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BUSINESS TOURISTS' OPINIONS OF RADISSON BLU ROYAL HOTEL VAASA AS A BUSINESS HOTEL

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ABSTRACT

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ABSTRACT

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The aims of this thesis was to find out business tourists' values and needs which are related to the hotel industry and study business tourists' opinions of Radisson Blu Royal Hotel Vaasa.

The theoretical part presents overview of business tourism, hotel industry and what kind of issues the hotel industry needs to pay attention to when guests are business tourists. Consumer behavior focuses on business tourists' needs and wants which are related to the hotel. Number of female business tourists has risen in recent years, so differences between male and female business tourists' needs and wants were also researched.

Quantitative research method was used in the research and the information was gathered by questionnaire survey which was handed to business tourists in Radisson Blu Royal Hotel Vaasa. The results were used to understand what business tourists value in the hotels and their services and to find out if there are differences between male and female respondents. The results were also used to evaluate how Radisson responds and fulfills business tourists' needs. The results will also be used to improve Radisson Blu Royal Hotel Vaasa's services.

Keywords: business tourism, hotel industry, sustainable tourism, consumer behavior

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TIIVISTELMÄ

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Työn tarkoitus oli tutkia liikematkailijoiden arvoja ja tarpeita liikemieshotellille ja heidän mielipiteitään Radisson Blu Royal Hotel Vaasasta liikemieshotellin näkökulmasta.

Teoreettinen osuus käsittelee yleisesti liikemiesmatkailua, hotellialaa ja mitä hotellien tulee ottaa huomioon kun kyseessä on liikemiehet. Kuluttajakäyttäytymisessä keskityttiin liikematkailijoiden tarpeisiin ja haluihin, joita heillä on liikemieshotellille. Naisten määrä on kasvanut liikematkailussa viime vuosina, joten tutkimuksessa oli myös vertailtu mies- ja naisliikematkailijoiden tarpeita.

Empiirinen osuuden tutkimuksessa käytettiin kvantitatiivista tutkimusmenetelmää, jossa aineisto kerättiin kyselylomakkeen avulla. Kyselylomakkeet jaettiin liikematkailijoille, jotka yöpyivät Radisson Blu Royal Hotel Vaasassa. Tuloksia tarkoitus oli auttaa ymmärtämään, mitä liikematkailijat arvostavat hotellissa, niiden palveluissa ja huomata eroavaisuuksia miesten ja naisten tarpeiden välillä. Tutkimuksen tuloksia käytettiin myös Radisson Blu Royal Hotel Vaasan arvioimiseen, kuinka heidän hotelli ja palvelut vastaavat liikematkailijoiden toiveita sekä täyttävät liikematkailijoiden toiveet. Tutkimuksen tuloksia voidaan myös käyttää Radisson Blu Royal Hotel Vaasan palveluiden parantamiseen.

Avainsanat: Liikematkailu, kestävämatkailu, hotelliala ja kuluttajakäyttäytyminen

1. INTRODUCTION

Business tourism is one of the biggest non-leisure tourism forms and business tourists are seen as highest spending category of tourists. Business tourists are a major clientele especially in the hotels and it is important to understand business tourists; what they value in the hotel rooms and hotel's services so that hotels could satisfy business tourists' needs.

1.1. Aims for the research

The aims for this study are to understand business tourists' needs and wants for the business hotel and find out business tourists' opinions of Radisson Blu Royal Hotel Vaasa and how it fulfills business tourists' criteria. Another aim was to see if there are differences between male and female business tourists needs.

During the winter time most of the guests of Radisson Blu Royal Hotel Vaasa are business tourists so this research will help the hotel to see its strengths and weaknesses as a business hotel. This research can also help them to improve their services towards becoming a better hotel for their target customers.

