core idea of the value and benefit that is going to be offered for the customer by the service. Service concept is based on the customer's needs and expectations, which are driven by the primary and secondary motives for travelling. Primary motives means the reason for travelling and secondary motives are related to the questions where and how to travel. Service concept answers to the needs and expectations that the customer has set for the trip or service product. (Komppula & Boxberg 2002: 22.)

For a customer, the service process describes the processes of the actual service product that the customer will face during consumption. Inside the company, the service process description clarifies the processes by which the conditions for the expected value are produced. The service process description can be drawn to service blueprint, which shows all the processes that are completed during the service process. The service blueprint describes all the processes executed by the customer and service personnel but also the back office functions and supporting processes. The service modules of the service process chain can be developed by one or more companies. (Komppula & Boxberg 2002: 22, 24.)

Service system includes the external and internal resources that are required in order to produce the expected value for the customer. Service system means the place, equipment, personnel participating and supporting the production, and the organisation and control of these resources. Hospitality is also a part of the service system and consists of the behaviour and impact of the service personnel, local people and other customers. When the three necessary components for creating the conditions extended tourism product exist the customer oriented service package can occur. (Komppula & Boxberg 2002: 23-24.)

3.4 Consumer behaviour

Customer is the second party in business trading, meaning the buyer. In order to get the desired commodities or services the customer offers something in exchange. The customer value is developed by the difference between the benefits the customer gains from the product and the cost of obtaining it. Customer is the actual user of the tourism product for whom the product is produced, who enjoys and experiences the product or service. (Puustinen & Rouhiainen 2007: 132-133; Verhelä & Lackman 2003: 24; Kotler et al. 2010: 13-14.)

Customer-oriented approach is the basis for tourism marketing. The actors on the field of tourism must know the needs, wants and expectations of the customer and take them into consideration in all processes. The customer-oriented approach can be seen as interaction quality and functional quality, meaning the willingness and ability to serve the customer at all stages of the service process. In a service company the customer-oriented attitude is shown as good service culture, which means that everybody in the personnel is interested in high quality of service. (Puustinen & Rouhiainen 2007: 134; Komppula & Boxberg 2002: 66-67.)

3.4.1 Motives for travelling

When examining marketing and tourism business the most basic concept to consider is human needs. The best known theory for describing these basic needs is the Maslow's hierarchy of needs. Maslow's theory states that people have physiological needs such as food and clothing. People also feel the need for safety

and social needs for belonging and love. Need for esteem and self-actualisation and personal self-fulfilment belong to the basic human needs as well. Another basic concept is the human wants. The wants are actually the human needs, which are shaped by culture and individual personality of the customer. Wants can be explained as the way the customer is communicating his needs. Customers have the same underlying needs but different wants. (Kotler et al. 2010: 12; Cooper et al. 2008: 45.)

The factors affecting the individual's travelling decision are called travelling motives. (Komppula et al. 2002: 68.) According to Verhelä & Lackman these motives can be divided into primary motives, which describe the reason for the trip, and secondary motives defining how and where to travel. (Verhelä & Lackman 2003: 25.)

There are different motives why an individual decides to travel. The reason for travelling can be work-related. The motive for travelling can also be physical or physiological such as training sports activities or recreation. The trip can be motivated by cultural and psychological reasons that deal with self-improvement. Often the motivating factor is social, people are travelling in order to meet their family, but entertainment and amusement can motivate to travel as well. People travel a lot as driven by religious motivators for example for pilgrimages. (Verhelä & Lackman 2003: 25-26.)

The secondary motives define how, where and when the need for travelling is fulfilled. Traveller's inner reasons for the decision-making, which the service producer cannot affect, are the private circumstances such as amount of free time and money, traveller's attitudes and opinions, traveller's knowledge and earlier experiences. The service producer can affect these reasons only by marketing, spreading information and offering positive experiences. The outer reasons that have an effect on the travel decision can be for example other people's opinions, political issues such as terrorism or events inside the society. (Verhelä & Lackman 2003: 27-28.)

3.4.2 Purchase process

Swarbrooke and Horner write about consumer behaviour and decision making process in tourism. The consumer behaviour when purchasing tourism products and services has certain characteristics. The customer is highly committed and actively involved in the buying process because of the nature of the products and services. The behaviour is different from occasion to occasion. The customer can be insecure during the purchase because of the intangible nature of tourism products and services, meaning that the product or service cannot be tried out before the purchase decision. The purchase decision of a holiday has remarkable meaning in an individual's life and it may also affect other people around the individual. The purchase has great economical impact as well so it has particular emotional significance. Because of this the individual is tend to complete an extensive information search before making the decision. When deciding over purchasing tourism products individuals are usually strongly influenced by other people from whom they may get information or opinions. The decision is often very long-term; the purchase decision is made long ahead to the actual consumption. (Swarbrooke & Horner 2007: 72-73.)

Puustinen and Rouhiainen describe the purchase process in a very practical way. The purchase process begins when the consumer recognises a need or want, which can be developed by a stimulus such as a need for rest or effective advertisement. The next stage of the process is information search after which the consumer ends up in a decision of a certain product or service. The consumer contacts the service provider or intermediate in order to get more information, search for options or make a reservation. The following encounter with the service chain is when the customer buys the product and moves on to experience the product or service that has been bought. After the experience the customer will evaluate it in comparison to the expectations. If the customer is satisfied with the experienced service or product, repurchase is likely to occur and the customer will recommend the product onwards. If the customer is not satisfied, information search for options will begin. (Puustinen & Rouhiainen 2007: 167-168.)

4 PRODUCT DEVELOPMENT

A good tourism product is something that the producer, customer and other actors are satisfied with. From the customer's point of view a good tourism product is defined by the overall experience. Customers are no longer satisfied with only goods and services but require personal memorable experiences. All parts of the product must answer to the customer's expectations and leave a positive memory in the customer's mind. For the producer a good tourism product is financially profitable, repeatable and easy to sell. The product must be distinctive and clearly targeted. Intermediaries ask for simple and clear products with detailed documentation so that they are easy to sell and reserve. The price and content has to be in balance but the product must be also financially profitable. The product must be environmentally friendly and it must create job and benefit in the area of production. (Verhelä & Lackman 2003: 74-75; Gilmore & Pine II 2007: 1.)

4.1 Reasons for product development

Product development of service packaging is a process where opportunities are developed into products, which produce value and have a price. Product development is based on existing resources, place or culture related attractions, which create the preconditions for experience. Product development can be either planning new products and packages or developing already existing services. In tourism companies the product development must be continuous in order to keep the company updated and successful. (Komppula & Boxberg 2002: 93-94.)

The most common reasons for starting a product development process are the aim of increasing sales or changes in the market situation. New demand may occur on the market and the best way to benefit from it is to develop new products to answer the demand. Other reasons for product development are changes in consumer behaviour and competitive environment. There is no product that could succeed on the market forever without any development. Product development is an ongoing process throughout the whole life cycle of the product. (Komppula & Boxberg 2002: 94-96.)

Product thinking and productizing the intangible benefits and experiences is important so that the customer understands what he is buying. Tourism products involve different parties, with different expectations. The customer expects to gain a total experience and the producer expects to gain profit. The companies that do well in developing a functional entirety of tourism package for the customer succeed in market competition at the moment. So-called hidden services such as expertise, information, logistical services and consultation services form essential part of service product. These services are often understated or regarded as hospitality. (Borg et al. 2002: 136; Puustinen & Rouhiainen 2007: 220, 223.)

Today's world is increasingly unreal and customers make the purchase decisions based on the fact how real and genuine the offering is. Business is about being authentic. Still, no product should be marketed as authentic because that is what decreases the trustworthiness of the statement in the consumer's mind. When some product tries to be real and authentic it fails and becomes inauthentic. What people perceive as authentic is natural state of earth and nature, and goods that are first of a kind, not a copy or imitation of something. Services have to be performed exceptionally well, in order to be considered as authentic. Experiences gain authentic value when a reference to some other context is presented; drinking beer in England is an example of referential authenticity. One more genre of authenticity is influential authenticity, which exerts influence on other entities for example pushing people to sustainability. When developing an offering to be authentic one or more genres of authenticity must be used purposefully. (Gilmore & Pine II 2007: 1, 43, 49-52.)