1.2. Structure of thesis

The thesis consists of a theoretical and an empirical part. The theoretical part mainly focuses on the hotel industry and business tourists' consumer behavior, but certain subjects, such as business tourism, sustainable tourism, hotel industry as well as consumer behavior, are clarified in general so that the reader would get the idea of these subjects. Based on this information, the theory continues to research more deeply business tourists' consumer behavior in the hotel industry and understand what opinions and values business tourists have towards hotel.

The empirical part consists of explanation of research methods and which one is chosen for this research. The research itself, which is made for the business tourists who are staying in the Radisson Blu Royal Hotel Vaasa, focuses to find out business tourists' opinions and values for services in the hotel and their opinions of the services of Radisson Blu Royal Hotel Vaasa, and of how it has satisfied their needs. Because nowadays environmental, social and ethical issues

are also taken into the consideration in hotels, in the questionnaire also had questions of these issues to understand how important they are for business tourists.

1.3. Restrictions

Business tourism and consumer behavior are broad concepts and these subjects include lots of different aspects. Because of this, the thesis is restricted only for business tourists' consumer behavior and the hotel industry. The aim was to understand business hotel and hotel's services.

The restrictions in the empirical part is that the questions of the questionnaire only focus on hotel services and Radisson's services and the aim was to get a general overview of business tourists' consumer behavior and evaluation of Radisson Blu Royal Hotel Vaasa as a business hotel. There were also added questions dealing with sustainable issues so that an image of business tourists' environmental awareness could be given.

1.4. Radisson Blu Royal Hotel Vaasa

Radisson Blu Royal Hotel Vaasa is part of the international Radisson Hotels and Resort chain. In Finland this chain has seven hotels in the biggest cities, such as Helsinki, Espoo, Turku, Oulu and Vaasa. These hotels are also part of the S-Group Bonus chain in Finland.

Radisson Blu Royal Hotel Vaasa was built in 1983 and it was renovated in 1999-2000. The hotel has 285 hotel rooms, which encompass standard rooms, superior rooms, business rooms and suites. The hotel has also 18 meeting rooms and the biggest meeting room has space for 415 persons. The hotel offers conference services and packages for big and small groups. The hotel also has restaurant Fransmanni, Irish pub O'Malleys, nightclub and restaurant Central which could be reserved for special occasions. There is also sauna and a swimming pool in the hotel. The hotel offers also VIP saunas which could be reserved for private occasions. The hotel has also Swan eco label which informs that hotel is environmentally friendly.

2. TOURISM IN GENERAL

Tourism is generally related to travelling away from home for different purposes, for example pleasure, business, family reasons, health and so on. In reality tourism is a global industry which is a combination of travel, hotels, transportation and other components that serve traveler's needs and wants. Other components, which are part of the industry, are for example eating and drinking establishments, entertainment, shops, activity facilities and other hospitality services that are available for the individuals who are traveling away from home (Goeldner & Ritchie 2009: 6-8).

Tourism is service rather than tangible good. The explanation for this is that tourism cannot be brought to a customer. In other words it means that the consumer cannot get and experience the product before it has been purchased. Consumers have to be brought to the product instead, which means traveling to the destination (Holloway, Humphreys & Davidson 2009: 10-11).

Tourism can be divided in two types, international and internal tourism. International tourism is traveling from traveler's home country, where he usually lives, to another country for less than 12 months. Internal tourism is also known as domestic tourism which means traveling within traveler's home country where traveler usually lives. Tourist might be also classified as visitor which means a person which stays in the destination less than 24 hours. This kind of visitors might be for instance cruise ship passengers, who spend a couple of hours in the port, or day-trippers (Goeldner & Ritchie 2009: 7-8).

2.1. Definition of tourism

Definitions of tourism and tourists are usually based on the distance travelled, the length of time spent, and the purpose of the trip (Goeldner & Ritchie 2009: 7). During the 20th century researchers and organizations of tourism have given definitions for tourism. Unfortunately most of the early definitions have been unsuccessful because of ignoring the domestic tourism in it. In 1991 UNWTO, United Nations World Tourism Organization, gave official definition for tourism:

“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes” (Holloway et al. 2009: 7-8).

2.2. Tourism today

Tourism is one of the world’s largest industries and it has grown rapidly becoming one of the most important social and economic forces in the world. For instance in 2008 WTTC expected tourism to generate 5,89 trillion dollars of economic activities and create over 238,3 million jobs (Goeldner & Ritchie 2009: 25-27).

UNWTO (United Nation World Tourism Organization) documents of the growth of tourism in annual publication named Tourism Highlights. The publication includes information of tourist arrivals, tourism receipts of the previous year and also forecasts the future of tourism. The document shows that tourism has been strongly growing except in 2001, when there was not any growth, and in 2003 and 2009 tourist arrivals declined. Reasons for declining in 2009 were global financial crisis and economic recession which started in the end of year 2008. In 2010 tourist arrivals started to grow again. International tourist arrivals reached 940 million in 2010 and they grew 6.6 percent from the year 2009. Even though the growth has been declining in specific years, tourism has been growing during the decades. For instance, in 1950 international tourist arrivals were 25 million. In 1980 number of tourists arrivals grew to 277 million arrivals. In 1990 the number was 435 million tourists arrivals. In 2000 international tourist arrivals were 675 million and in 2010 number of tourists arrivals grew to 940 million international tourist arrivals (UNWTO 2011).

3. BUSINESS TOURISM

Traveling for the purpose of business and to carry out trade is one of the oldest tourism types (Holloway et al. 2009: 286). During the centuries people have been travelling because of their work. Even though there is not so much data collected of history of business tourism, it is important to point out that business tourism has grown dramatically in 20th century compared to previous centuries (Swarbrooke & Horner 2001: 13).

The biggest explosion of business tourism has happened after 1950's and reasons for this growth could have been found from both demand and supply of the business tourism. Factors which have affected the growth of demand in business tourism are for instance the growth of economies in developed countries as well as in less developed countries in Asia, Middle East, South America and Africa. Globalization and internationalization of the companies have also had an effect to the growth of demand and it has led to the reduction of obstacles to trade as well as to creation of free trade associations such as the European Union. Growth of education and development of information technology have also helped the growth of demand (Swarbrooke & Horner 2001: 17-19; Verhelä 2000: 9-10).

Factors which have affected the growth of supply in business tourism, are for example the development of air planes, high speed trains and increased number of private owned cars. Marketing activities of the destination's convention and the development of new facilities such as conference and exhibition centers had also an effect to the growth of supply. New special intermediaries and suppliers have come to the market and it has led to the growth of special services for business travelers, such as business class products (Swarbrooke & Horner 2001: 17-19; Verhelä 2000: 9-10).

3.1. Definition of business tourism

Business tourism represent major non-leisure form of tourism and business tourists are widely recognized as a highest-spending category of tourists (Holloway et al. 2009: 286). Today business tourism is a big business which

employs millions of people all around the world. Even though it is the core of the tourism market in destinations, it has got a small amount of attention from governments, researchers and academics. The reason for this might be that business tourism is difficult to define and find clear boundaries for (Swarbrooke et al. 2001: 3).

Davidson has defined business tourism in his business tourism book in 1994 as follows: “*Business tourism is concerned with people traveling for purposes which are related to their work. As such it represents one of the oldest forms of tourism, man having travelled for this purpose of trade since very early times*” (Swarbrooke & Horner 2001: 3). In other words a business tourist can be an entrepreneur, managers of the companies or employees who travel because of creating new customer relationships or for taking care of them, selling new products or services, looking after production or learning new information of the industry (Verhelä 2000: 10).

Business tourism and business travel are often understood as the same term, but researchers of the industry see that there is difference between these two terms. Business tourism is a broader term which includes all experiences that a business tourist might get during the trip. The business tourist could be compared to the definition of tourist because business tourism includes people who are staying away from home at least one night. The term business travel encompasses the movement of the business tourist for instance from place A to place B. Persons that are making day trips for business purposes are also located under the term business travel (Swarbrooke & Horner 2001: 3).