4.2 Product development process

The process of developing new or existing product or services consists of several stages. Verhelä and Lackman approach the development process from a program service product point of view. The first step is developing ideas by utilising the strengths and expertise of the area or entrepreneur. The new products or services must consider the needs of the customer and relate to and complete the business idea of the company. Sometimes the customer gives the idea by asking for a new kind of a product or service. When moving on to the next stage, planning the

implementation, the customer needs must be used as a basis for the planning actions as well. The overall objective leads the selection of the theme, which describes the target of the service. The number of the participants as well as their wishes, skills, physical condition and motivation has to be taken into consideration when planning a program service product. The resources such as time limits, working environment and weather, methods and practical issues such as permissions and equipment are also considerable issues in the planning process. By co-operation with other companies and actors in the field the resources can be combined. Greater resources lead to superior expertise and service offer. (Verhelä & Lackman 2003: 76-78; Borg et al. 2002: 133; Komppula & Boxberg 2002: 102.)

Before the new product or service is marketed or implemented it has to be tested with people outside the company who set themselves into the customer's position. By testing the product the possible weaknesses are found and can be improved. After planning and testing the product, a description can be composed. It is important that the product is documented as accurate process as possible in order to find out possibility of appearing problems and find out the financial aspects and profitability. The process description includes production and consumption charts, which present all functions and processes that the customer goes through during the service process. This documentation is called blueprinting and it assures the functionality of the total product package. The reseller needs a product description with detailed information in order to be able to introduce the product to a customer. (Verhelä & Lackman 2003: 78-79; Komppula & Boxberg 2002: 103.)

The next stage of the product development process is pricing. The price that the customer is charged has to cover the expenses of the product and production. The price also communicates the value of the product and affects directly to the competition. Product based pricing means a price that covers the expenses and produces the aspired profit. Market based pricing means that the price can be either higher or lower than the product based price depending on the situation. Group discount is an example of market based pricing. It is important to

remember that the customer notices the changes in the price easily so the pricing must be kept in mind. When the product is ready to be marketed it needs marketing material. It is important to take care that the information is easy to reach and the product stands out from others. Also the implementation of the product or service is part of the development process because only by implementation can be found out whether the product is good or not. The last stage is observing the implementation and collecting feedback from the customers. If there occurs any problems in the implementation of the product of service or the customers are not satisfied the producer has to be prepared to start the development process again. (Verhelä & Lackman 2003: 82-85; Pesonen et al. 2000: 59.)

5 RESEARCH METHODS

The idea of research has been defined by many different authors. Zikmund says that business research is “the systematic and objective process of gathering, recording and analysing data for air in making business decisions”. Another definition is formed by Sekaran and it explains research as “a systematic and organised effort to investigate a specific problem that needs a solution”. (Finn, Elliott-White & Walton 2000: 2.)

The research can be either quantitative or qualitative. It is stated that the difference between these two methods is that quantitative research is an empirical research where the data are indicated in numbers and the data of qualitative research are not in the form of numbers. Quantitative research is the rigorous scientific method and qualitative research is less rigorous and more flexible tools of investigation are used. Also a combination of these two methods can be used in a research. (Finn et al. 2000: 8.)

5.1 Qualitative research methods

The most common methods of collecting information in qualitative research are interview, survey, observation and information based on different documents. These methods can be used separately or in combinations depending on the research problem and the resources. In more unrestricted research it is easier to apply observation, discussions or autobiographies in obtaining the research material but the more formal and structured the research frame is the more experimental and structured surveys must be used. The methods that were mentioned cannot be used only in qualitative research but also in collecting quantitative data. (Tuomi & Sarajärvi 2009: 71.)

Interview and survey are used as research methods when the researcher wants to know what a person thinks or why he acts in a certain way. In a survey the person answering fills in the questionnaire by himself either under control or independently at home. In an interview the questions are asked and the answers recorded by the interviewer. An interview is more flexible than a survey. The

interviewer can repeat the questions, clarify the meanings and discuss with the interviewee. The most important goal in an interview is to get as much information as possible and therefore the interviewee should be aware of the questions in advance. Persons that have knowledge about the research subject can be chosen as interviewees in contrast to surveys that are made by posting the questionnaires to random answerers. The weaknesses of an interview are money and time; a survey is not as time consuming and expensive data collection method as interview. (Tuomi & Sarajärvi 2009: 72-74.)

Observation is another method for collecting data in a qualitative research. This method is challenging from the analysis point of view. It also demands much of work and time. It is justified to use observation as data collection method when there is very little or not at all information about the research subject. (Tuomi et al. 2009: 81.) Also written material can be used as research data. The written material is classified to private documents and mass communications. Private documents are sources such as speeches, letters, diaries, memoirs and contracts. Mass communication products are for example newspapers, magazines, movies, radio and television shows. (Tuomi & Sarajärvi 2009: 84.)

5.2 Theme interviews

In the research part of this thesis theme interview is going to be used as data collection method. Theme interview is a semi-structured interview and close to an open interview. In theme interview the themes are selected in advance. The interview relies on those themes and related specifying questions. The aim of theme interview is to find out relevant answers according to the research object and problem set. The selected themes are based on the framework of the research. An open interview can be unstructured with open questions about the defined subject. The interviewer is leading the conversation by presenting more in depth questions based on the answers got from the interviewee. The choice between the theme interview and open interview must be carefully considered. When choosing theme interview as the data collection method the researcher must consider how the themes are leading the interview. (Tuomi & Sarajärvi 2009: 75-76.)

5.3 Reliability, validity and objectivity

Reliability, validity and objectivity are concepts that must be considered when making a research. When talking about the reliability of a qualitative research, we have to consider the questions about truth and objective information. The concepts of reliability and validity base on the idea that the objective reality and truth can be reached by the researcher. In addition to the problem of objective truth, we have to distinguish the reliability and objectivity of the findings. Objectivity is affected by the researcher's attitude and neutrality to hear and understand the information got from the source of data, in this case the interviewee. The reliability of the data depends also on its quality, for example if not all interviewees have been interviewed, if the recordings have bad quality or the transcription is not coherent throughout the process the research data is not reliable. The concepts of reliability and validity are commonly used in quantitative research and they respond to the needs of quantitative research. That is why the use of these concepts in a qualitative research is criticised and they are suggested to be given up or to be replaced. (Tuomi & Sarajärvi 2002: 131-133; Hirsjärvi & Hurme 2000: 185.)

Reliability means the repetitiveness of the research results and can be explained in different ways. It can be explained so that when studying the same person twice, the same result is found out. This definition is not valid as changes during time are characteristic with people in question. Another way to explain reliability is to say that the result is reliable if two researchers reach the same result. This definition is not perfect either because it is improbable that the researchers would understand the information from the third party identically. The third definition for understanding reliability is that two corresponding research methods will reach the same result. When acting with people, it is clear that the behaviour depends on the context and changes depending on the time and place, so it is improbable to achieve perfectly the same result with to separate research methods. (Tuomi & Sarajärvi 2002: 133; Hirsjärvi & Hurme 2000: 186)

The concept of validity originally comes from quantitative research. Validity measures to what extent the research findings accurately represent the examined

subject, does the research concern the issues it is expected to concern. There are several methods to assess the validity of a qualitative research. Which methods to use depends on the used approach but in the end, to establish the validity, the fieldwork and analysis procedures must be documented so that others are able to examine and confirm the validity of the procedures and conclusions. (Hair, Money, Samonel & Page 2007: 297-298.)

In this research the problem of reaching the definition of reliability in qualitative research is met. The research is implemented as an interview research and when concerning people and the communication between the people, the results are not easy to repeat perfectly. There are changes during the time that may change the results as well as the situation, environment and researcher's approach affect the results. In this research the data is reliable as the recordings have good quality and the transcription follows the same rules throughout the process. The reliability of the data in this research could be improved by achieving more neutral approach of the researcher and by reaching more interviewees to give answers.

5.4 Implementation of the research

The research was implemented as semi-structured theme interview. Three representatives of different actors in the tourism area were interviewed. The actors were chosen to be the interviewees on the basis of their experience in working between the customer and the program service provider. The interviewees have the knowledge about what kind of products and services the customers are looking for, how the selling process is working and may have ideas on how the customers could be served better. The interviewed persons are the ones who often act as the first link between the customer and the program service company so the developed selling tool will facilitate their work as well.