3.2. Forms of business tourism

Business tourism is a diverse and complex field and because of this it can be divided into a variety forms. According to Swarbrooke and Horner business tourism could be divided in fifteen different forms (Swarbrooke & Horner 2001: 4). But international researchers divide it to four main forms which are: attending to the meeting or conference, exhibitions and trade fairs, individual business travel and incentive travel (Verhelä 2000: 16).

3.2.1. Meetings and conferences

Traveling for attending a meeting or conference is one of biggest forms of business tourism. Meeting industry is classified as part of the business tourism, when it involves traveling outside of the company for attending a meeting and the organizer of the meeting will use services of tourism to carry out meeting or big conference. Attendees of the meetings and conferences are mainly from the same profession, trade or association. Meetings and conferences can be divided into several groups which are association meetings, corporation meetings, government meetings and SMERF (social, military, educational, religious and fraternal) meetings (Verhelä 2000: 18; Holloway et al. 2009: 286-287).

Most of the meetings and conferences fall into association and corporation meeting categories. These two categories are opposite of each others. Corporation meetings are small meetings which are held usually in a conference room in the hotel. Attendees are mainly people that are working in the same company and subjects are related to the employees' training or company's prospects. These kinds of meetings last from one hour to one day. Association meetings on the other hand are large conferences and the number of attendees can differ from hundreds to thousands attendees. These kinds of big conferences are held in special facilities such as conference centers and it can last several days. Attendees are mainly from the same trade association which has gathered to meet, discuss and learn new about their industry. This category also involves other tourism services, for instance accommodation, transportation and entertainment.

Governmental and political organizations also hold annual meetings in all levels, locally, regionally, nationally and internationally. In this kind of meetings policymakers gather to meet and make decisions of strategies, candidates and new initiatives. The fourth group is SMERF which is an abbreviation of words social, military, educational, religious and fraternal. It is a category which gathers meetings together which are not held by professional or trade associations, company or government (Holloway et al. 2009: 286-289).

3.2.2. Exhibition and trade fairs

Second form of business tourism is exhibitions and trade fairs. According to Davidson (1994) exhibition is presentation of products or services to invited audience whose object is to increase sale or inform the visitor (Swarbrooke & Horner 2001: 5).

Exhibition and trade fairs have two meanings. In exhibition, companies from one or several industries, present their products and services and also try to sell them to the general public. Trade fairs on the other hand are targeted to business visitors such as managers and employees. The main idea of the trade fairs is to get acquainted with producers and their products which are related to the same industry. Visitors travel to get new information of new products and developments in the industry (Verhelä 2000: 16-17).

Even though exhibitions and trade fairs are divided in two different categories, the distinction is small. It is possible that same event is targeted for both, business visitors and general public. If the event is targeted for both categories, it is common that certain days are reserved for business visitors and other days for general public (Holloway et al. 2009: 298).

Compared to the other forms of business tourism, exhibitions and trade fairs stimulate the travel of two groups. Travelers are both exhibitors, who travel to hold a stand and come to present their goods and services, and visitors who attend the exhibitions. Because of this, it creates big demand to the businesses in the destination such as hotels, restaurants and transportation (Holloway et al. 2009: 299).

3.2.3. Individual business travel

Individual business travel is one of the common forms of business tourism. It comprises trips which employees, men and women, have to make because of their work. Globalization and internationalization of companies have driven employees to travel more. The objective for a business trip might be for example meeting

with partner or colleagues, finding new customers or working for another branch to solve problems (Holloway et al. 2009: 301).

Common services which an individual business traveler needs are booking for a hotel, flight arrangements and transportation arrangements in the destination. Suppliers on individual business travel form are usually transport, accommodation and business travel agencies (Verhelä 2000: 16).