The survey was implemented as a semi-structured theme interview where the questions were designed so that the interviewees had to tell about their own experiences and visions. There were four themes in the survey which all were closely related to the research problem and included 18 questions all together. The first theme concerned the demand and the next questions were about the co-

operation between the company the interviewee was representing and the program service company Safaritalo. The interviewee was also asked about the current state of the selling process and the last theme handled the need for the product descriptions and the possible layout of the selling tool that is going to be created. The interview survey is attached to this thesis and can be found in the end of this work as appendix 1.

After selecting the actors who were going to be interviewed for the research they were contacted by telephone. All three actors were easy to contact and the persons that could be interviewed for the research were found out. One of the actual respondents was hard to contact but when she was reached, she was happy to take part in the interview research. All the interviewees were met at their place of work and each interview took approximately 15 minutes. The interviews were recorded by the allowance from the respondents in order to be able to remember the gained information. The interviews were implemented in January and February 2011.

6 RESEARCH RESULTS AND ANALYSIS

All the interviews were recorded on the permission of the interviewee. The interviewees were co-operative and willing to answer all the questions presented. The results are now transcribed in this chapter. The answers are analysed and the conclusions are drawn. The answers of the interviewees were relatively similar and gave very much information about the research problem.

6.1 Customer's interest in program services

The first theme in the interviews was to find out the level and quality of the customers' interest towards program services in the area. Customers are interested in the program services around the year but the demand is higher in summer time. The quality of the demand varies depending on the season of the year. In wintertime there are more groups as customers than in summer. The groups are for example business groups looking for recreational activities, families having birthday parties or gatherings, and especially in summer time, group of friends organising a bachelor's party. The groups are often looking for packages, which include an activity like snowmobile safari but also offer them the whole evening together. In addition to their program they are willing to have for example dinner and sauna organised by the service provider.

Individual travellers are also interested in program services, more during the summer season but also in winter. They are most often interested in renting some sport equipment like bicycles or snowshoes. In summer time the tourists find activities and entertainment independently more easily than during the other seasons of the year. These answers show that there is a demand for program services in the tourist area of Hiekkasärkät. It is good to know what kind of services are asked for in order to develop a program service directory that answers to the needs of the customers.

6.2 Co-operation

The second theme of the interview handled the co-operation between the company the interviewee was representing and Hiekkasärkkien ohjelmapalvelut Oy, the program service company in question. All interviewees agreed that it is good to have co-operation between the companies and that it is beneficial for them to be able to offer program services to their customers. It was suggested that the marketing co-operation should be developed and the opportunities of co-operation should be perceived.

The companies see that the co-operation is important and are willing to work as intermediaries, but the process should be improved. The intermediaries should have clear and accurate information about the provided products and their commission should be specified. The easier the work is for them, the more they are offering the products for the customers. It is very good to notice that the companies in the area understand that co-operation gives benefit for everybody, as the level of customer satisfaction gets higher when the customers are served well.

6.3 Selling process

The selling process was investigated more in the third theme part of the interview. It was found out that the selling process is not efficient at the moment. Some of the interviewees told that they have good knowledge about the product offer in the program service company but better acquaintance to the wide range of products would give more confidence to recommend and sell the products to the customers. Not all actors thought that their knowledge is adequate and it was also pointed out that there are many season workers and trainees who should have more information available in order to serve the customers well. In some cases the personnel of the co-operative companies have visited the program service company to gain more knowledge. It was also suggested that the program organiser could give a presentation about their products to the co-operatives.

The current selling process has too many stages. The interviewees told that they contact the program service company each time a customer is asking for program

services and ask for program suggestion. After they get the suggestion from the organising company they contact the customer again to convey the information. This exchange of calls or e-mails takes time and is not very efficient so it should be developed to a more simple and effective system. The intermediaries miss clear information package about the product offering and would prefer few ready made propositions of the program service products and packages, which they could recommend directly to the customer without checking the organising party every time. The intermediaries should have information in electronic form, which they could send to the customer also in paper form, which could be presented for the customer at the place. If the customer did not get interested in these proposals, the program service company itself would plan a tailored package just for the customer's needs. In case of an individual customer asking for equipment rental the co-operators have advised the customer to visit the program service company by himself.

6.4 Need for program service directory

The last theme of the interview handled the need for the actual selling tool, program service directory, and the appearance as well as the content of it. It was found out in the interviews that there is an obvious need for the product directory for the use of marketing personnel in the co-operative companies in the area, and also for the use of customers to familiarize themselves with the product offer. It would give more specific information for the personnel working in the tourism related companies in the area and help them in serving their customers better. It was suggested that the directory for the use of marketing personnel should include more precise information about the products, advice on how to sell different products effectively, for whom the products are suitable and some inside tips for marketing. The interviewees thought that the directory for marketing use should be in electronic form and could include product cards that would be easy to attach to the e-mails by which they are sending offers to their customers. By the use of this electronic directory the process would get faster and more effective.

The program service directory for customer use should be simpler with basic information about some of the products. Only the main products, some package

suggestions and the rental selection should be presented. Also some meeting packages with sauna and dinner interest groups, so few options could be included in the directory as well. In addition, the directory for customers should include the basic information about the company and definitely a map how to find the program service company.

The program directory should be very clear and the products could be categorised so the customer could easily see what he/she is interested in. Some of the interviewees noted that one directory could be enough for both, personnel and customer use but the main issue is that the layout is clear and that it has appropriate amount of information. Introductions should include information about during which season the product is available, for who it is suitable and how many participants are needed. All of the companies the interviewees were representing are very happy to co-operate and develop the marketing and selling process of the program services.

The directory would give a lot of information for the tourists who are looking for activities for their holiday. The program service company itself would get more visibility, more customers and more profit in the end. The aim of this thesis was to find out the possible need for the selling tool and in the end, develop one according to the wishes of the actors in the area. As the need is recognised and also ideas about the layout and content have been found out, the directory is going to be planned and created.

7 OUTCOME

After the analysis of the research results it was time for the planning process of the directory. The content and form of the directory were driven by the research results and the appearance is my own vision of a clear and fresh program guide. After the interview research I had a strong vision of the directory, so the planning process was not very complicated. The employing company answers about the price details and some of the information will still be checked for the upcoming season. The product directory can be found in the end of this thesis work, as appendix 2.

7.1 Planning the directory

The planning of the program directory was started on the basis of the research results and the information got from the manager of the program service company. The manager gave some of his ideas and advice concerning the program service directory in the beginning of the process. The planning process aimed at answering to these expectations and wishes the parties had presented.

The aim was to develop a directory that has clear appearance and implementation of the content. The directory should still contain enough information in order to give benefit for the intermediaries in their sales work as well as for the customer when looking for options and making decisions. The idea of gathering the most important information about the main products to product cards came out. A product card is clear, the most important information stands out and the card can be easily used in electronic form and attached to e-mails.

7.2 Content

The next stage in the planning process was to choose the products that would be introduced in the directory. The entrepreneur had given some advice what to choose to the directory and also the interviews gave an idea what kinds of products are popular. Several products were chosen from different product groups to be presented in the directory. The information about the products was found

from the webpage of the program service company. As the aim was to develop a clear appearance and content, only the most important issues were picked up.

In addition to the product descriptions the selling tool includes a cover page, an introduction page and general information about the company. All product groups included are introduced and suggestions of their target groups are given. As the company plans individual program service packages for their customers, two example packages were designed and are presented in the directory as well. Also the sauna and treatment possibilities are introduced. One important and special product is the distant location Loukas that is located 10 kilometres away from the tourist area. This destination and the activity possibilities there are presented. Also the rental services are introduced as the company has a wide selection of equipment for rent. In the end of the directory there is a map so that the customers will find the services easily.

7.3 Appearance

The appearance of the product directory is fresh with a light orange background and a few photos. The orange colour comes from the blue and orange logo of Kalajoki. Blue and orange colours show often in the marketing materials of Kalajoki and Hiekkasärkät so I decided to choose the orange for background colour to create association. With a few photos the appearance gets bright and more interesting, the customer gets a better picture about the product in his mind. The cover page is simple but tells what the directory is for. It has fresh colours as the blue picture lies on the orange background. The picture relates to winter but the blue colour of the sky reminds of the sea.

8 SUMMARY AND CONCLUSIONS

The idea of making a practise-based thesis was born during the studies in Vaasa University of Applied Sciences as I was not interested in a quantitative research but wanted to do something useful. I have been interested in program services for long time and when I took a course concerning the business I got even more interested. As a popular tourism destination Hiekkasärkät locates in my hometown Kalajoki, I thought I could find a good subject for my practise-based thesis in there. I decided to ask the local program service entrepreneur if he had an idea or need for any project work I could implement for them. He had two suggestions for me, to develop the webpage of Särkkäin Formula Center or to plan and create a program service directory for use of co-operators and customers. I decided to choose the program service directory as my thesis project as I could implement an interview research in this project and the work would benefit many actors in the area.

The interviews with the representatives of the local tourism related companies confirmed the need for a program service directory. It was found out that the companies involved in the research are willing to co-operate with other actors in the area, including the program service company. They stated that the current selling process of program services is not functioning well and should be improved. Developing a program service directory would make the process more efficient, it would serve the customers, the intermediary companies and the program service company itself. The interviewees gave also their ideas about the content and appearance of the directory.

The outcome of this practise-based thesis is the program service directory that was developed on the basis of the assignment given by the program service company and the results of the interview research. The program service directory introduces the main product groups of the company's product offer. A few products of each group are presented more in detail. In addition, the directory includes an introduction to the company itself and their rental services, presents a few program service package suggestions and includes a map. This directory answers

to the need for a selling tool, presented by the program service entrepreneur and the interviewed actors in the area. The directory is going to be delivered for the tourism actors in the area both in electronic form and on paper so the customers can look it through as well.

The actual benefit of this work cannot be seen until the directory is taken into use. The aim was to develop the selling process to be more efficient and enable the actors in the tourist area serve their customers more comprehensively. The developed program service guide is a tool for that and will hopefully be beneficial for the co-operative companies, customers and the program service company itself.

The process taught me how to make an interview research. First I was little afraid of making the interviews but the process showed me that it was very interesting and rewarding to talk with the professionals in the area and hear their opinions that base on experience. The theoretical framework of this thesis gave me a good starting point for the qualitative research and development process of the product directory. The schedule of my thesis project changed many times during the process. I started the process already in September and it is May now when finishing it. If making this project again, I would not prolong it too much. I would like to have more time for finishing the program service directory so that it would have more a professional appearance. I would also keep more in contact with the employing company during the planning process.

I hope the program service directory is taken into use this summer and that it will be beneficial for the co-operation in the area. Further research could be done after few years to find out whether this project outcome was useful or not and if it improved the selling process.

REFERENCES

- Borg, Pekka & Kivi, Elina & Partti, Minna (2002). *Elämyksestä elinkeinoksi. Matkailusuunnittelun periaatteet ja käytäntö*. Juva. WS Bookwell Oy.
- Boxberg, Matti & Komppula, Raija & Korhonen, Seija & Mutka, Pertti (2001). *Matkailutuotteen markkinointi- ja jakelukanavat*. Helsinki. Edita Oyj.
- Cooper, Chris & Fletcher, John & Fyall, Alan & Gilbert, David & Wanhill, Stephen (2008). 4th edition. *Tourism: principles and practice*. Harlow. Pearson Education Ltd.
- Elinkeinopalvelut 6/2009. Kalajoki 2009. [Accessed 9.11.2010] Available from the Internet: http://www.kalajoki.fi/general/Uploads_files/taskutieto2009.pdf
- Experience pyramid (2010). Lapland centre of expertise for the experience industry. Rovaniemi. [Accessed 10.11.2010] Available from the Internet: <http://www.leofinland.fi/index.php?name=Content&nodeIDX=3615>
- Finn, Mick & Elliott-White, Martin & Walton, Mike (2000). *Tourism & leisure research methods. Data collection, analysis and interpretation*. Harlow. Pearson Education Ltd.
- Gilmore, James H. & B. Joseph Pine II (2007). *Authenticity: what consumers really want*. Boston. Harvard Business School Press.
- Grönroos, Christian (2007). 3rd edition. *Service management and marketing. Customer management in service competition*. Chichester. John Wiley & Sons, Ltd.
- Hair, Joseph F. Jr. & Money, Arthur H. & Samonel, Phillip & Page, Mike (2007). *Research Methods for Business*. Chichester. John Wiley & Sons Ltd.
- Heinäluoto, Rami (2002). *Matkailun ohjelmapalvelujen normisto – laatua ja turvallisuutta oh-jelmapalveluihin*. In Komppula, Raija & Boxberg, Matti (2002). *Matkailuyrityksen tuotekehitys*. Helsinki. Edita Prima Oy.
- Hirsjärvi, Sirkka & Hurme, Helena (2000). *Tutkimushaastattelu. Teemahaastattelun teoria ja käytäntö*. Helsinki. Yliopistopaino.
- Komppula, Raija & Boxberg, Matti (2002). *Matkailuyrityksen tuotekehitys*. Helsinki. Edita Publishing Oy.
- Kotler, Philip & Bowen, John T. & Makens, James C. (2010). 5th edition. *Marketing for hospitality and tourism*. Upper Saddle River. Pearson Prentice Hall.
- Liuksila, Timo (2009). *Matkailun ohjelmapalvelut. Toimialaraportti 8/2009. TEM:n ja TE-keskusten julkaisu*.

Pesonen, Ismo & Mönkkönen, Tytti & Hokkanen, Tarja (2000). Menestyvä matkailuyritys. Helsinki. Oy Edita Ab.

Puustinen, Arja & Rouhiainen, Ulla-Maija (2007). Matkailumarkkinoinnin teorioita ja työkaluja. Helsinki. Edita Publishing Oy.

Swarbrooke, John & Horner, Susan (2007). 2nd edition. Consumer behaviour in tourism. Oxford. Elsevier Ltd.

Tuomi, Jouni & Sarajärvi, Anneli (2009). Laadullinen tutkimus ja sisällönanalyysi. Jyväskylä. Kustannusosakeyhtiö Tammi.

Tuomi, Jouni & Sarajärvi, Anneli (2002). Laadullinen tutkimus ja sisällönanalyysi. Helsinki. Kustannusosakeyhtiö Tammi.

Verhelä, Pauli (2000). Liikematkailu. Helsinki. Oy Edita Ab.

Verhelä, Pauli & Lackman, Pekka (2003). 1st edition. Matkailun ohjelmapalvelut. Porvoo. WS Bookwell Oy.

Väestörekisterikeskus. Suomen asukasluku vuodenvaiheessa 2009 – 2010. [Accessed 9.11.2010] Available from the Internet: [http://www.vaestorekisterikeskus.fi/vrk/home.nsf/files/Asukasluku_2009_2010/\\$file/Asukasluku_2009_2010.htm](http://www.vaestorekisterikeskus.fi/vrk/home.nsf/files/Asukasluku_2009_2010/$file/Asukasluku_2009_2010.htm)

Interviews

Respondent 1, Kalajoki, 13th January 2011

Respondent 2, 14th January 2011

Respondent 3, 16th February 2011

TEEMAHAASTATTELU

KYSYNTÄ

Kuinka usein asiakkaat tiedustelevat teiltä alueen ohjelmapalvelutarjonnasta?

Millaiset asiakkaat kysyvät ohjelmapalveluita?

Millaisia ohjelmapalveluita he kysyvät?

Kohdistuuko kysyntä pelkkiin ohjelmapalvelutuotteisiin vai onko kysyntää myös esim. sauna tai kokoustiloille?

Onko ohjelmapalveluiden kysyntä suurempaa talvella vai kesällä?

YHTEISTYÖ

Kuinka hyödylliseksi koette ohjelmapalveluiden “välittämisen” yrityksellenne?

Kuinka tarpeelliseksi koette yhteistyön yrityksenne ja Safaritalon välillä?

Kuinka sitä yhteistyötä pitäisi mielestänne kehittää?

MYYNTIPROSESSI

Kuinka helpoksi/selkeäksi/vaikeaksi koette ohjelmapalveluiden myynnin teille?

Miten paljon teillä/työntekijöillänne on tietoa Safaritalon tuotteista?

Kuinka ohjelmapalvelujen välitysprosessi etenee tällä hetkellä?

Kuinka sitä voisi kehittää?

KEHITETTÄVÄ OHJELMAPALVELUKANSIO

Kuinka suuri tarve on kehittää tuote-esittelykansio myynnin helpottamiseksi?

Millanen työkalun tulisi olla, jotta se palvelisi parhaiten teitä, asiakkaita ja yhteistyötä Safaritalon kanssa?

Millanen ulkoasun/toteutuksen tulisi mielestänne olla?

Millaisin tuotekuvauksia/tuotepaketteja kansioon tulisi mielestänne koota, jotta ne vastaisivat kysyntää?