3.2.4. Incentive travel

Incentive travel is a relatively new form compared to the other three forms. It is related to the business tourism because the payer of the trip is a company. Incentive travel is a global management tool to motivate employees to better performance at work placement and achieve the goals. It has been studied that employees appreciate trips, as a reward, more than extra money of good work performance. For the same reason companies have also used these kinds of trips to reward partners and subcontractors and create longer relationship with them (Verhelä 2000: 23-25; Holloway et al. 2009: 294-295).

Incentive trips are usually tailor made, which companies purchase from special travel agencies, called incentive travel houses, which are focused on incentive travel programs. Incentive travel houses take care of all aspects which are related to the incentive travel program such as arrange competitions to the employees that are working in the company which has purchased an incentive program, selecting the winner, deciding the destination of the incentive trip and planning a program during the trip (Holloway et al. 2009: 296).

The nature of incentive trips has changed during the time. Nowadays people travel more, so incentive travel houses need to develop coming incentive trips in a way that it will be distinguished from a typical package tour. An impression that they are greatly valued by employers must be given to the winners of incentive trips. Today incentive trips are luxury holidays in exotic destinations with exciting activities. Because of this, incentive travel is one of the most luxurious and

highest-spending tourism forms (Holloway et al. 2009: 294-295; Verhelä 2000: 24).

3.3. Difference between business tourism and leisure tourism

Even though travelers of leisure and business tourism use the same services, such as accommodation, restaurant services, transportation and other services, business tourism differs from leisure tourism in numerous ways. The main differences can be found from trip payers, the time when the trip takes place, the decision of the destination and the destination itself, a person who is traveling and leading time between booking and going on the trip. The above-mentioned differences can be found, when business tourism and leisure tourism have been compared to each others.

In business tourism trip payers are usually employers or companies whereas in leisure tourism trip payers are tourists. Travelers, in business tourism, are persons whose work requires them to travel. On the other hand in leisure tourism, travelers can be anyone who has spare time and money.

The decisions of the destinations have been made by the organizer of the meeting, incentive trip, conference or exhibition. In leisure tourism the tourist makes the decision of the destination. The destinations where business tourists travel are generally centered to the cities and towns in industrialized countries. Leisure tourists prefer to travel to coastal resorts, cities and attractions.

Lead time from booking the trip and going on the trip varies also. Leisure tourists usually book their holidays a few months in advance. If the holiday lasts only a few days, booking might be made a few days before the holiday. In business tourism, bookings are made at very short notice, but for example conferences might be booked many years beforehand.

Trips take place, in business tourism, all year round and especially during the weekdays from Monday to Friday. Summer months, July and August, are avoided. In leisure tourism, trips take place during the holiday periods such as summer and weekends (Verhelä 2000: 13-14; Swarbrooke & Horner 2001: 9-11).

4. SUSTAINABLE TOURISM

4.1. Sustainability in general

The history of sustainability can be traced to the late 19th century, when countries started to show concern towards the planet (Cooper, Fletcher, Fyall, Gilbert and Wanhill 2008: 215). Rapid pace of global development, enormous growth of population as well as consumer culture, which has increased world trade, have had big impact on global ecology. (Aronsson 2000: 13) This led to the mass concern of the planet after 1950's and in 1984 United Nations commissioned an independent group from various countries to identify long-term environmental strategies for international communities. The key environmental concerns of The United Nations were the usage of unsustainable resources in the development and pollution's role in the environmental problems such as global warming and depletion of ozone-layer (Holden 2000: 162).

Sustainability is today one of the most common concepts which have been used in tourism development discussions. It is also one of the least understood concepts because researchers and practitioners are still afar from reaching agreement regarding its definition. The Bruntland Report in 1987 defined sustainability as follows: *"sustainability is meeting the needs of the present generation without compromising the ability of future generations to meet their own needs."* Bruntland also identified needs which are: *"take holistic approach to planning and strategy; protect the environment (biodiversity) and man-made heritage; protect essential ecological processes; facilitate and engage public participation; ensure that productivity can be sustained into the long-term future; and provide better level of fairness and opportunity between countries"* (Cooper et al. 2008: 215-216).