Tulisiko kansio suunnata työntekijöiden, asiakkaiden vai molempien käyttöön?

Millä tavalla olette valmiita/halukkaita vastaanottamaan asiakkaiden varauksia ja välittämään niitä Safaritalolle?



Elämyksiä ympäri vuoden

Hiekkasärkkien
ohjelmapalvelut Oy

Ohjelmapalveluopas

Ohjelmapalveluopas

Tämä kansio on Hiekkasärkkien ohjelmapalvelut Oy:n ohjelmapalveluopas. Oppaan tarkoitus on esitellä teille Safaritalon palveluilta ja tuotteita. Haluamme tarjota teille hauskoja ja ainutlaatuisia kokemuksia ohjelmapalvelujemme parissa, jotta vierailustanne Kalajoen Hiekkasärkillä tulisi unohtumaton. Tervetuloa!

- Safaritalo
- Tiimikilpailut ja pelit
- Moottoriaktiviteetit ja safarit
- Retket
- Etäpiste Loukas
- Ohjelmapalvelupaketit
- Vuokrauspalvelut
- Kaikki tuotteemme
- Kartta

Safaritalo

Elämyksiä ympäri vuoden!

Hiekkasärkkien ohjelmapalvelut Oy on Kalajoen Hiekkasärkillä toimiva ohjelmapalveluyritys. Yritys on perustettu vuonna 1998, ja vuonna 2004 toiminimi muutettiin osakeyhtiöksi. Yritys järjestää ohjelmapalveluita niin yksittäiselle asiakkaalle kuin suurille ryhmillekin. Pääasiakasryhmiä ovat kokous- ja liikematkailijat, alueen lomailijat sekä erilaiset juhloseurueet kuten polttariporukat.

Yrityksen toimitila on nimeltään Safaritalo, josta löytyy ohjelmapalvelujen lisäksi A-oikeudet, kokoustilat, saunaosasto, savusauna, ulkoporeallas, Safaripub ja välinevuokraamo. Yritystä kutsutaan usein tuttavallisesti nimellä Safaritalo.

Hiekkasärkkien ohjelmapalvelut Oy tarjoaa asiakkailleen opastettuja safareita ja retkiä, tiimikilpailuja, polttariohjelmaa, hemmottelupäiviä ja ennen kaikkea, unohtumattomia kokemuksia. Safaritalolta löydät myös esimerkiksi pyörän tai rullaluistimet, jos haluat tutustua Hiekkasärkkien alueeseen itsenäisesti. Vauhdikkaampaa menoa kaipaaville on tarjolla mönkijöitä, vesijettejä ja moottorikelkkoja. Safaritalon vieressä sijaitseva Särkkäin Formula Center mahdollistaa kilpa-ajot kartingautoilla, niin kesällä kuin talvellakin.

The logo for Safaritalo is written in a stylized, white, cursive font with a black outline and a slight shadow effect, set against a dark, rounded rectangular background.

Tiimitehtävät ja pelit

Safaritalo tarjoaa erittäin laajan valikoiman erilaisia tiimitehtäviä, kilpailuja sekä pelejä. Valikoimastamme löytyy mitä hulvattomampia lajeja, joissa ystävykset tai työkaverit voivat ottaa mittaa toisistaan.

Tiimitehtävistä, kilpailuista ja peleistä löytyy hauskaa tekemistä kaikenlaisille ryhmille, koululaisista eläkeläisiin ja perheistä suuriin työporukoihin.

Tiimitehtävät, kuten hiekka- tai talviolympialaiset soveltuvat erittäin hyvin kokous- tai virkistysryhmille, sillä ne kasvattavat ryhmän yhteishenkeä sekä virkistävät mieltä ja kehoa. Hyper Hockey, sumopaini tai juoksubenji taas kohottavat esimerkiksi polttarijuhlien tunnelman huippuun.

Tässä oppaassa esitellään muutamia suosittuja pelejä ja kilpailuja. Oppaan lopusta löydät listan kaikista järjestämistämme ohjelmista. Monipuolisesta valikoimastamme löytyy varmasti juuri teidän ryhmällemme sopiva aktiviteetti!

Hiekka- ja talviolympialaiset

Testaa oman ryhmäsi nauruhermot ja leikkimielisyys hullunhauskoissa hiekka- tai lumiolympialaisissa.

Milloin: Ympäri vuoden

Missä: Safaritalon lähimaastossa

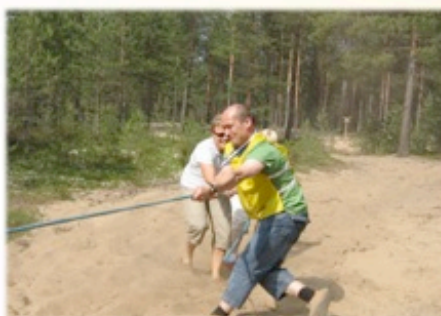
Mitä: Ryhmä jaetaan joukkueisiin, jotka kilpailevat olympiamitaleista. Lajeina mm. köydenvedo, munankanto, maastogolf, tandem-hiihto, lumikenkäviesti, pussijuoksuviesti, sumojuoksu ja potkukelkkakisa.

Kesto: 1 – 2 tuntia

Hinta: 20 €/henkilö, 15€ /henkilö - yli kymmenen hengen ryhmä

Ryhmän koko: 4 - 100 henkilöä

Hintaan sisältyy: kisaohjelma ja palkinnot



Kin-Ball

Hauskaa pompottelua ystävien parissa!

Milloin: kesällä

Missä: Safaritalon läheisyydessä

Mitä: Tätä hienoa peliä pelataan yhtäaikaisesti kolmella joukkueella käyttäen jättimäistä 1,8 m OMNIKIN Ultra – palloa. Joukkueeseen kuuluu neljä pelaajaa, joten pelin aikaan saamiseen tarvitaan 12 henkilöä. Pallon koko ja keveys, sekä yksinkertaiset säännöt mahdollistavat kaikkien joukkueen jäsenten osallistumisen peliin.

Hinta: 100 € / puoli tuntia, 150 € / tunti

Ryhmän koko: vähintään 12 henkilöä

Hintaan sisältyy: opastus, pelivälineet



Valorastisuunnistus

Jännittävä seikkailu pimeässä metsässä.

Milloin: keväällä ja syksyllä
Missä: Hiekkasärkkien maastossa

Mitä:

Valorastisuunnistus on suunnistusta pimeässä, yksin tai pareittain. Suunnistajat varustetaan otsalampuilla ja kartoilla. Myrskylyhtyjen valo ilmoittaa rastien sijainnin maastossa. Valorastisuunnistus soveltuu erinomaisesti suurille ryhmille.

Kesto: noin 2 tuntia
Hinta: alkaen 300 € /ryhmä
Ryhmän koko: 2 – 100 henkilöä
Hintaan sisältyy: otsalamput, kartat



Hyper Hockey

Meteliä ja minilätkää!

Milloin: ympäri vuoden

Missä: Safaritalolla

Mitä: Hyper Hockey on 5 hengen joukkueissa pelattava minilätkäpeli. Jääkiekon vauhti ja viihde on paketoitu 8x3 metrin kaukaloon, jossa peliä pelataan vain käsiä käyttäen. Safaritalo tarjoaa peliin tuomarin.

Hinta: 150 € / tunti

Ryhmän koko: vähintään 10 henkilöä

Hintaan sisältyy: pelivälineet ja tuomari



WC-pytty Racing

Tiukkaa kilpailua harvinaisessa lajissa.

Milloin: kevästä syksyyn

Missä: Särkkäin Formula Centerin ulkoradalla

Mitä: WC-pytty racing on kilpa-ajoa sähkömoottorilla varustetuilla WC-pytyillä Särkkäin Formula Centerin ulkoradalla, Safaritalon läheisyydessä. Ohjelmaan sisältyy ajanotto, joten kilpailutunnelma on taattu.

Kesto: 30 – 60 min

Hinta: 150€ / ryhmä

Ryhmän koko: 2 - 50 henkilöä

Hintaan sisältyy: WC-pytty ja kypärä

Safarit ja moottoriaktiviteetit

Safaritalolta löydät vuodenajasta riippuen erilaisia moottoriajoneuvoja vuokrattavaksi. Järjestämme monenlaisia ohjattuja safareita, erilaisten asiakkaiden ja ryhmien tarpeisiin

Kesällä safareille lähdetään mönkijöillä, off road –autoilla tai vaikka vesijeteillä, kun taas talvella valitsemme moottorikelkat allemme ja tutustumme Hiekkasärkkien lähimaastoon. Esimerkiksi kelkkasafarien vaativuustaso ja kesto vaihtelevat safarista riippuen, joten jokainen ryhmä voi valita itselleen sopivan ohjelman.

Safarit sopivat kaikille, joilla on jonkin verran kokemusta moottoriajoneuvojen käsittelystä, rohkeutta oppia uutta sekä halu tutustua alueeseen uudesta perspektiivistä. Safarista ja ajoneuvosta riippuen ryhmä voi koostua 2 – 30 henkilöstä.

Safarit soveltuvat erinomaisesti esimerkiksi koulutus- ja kokousryhmille tuomaan vaihtelua työhön, polttariporukoille polkaisemaan mukava päivä käyntiin tai perheille jotka haluavat tutustua Hiekkasärkkien alueeseen laajemmin. Kokeneemmille ryhmille safarit tarjoavat varmasti myös vauhdikasta menoa ja mukavia muistoja.

Safaritalon läheisyydessä sijaitsee myös kartingrata, jossa kilpailunhaluisimmat kuskit pääsevät ottamaan mittaa toisistaan oikeissa kilpa-ajoissa niin kesällä kuin talvellakin. Tässä kansiossa on esitelty muutamia esimerkkejä tarjoamistamme safareista ja moottoriaktiviteeteista. Muista tuotteistamme saatte lisätietoja ottamalla yhteyttä meihin.

Mönkijäsafari

Tutustu Hiekkasärkkien maastoon mönkijällä.

Milloin: ympäri vuoden

Missä: Hiekkasärkkien maastossa

Mitä: Ohjattu safari mönkijöillä ajaen tutustuttaa sinut Hiekkasärkkien ympäristöön ja ainutlaatuisen maastoon. Safari sisältää myös eväshetken metsän siimeksessä.

Kesto: 1 – 2 tuntia

Hinta: 60 € / mönkijä

Ryhmän koko: 4 – 25 henkilöä

Hintaan sisältyy: mönkijä, polttoaine, ajopuku ja kypärä

Lisätietoja: Vahingon sattuessa asiakkaan omavastuu on 500 €.



OffRoad –safari

Vauhdin hurmaa kesäisen OffRoad -auton kyydissä!

Milloin: ympäri vuoden

Missä: Hiekkasärkkien ympäristössä

Mitä: Kaksipaikkaisilla tieliikennekelpoisilla ajoneuvoilla voi nauttia Hiekkasärkkien maisemista niin teillä kuin maastossakin. Autossa on kuppi-istuimet, nelipisteturvavyöt, automaattivaihteet sekä turvakaaret. Ohjatulla safarilla nautitaan eväät metsässä.

Kesto: 2 tuntia

Hinta: 400 € / tunti

Ryhmän koko: 4 – 12 henkilöä

Hintaan sisältyy: off road –auto, ajo-opastus, polttoaine, ajovarusteet

Lisätietoja: Kuljettajalta vaaditaan ajokortti. Vahingon sattuessa asiakkaan omavastuu on 500 €.

Vesijettisafari

Koe elämäsi meriseikkailu!

Milloin: kesällä

Missä: merellä, Rahjan saaristossa

Mitä: Vesijettisafari on rohkeaa menoa veden päällä Rahjan saaristossa. Safarilla on aina mukana turvavene, joka toimii myös kuskien vaihtopaikkana ryhmän ollessa suuri. Hurjan seikkailun lomassa nautitaan retkieväät saarella.

Kesto: noin 2 tuntia

Hinta: 2 hlö/jetti – 125 € / hlö

1 hlö/jetti – 225 € / hlö

Ryhmän koko: 4 – 12 henkilöä

Hintaan sisältyy: ajo-opastus, polttoaine, pelastusliivit, retkieväät



Moottorikelkalla Rahjan Saaristoon

Safari talvisiin saaristomaisemiin tekee lähtemättömän vaikutuksen.

Milloin: talvella

Missä: Safaritalolta Rahjan saaristoon

Mitä: Moottorikelkkasafari alkaa ajo-opetuksella, jonka jälkeen lähdetään ajamaan meren jäälle, Rahjan luonnonkauniiseen saaristoon. Ajomatkaa kertyy yhteensä noin 35 kilometriä, jonka lomassa nautitaan retkieväitä saariston tulentekopaikalla. Ainutlaatuinen kokemus myös ulkomaalaisille vieraille!

Kesto: 2 – 3 tuntia

Hinta: 2 hlö/kelkka – 60 € / hlö

1 hlö/kelkka – 95 € / hlö

Ryhmän koko: 2 – 30 henkilöä

Hintaan sisältyy: kypärä, suojahuppu, ajohanskat- ja kengät sekä kelkkahaalarit

Lisätietoja: Vahingon sattuessa asiakkaan omavastuu on 500 €.



Särkkäin Formula Center

- Särkkäin Formula Center on Safaritalon välittömässä läheisyydessä sijaitseva kartingrata. Ulkoradan pituus on noin 400 metriä ja korkeuserot tekevät siitä monipuolisen. Radan reunat koostuvat betonivalleista, joihin on kiinnitetty renkaita. Radan turvallisuus on maksimoitu renkasiin kiinnitetyillä plekseillä.
- Kartingauto on yksipaikkainen, putkirunkoinen, jousittamaton auto, jossa on jäykkä taka-akseli. Autojemme huippunopeus on 65 km/h, joten näillä autoilla niin kokenut kuin kokematonkin kuski pääsee testaamaan taitojaan ja rohkeuttaan.
- Meille voit tulla ajamaan yksin, kaksin tai suuremmalla ryhmällä. Ryhmille suunnitellut "Formula-ajot" esitellään seuraavalla sivulla.

Hinta: Kesäkarting 12 € / 8 min
Icekarting talvella 20 € / 8 min

Hintaan sisältyy: auton käyttö, opastus, ajohuppu ja kypärä, talvella myös ajohaalari.

Särkkäin Formula Center on
avoinna kesällä päivittäin klo 12-22.



Karting-paketit

Half Time Racing

1 – 9 henkilön ryhmä, 30 min, 250 €

Varjo Racing

10 – 15 henkilön ryhmä, 45 min, 350 €

Real Racing

Yli 15 henkilön ryhmä, 60 min, 400 €

Kartingautoilla pääset nauttimaan vauhdin hurmasta sekä ottamaan mittaa ystävästäsi leikkimielisessä kilpailussa. Hintaan sisältyy kartingradan yksityiskäyttö, opastus, auton käyttö, ajohuppu ja kypärä. Kaikki kilpailut sisältävät lämmittelyn, aika-ajot ja finaalin. Kilpailun päätyttyä suoritetaan vielä palkintojen jako.

Jälkiajot Safaritalolla

Kilpa-ajojen jälkeen jälkiajot suoritetaan Safaritalolla. Meiltä löytyy saunakabinetti 5-30 henkilölle, sauna sekä savusauna ja ulkoilmaporeallas. Jälkijoihin sisältyy myös ruokailu, johon kuuluu alkusalaatti tai keitto, formulapihvi, vesi, uunituore leipä ja voi.

Hinta: 75 € / hlö

Hintaan sisältyy: Kilpa-ajot, sauna, poreallas ja ruokailu.

Savusaunalisä: 20 € / hlö

Kilpa-ajojen kesto 30 – 60 min ryhmän koosta riippuen.

Retket

Safaritalo tarjoaa erilaisia retkiä sauvakävelystä koskenlaskuun. Retket soveltuvat hyvin monenlaisille ryhmille. Retkiä voidaan järjestää jopa 30 hengen ryhmille, mutta ne eivät vaadi suurta osallistujajoukkoa tarjotakseen unohtumattomia kokemuksia.

Kaikki retket edellyttävät normaalia fyysistä kuntoa. Retkiä voidaan räätälöidä ryhmän tarpeiden mukaisesti, ottaen huomioon esimerkiksi osallistujien fyysiset erityisvaatimukset tai ikäjakauma.

Retket ovat oiva tapa tutustua Hiekkasärkkien lähiympäristöön ja viettää yhteistä aikaa luonnossa liikkuen. Kala- tai veneretki soveltuu erinomaisesti esimerkiksi leirikouluohjelmaksi, kun taas melontaretkellä voit haastaa perheesi tai ystäväsi mielenkiintoiseen seikkailuun. Retket puhtaaseen luontoon soveltuvat mainiosti myös kokous- tai virkistysryhmille, jotka haluavat päästä hetkeksi irti arjesta.