4.2. Definition of sustainable tourism

Sustainable tourism is not easier to define either. According to the World Tourism Organization (UNWTO) sustainable tourism has defined as follows: *"Sustainable tourism development meets the needs of present tourists and host regions while*

protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity, and life supported systems” (Cooper et al. 2008: 218).

As it might have been noticed from the above, sustainable tourism encompasses all stakeholders that are related to the production and consumption process such as economic, environmental, socio-cultural stakeholders. Sustainable tourism focuses in the long-term wellbeing of all stakeholders, which are mentioned above, and also engages stakeholders, which are involved in production and consumption process, to achieve this long-term goal (Cooper et al. 2008: 218).

4.2.1. Economic sustainability

Economic sustainability of tourism comprises holistic planning across all industrial sectors. Resources of the destination or country must be used wisely so that it would not lead to distorting the allocation of resources, which will be difficult to repair afterwards. Economy needs to keep versatile so that it does not lead to unemployment, for instance in rural areas. Rapid development of tourism might lead to economic problems, which occur especially in developing countries. These kinds of problems are for example migration from rural areas to urban areas and the transfer of labor from traditional industries to tourism and its related industries (Cooper et al. 2008: 219, 225-226).

To increase local economy, tourists could support locally produced products and shop in local markets or shops. A tourist must also remember that the lowest price is probably not the best price because the tourist must remember that sellers or producers of the product are not as wealthy as the tourist. Buying of products which are produced from endangered species, hardwood or ancient artifacts should be avoided (Cooper et al. 2008: 234).

4.2.2. Environmental sustainability

Tourism has a big impact to the environment, because most of the actions, which disrupt and deplete nature, are based on the needs of the tourists (Brännare, Kairamo, Kulusjärvi, Matero 2005: 264). Agenda 21, which the World Travel and Tourism Council designed together with Earth Council and the World Tourism Organization for the travel and tourism industry, includes following points to how tourism can be turned more environmentally friendly and towards so-called “Green Globe”. These following points are: waste should be minimized, re-used and recycled; energy must be saved and used effectively and at the same time reduce emissions; fresh water resources quality must be safeguarded and wasting must be avoided; environmentally dangerous substance must be replaced; harmful pollution should be avoided in transportation; use of land has to be planned, looked after and prevented so that landscape would not be destroyed; local receivers, customers and employees must also be involved to all these actions. (Aronsson 2000: 40).

Tourists may also affect sustainable tourism by paying attention to their own actions, for instance choosing environmental friendly transportation instead of airplane especially in short distances. Tourists should also prefer destinations, where the structure of the destination can also handle the negative impacts of the tourism. Before the trip tourists could read more about the destination’s environmental conditions so that tourists may avoid negative impacts on local environment (Brännare et al. 2005: 264).

4.2.3. Socio-cultural sustainability

Socio-cultural sustainability consists of ensuring life of worthy of human being and fair treatment of all people regardless which race, color or language they possess. Cultural sustainability focuses on the protection of cultural diversity and cultural heritage (Brännare et al. 2005: 265-266). Sustainable tourism consists of small-scale developments and these developments are based on local community. Its aim is not to exploit local residents, but develop the destination in a way that it would be seen as it has been retained its architecture and cultural heritage. In

Agenda 21 it is also mentioned that the design of the product and techniques must be efficient, less polluting, locally appropriate and globally available. Cooperation is also important between local communities, tourists, small enterprises, the local councils and government (Aronsson 2000: 40).

4.3. Sustainable tourism and the hotel industry

Sustainable tourism defines long-term development where business, hotel in this case, and its actions and values are aimed to the future more sustainably. These kinds of action are for example reducing energy consumption by investing energy saving technology, using environmental friendly construction materials and usage of materials, which are from the nature, in furniture and linen, reduce water consumption and especially usage of warm water because it is 5% of the whole energy consumption, washing linen in the hotel because transportation to another municipality will cost more to the hotel and also pollutes more (Brännare et al. 2005: 266, 268-271).