Kalaretki

Kiireetöntä aikaa saariston kallioilla.

Milloin: kesällä

Missä: Rahjan saaristossa

Mitä: Veneajelu saariston kallioille, jossa ongitaan, nautitaan rennosta tunnelmasta, kesäisestä merimaisemasta sekä retkieväistä. Jos et välitä onkimisesta, veneretki tutustuttaa sinut saariston erikoiseen luontoon, sen maamerkkeihin ja kulttuuriperintöön. Mahdollisuus vierailla myös Maakallan itsehallintosaarella.

Kesto: 3 tuntia

Hinta: alkaen 25 € / henkilö

Ryhmän koko: 2 – 30 henkilöä

Hintaan sisältyy: pelastusliivit, onki, madot, retkieväät



Melontaretki

Unohtumaton elämys luonnossa!

Milloin: kesällä
Missä: Rahjan saaristossa tai Siiponjoella

Mitä: Koe Rahjan saariston upea ja monipuolinen luonto meloen. Seikkailu tarjoaa maisemia rantaniityistä ulkosaariston karikkoisiin lintuluotoihin. Saariston tunteva opas tutustuttaa sinut luontoon ja retkieväät nautitaan Metsähallituksen mairinnousupaikalla. Melontaretki voidaan tehdä myös kapealle, kiemurtelevalle Siiponjoelle.



Kesto: noin 3 tuntia
Hinta: 35 € / henkilö
Ryhmän koko: 1 – 20 henkilöä
Hintaan sisältyy: turvavarusteet, opastus, pelastusliivit, kypärä, kanootti, retkieväät

Sauvakävelyretki

Aito suomalainen kuntoilumuoto.

Milloin: keväästä syksyyn

Missä: Hiekkasärkkien maastossa

Mitä: Sauvakävelyretki sisältää ammattilaisen opastuksen sauvakävelyn saloihin. Hiekkasärkkien upeat hiekkamaastot soveltuvat sauvakävelyn täydellisesti. Maasto valitaan ryhmän toiveiden mukaan ja maisemat ovat vailla vertaa. Mieli ja keho virkistyvät kun pulssi nousee.

Kesto: 1 – 2 tuntia

Hinta: 5 € / henkilö

Ryhmän koko: 1 – 100 henkilöä

Hintaan sisältyy: sauvat, opastus sauvakävelyn

Lumikenkävaellus

Talvipäivän piristys!

Milloin: talvella

Missä: Hiekkasärkkien maastossa

Mitä: Lumikenkävaellus saa posket punoittamaan ja veren kiertämään. Retki lähtee käyntiin lyhyellä opastuksella lumikenkäkävelyyn, jonka jälkeen suunnataan metsäreitille kohti Valkeaveden laavua. Laavulla nautitaan raikkaasta ulkoilmasta ja retkieväistä.

Kesto: 1 – 2 tuntia

Hinta: 20 € / henkilö

Ryhmän koko: 2 – 30 henkilöä

Hintaan sisältyy: lumikengät, talvihaalari ja -kengät, sauvat, retkieväät ja opastus

Loukas

Laatuaikaa luonnon keskellä.



- Loukas on Safaritalon etäpiste ja sijaitsee Siiponjoen varrella, noin 10 kilometriä Hiekkasärkiltä etelään, upeissa ja ainutlaatuisissa maisemissa. Siiponjoki on kuohuvien koskien, komeiden hiekkatöyräiden ja kapeiden mutkien joki, jota ympäröi kaunis ja rehevä kasvillisuus.
- Loukkaassa sijaitsee nykyaikaisin mukavuuksin varusteltu saunamökki, kota 25 hengelle sekä ulkopalju. Mökin varusteisiin kuuluu sauna, wc ja suihkutilat sekä nykyaikainen keittiö. Kodalla voidaan syödä retkievään tai nauttia eräkokin valmistamasta illallisesta kynttilöiden loisteessa. Lämmitetyssä paljussa voi rentoutua ja nauttia luonnon rauhasta Loukkaankosken ääniä kuunnellen. Talvella lisätalouksesta voidaan järjestää avantouintia ja jääsauna.
- Loukas soveltuu erinomaisesti noin 6-20 hengen ryhmille, jotka haluavat viettää laatuaikaa yhdessä ja nauttia rauhallisesta luonnon ympäristöstä. Loukkaassa voidaan järjestää esimerkiksi tiimipäiviä, jotka sisältävät mielenkiintoista ja hauskaa ohjelmaa, saunomista, ruokailun sekä mukavaa yhdessä oloa. Loukas tarjoaa ainutlaatuisia elämyksiä ja unohtumattomia hetkiä hyvässä seurassa!
- Loukkaassa voidaan järjestää ryhmille lisämaksusta melontaa, tiimitehtäviä, sumopainia, maastogolfia, paintball –värikuulasotaa, vaijeriliukua, patikointia sekä monia muita aktiviteetteja.

Saunat ja hemmottelu

Meillä voit viettää rentouttavaa saunailtaa perheesi tai ystäväsi kanssa. Meiltä löydät tunnelmallisen saunan, jossa kymmenen henkeä mahtuu nauttimaan löylyistä yhtä aikaa. Saunatiloista löytyy myös kaksi suihkua, pukuhuone ja wc.

Saunoja palvelee A-oikeuksilla varusteltu kabinetti ja saunomisen lomassa on mahdollista pulahtaa ulkoporealtaaseen. Saunailtaan voidaan järjestää lisämaksusta myös ohjelmaa, kuten turvesauna, jalkahoitoja tai meikki-ilta. Saunailta saadaan mukavasti käyntiin aloittamalla se jollakin aktiviteetilla, kuten esimerkiksi sumopainilla tai juoksubenjillä.

Savusaunan ystäville suosittelemme uunisaunaa, joka on uudenlainen palamaton savusauna sekä tavallinen sauna. Uunisaunassa saunoja voi nauttia pehmeistä löylyistä ainutlaatuisessa ympäristössä.

Saunan ja kabinetin yksityiskäyttö

Alkaen 30 € / tunti

Arkisin 200 € / ilta

Viikonloppuisin 250 € / ilta

Hintaan sisältyy: pyyhe, kylpytakki ja -lakki sekä lipokkaat

Ulkoporeallas

100 € / 1. tunti

25 € / lisätunti

Uunisauna

250 €

Hintaan sisältyy: pyyhkeet ja saunatossut



Hemmotteluilta

Sisältää saunan, jalka- tai kasvohoidon sekä iltapalan.

Kesto 1 – 3 tuntia

Hinta 80 € / henkilö

Meikki-ilta

Meikkiesittely ja meikkivinkejä ryhmällemme tai esimerkiksi juhlameikki, manikyyri tai kasvohoito päivänsankarille. Meikki-ilta on mukava lisäohjelma saunailtaan ja ihanteellinen järjestää saunakabinetissämme.

Hinta: Ohjelmasta riippuen, alkaen 45 €.

Ohjelmapalvelupaketit

Tarjoamme erittäin laajan valikoiman erilaisia aktiviteetti- ja illanviettopaketteja monenlaisiin tarpeisiin. Tule viettämään virkistys- tai tiimipäivää, tai rentoutumaan raskaan kokouspäivän jälkeen meille. Ohjelmamme soveltuvat erinomaisesti myös esimerkiksi syntymäpäivien tai polttarijuhlien viettoon.

Tässä kansiossa on esitelty kaksi pakettivaihtoehtoa, esimerkkinä siitä millaisia päiviä voimme teille järjestää. Ryhmän koosta, tarpeista ja mielenkiinnon kohteista riippuen räätälöimme juuri teille sopivan paketin, jotta päivästäne tulisi täydellinen.

Ohjelmapalvelupaketti voidaan koostaa esimerkiksi safarista, ruokailusta ja saunaillasta. Siihen voidaan lisätä jokin lyhytkestoisempi aktiviteetti Safaritalolla, tai maustaa ilta savusaunalla. Tutustukaa tässä kansiossa esiteltyihin ohjelmapalveluihin ja poimikaa niistä juuri teidän ryhmälle sopivat vaihtoehdot, niin suunnittelemme teille unohtumattoman päivän hyvässä seurassa.

Metsien herruus

Mönkijäsafari, ruokailu, juoksubenji, sauna ja ulkoporeallas.

Mönkijäsafari

Ohjattu safari mönkijöillä ajaen tutustuttaa teidät Hiekkasärkkien ympäristöön ja ainutlaatuisen maastoon. Safari sisältää myös eväshetken metsän siimeksessä.

Safari kestää 1 – 2 tuntia ja siihen sisältyy ajo-opastus, ajovarusteet, retkievät ja polttoaine.

Vahingon sattuessa asiakkaan omavastuu on 500 €.

Illanvietto Safaritalolla

Mönkijäsafarin jälkeen on mukava jatkaa yhteistä illanviettoa safaritalolla. Ryhmälle tarjoillaan päivällinen tunnelmallisessa saunakabinetissamme. Ruokailu sisältää alkuruoan, pääruoan ja jälkiruoan, sekä ruokajuomat.

Ilta jatkuu rennosti ystävien seurasta nauttien ja tunnelmaa kohottaa pienimuotoinen kilpailu, juoksubenji. Juoksubenji on hauska tapa kilpailla juoksuvoiman herruudesta, sillä siinä on tarkoituksena päästä juosten kipuamaan mahdollisimman pitkälle, kunnes benjiköyden voima vetää sinut takaisin. Juoksubenji on turvallinen, eikä loukkaantumisvaaraa ole.

Kun juoksuvoiman herruus on saatu selville ja hiki pintaan, on aika rentoutua saunoen. Saunatiloistamme löytyy sauna kymmenelle hengelle, kaksi suihkua, pukuhuone ja wc. Saunomisen lomassa on virkistävää pulahtaa ulkoporealtaaseen puimaan päivän tapahtumia. Illanvietto jatkuu saunoen, kylpien ja saunakabinetissa seurustellen.

Lisää unohtumattomia kokemuksia iltaanne tarjoaa uunisauna, joka on uudenlainen palamaton savusauna, sekä tavallinen sauna. Uunisaunassa voitte nauttia pehmeistä löylyistä ainutlaatuisessa ympäristössä.

Majakkasaaren taikaa

Moottorikelkkasafari, sauna, ulkoporeallas ja ruokailu.

Jääsafari Maakallaan

Maakalla on noin 20 kilometrin päässä, Kalajoen edustalla sijaitseva itsehallintosaari. Moottorikelkkasafari tutustuttaa teidät tämän ainutlaatuisen saaren historiaan ja luontoon. Safari alkaa ajo-opastuksella, jonka jälkeen lähdetään kohti Maakallan saarta. Sään salliessa vieraillaan myös Ulkokallan majakkasaarella. Paluumatkalla ihastellaan Rahjan saaristoa ja nautitaan retkievät taukotuvalla. Ajomatkaa kertyy yhteensä 65 kilometriä ja safari kestää noin 4 – 5 tuntia.

Kelkkasafariin sisältyy ajovarusteet, ajo-opetus, opastus, retkievät, polttoaine ja kelkkavakuutus.

Vahingon sattuessa asiakkaan omavastuu on 500 €.

Illanvietto Safaritalolla

Safarin jälkeen on aika rentoutua saunassa ja nauttia ulkoporealtaasta. Tunnelmallisessa saunassa kymmenen henkeä mahtuu nauttimaan löylyistä yhtä aikaa. Lämmin ulkoporeallas pakkasen keskellä irrottaa ajatukset päivän rasituksista ja takaa unohtumattoman kokemuksen.

Saunatiloista löytyy myös kaksi suihkua, pukuhuone ja wc. Saunojia palvelee A-oikeuksilla varusteltu kabinetti.

Savusaunan ystäville suosittelemme uunisaunaa, joka on uudenlainen palamaton savusauna sekä tavallinen sauna. Uunisaunassa saunoja voi nauttia pehmeistä löylyistä ainutlaatuisessa ympäristössä, kynttilöiden valossa.

Ilta jatkuu leppoisasti saunakabinetissa seurustellen. Saunomisen jälkeen tarjoilemme ruoan. Ruokailu sisältää alkusalaatin tai keiton, pääruoaksi Safaripossua ja jälkiruoan. Lisäksi ruokailuun kuuluvat vesi, uunituore leipä ja voi.

Vuokrauspalvelut

Safaritalo tarjoaa ohjelmapalveluiden lisäksi monipuolisia vuokrauspalveluita. Meiltä löydät välineet liikkumiseen maalla ja merellä, ympäri vuoden.

Vuokraamme mm. pyöriä, rullaluistimia, kävelysauvoja ja pelivälineitä kuten jalkapalloja. Meiltä voit vuokrata myös mönkijän tai off road –auton ja lähteä tutustumaan ympäristöön itsenäisesti.

Talvella löydät meiltä suksipaketit, lumikengät ja potkukelkat, sekä liukurit ja pulkat mäenlaskuun. Hurjempaan menoon tarjoamme talvisin vuokralle moottorikelkkoja.

Tästä kansioista löydät vuokraushinnastomme ympärivuotisiin tarpeisiin.



Vuokraushinnasto

Kesä

Pyörät

- 5 € / 2 h
- 20 € / päivä
- 5 € / lisävrk

Rullaluistimet

- 5 € / 2 h
- 20 € / päivä

Potkulaudat, polkuautot

- 5 € / 2 h
- 20 € / päivä

**Skeittilaudat, frisbeet,
lento-, kori- ja jalkapallot**

- 5 € / päivä

Sauvakävelysauvat

- 2 € / päivä
- 10 € / viikko

Vesijetit

- 75 € / 1 h
- 250 € / päivä
- + polttoaine

Vesihiihtosukset

- 25 € / päivä

Banaani

- 40 € / päivä

Pelastusliivit

- 10 € / päivä

Märkäpuvut

- 20 € / päivä

Kanootit, kajakit, kumivene

- 25 € / 1 h
- 55 € / päivä

Mönkijät

- 35 € / 1 h
- 125 – 150 € / päivä

OffRoad –autot

- 35 € / 1 h
- 150 € / päivä
- + polttoaine

Vuokraushinnasto

Talvi

Suksipaketit

- 5 € / tunti
- 15 € / päivä
- 50 € / viikko

Lumikengät

- 10 € / päivä
- 30 € / viikko

Retkiluistimet

- 5 € / tunti
- 15 € / päivä
- 50 € / viikko

Potkukelkat

- 10 € / päivä
- 30 € / viikko

Liukurit, pulkat

- 5 € / päivä
- 10 € / viikko

Moottorikelkat

- 35-50 € / 1 h
- 60-70 € / 2 h
- 80-100 € / 3 h
- 120-150 € / päivä
- + polttoaine

Lasten moottorikelkka

- 15 € / 10 min
- 25 € / 30 min
- 90 € / päivä

Kelkkavarusteet

- 20 € / päivä
- 80 € / viikko



Safaritalon tuotteet ja palvelut

Safarit

- Minisafari
- Jääsafari Maakallaan
- Safari Rahjan Saaristoon
- Maastosafari Siiponjoelle
- Kaksi päivää kelkkaillen
- OffRoad –safarit
- Mönkijäsafari
- Vesijettisafari saaristoon

Ohjatut ohjelmat

- Purjelautailu
- Vesihiihto
- Banaanikyyditys
- Golfkoulut
- Valorastisuunnistus
- Hiekkaolympialaiset
- Sumopaini
- Hyper Hockey
- WC-pytty racing
- Polkuauto racing
- Kin-Ball
- Juoksubenji
- Segarally
- Paintball -värikuulasota
- Kiipeilykoulu
- Korikiipeily
- Vaijeriliuku
- Jättihanskanyrkkeily
- Keilaus
- Hiihtokoulu

- Varjohiihto
- Suksien voitelukurssi
- Talviolympialaiset
- Koiravaljakkokyyditys

Retket

- Melontaretki
- Kala-/veneretki
- Kumiveneretki/koskenlaskua
- Maastopyöräretki
- Vaellukset
- Sauvakävelykoulu/-retki
- Lumikenkävaellus
- Jäähiihto/hiihtoretkeily
- Hevosajelu
- Jääkävelyretki

Hemmotteluhoidot

- Saunaillat
- Ulkoporeallas
- Hieronta
- Meikki-illat
- Hemmottelupäivät
- Turve- ja yrttisaunat
- Tosimiesten turvesaunat

Muut

- Avantouinti
- Laavu- ja kotaruokailut
- Kokoukset
- Catering mökeille

Kartta