In Finland many hotels have the Swan eco label. It is the official Nordic eco label, which is created by Nordic Council of Ministers. The aim of this eco label is to show that a product or service is a good environmental choice. This eco label has strict criteria for products and services, which for instance a hotel has to fulfill to get it. The Swan uses various methods to audit that all criteria have been fulfilled such as samples from independent laboratories, certificates and control visits. Criteria are changed every third year. When it happens, a business also needs to reapply the license. Reason for these changes in criteria is that The Swan can ensure that products and services are more suitable for environment and those are being developed constantly (Ympäristömerkki).

5. HOTEL INDUSTRY

The accommodation industry is one of the biggest subsectors in tourism. The industry is diverse and accommodation can vary in size from small bed-and-breakfast establishment with limited number of bedrooms to big hotels which can cater for more than 500 guests. It can also vary in type from basic, functional form to extreme luxurious and abundance. Accommodation diversity can be also seen in meeting the needs of the guests, who have different requirements and motivations to travel, for instance business, conference and leisure. The ownership of a hotel can also vary. It can be private and informal or accommodation that might provide units which are operated by big multinational organizations (Cooper et al. 2008: 343).

Finnish law does not have specific regulations for different accommodations. A degree for accommodation and restaurant businesses is the only regulation which is set for accommodation and it defines accommodation as follows: *“Accommodation means keeping furnished rooms for guests in profit purpose. Accommodation can be called a hotel, hostel, boarding house, resort or some other similar nomination, which describes the quality of functions in accommodation”* (Verhelä 2000: 96).

5.1 Hotels

Hotel is an accommodation sub-sector which has high standards for the accommodation (Brännare et al. 2005: 11). It is the most significant and visible sub-sector in accommodation and for example in Finland the compiled statistics of overnight stays show that hotels have the biggest market share (Cooper et al. 2008: 345; Brännare et al. 2005: 10). Beside the accommodation, a hotel offers also food and beverage services, meeting rooms and services, secretary services and also free time services such as sauna, swimming pool and gym (Verhelä 2000: 96).

The main requirements which a hotel needs to fulfill so that it can be called a hotel are based on following features. The hotel needs to have: one toilet and shower per ten rooms, lightning in corridors and egresses, open doors to the spaces which are for all guests, hotel room's floor space must be more than 7 m², there must be locks in the doors, telephone in all rooms, fire alarm in every hotel room, hot and cold water tap and sink in the room, window which can be partly opened and partly curtains to darken the rooms, and a guidance for the nearest emergence exit from every room (Verhelä 2000: 96-97).

When a guest is making a decision of the hotel, the possibility to experience new has more value than the hotel itself. This is the reason that hotels also offer various service packages which might be a combination of several services such as accommodation, food and beverages, program services and meeting packages. These above mentioned packages might be created in cooperation with other companies and this way could be created into service entireties (Brännare et al. 2005: 10).

5.2. Concatenation of hotels

The hotel industry has started to grow since 1945 and it has been developing hand in hand with tourism sector. Earlier the hotel industry was dominated by small, family owned hotels which were for instance 30-bedroom seafront establishments in resorts, country house hotels or properties in the cities.

In recent years the importance of these small hotels has declined and branded multiple operators have occupied the market by offering products from budget to luxury. Independent hotels have faced a challenge to compete with multinational hotel chains and small hotels have noticed the membership consortium as a survival strategy. Consortium means that a group of hotels has the same kind of venture which is created by one person or company and hotels will follow the company's guidelines (Cooper et al. 2008: 345, 682).

Today most of the hotels have concatenated to national or international chains. The chains have been divided in three groups (Verhelä 2000: 101). First one is a

chain which is based on ownership such as Sokos Hotels. It means that a hotel company may own and operate all the hotels which are marketed under the same name or the hotel company might have part of the equity share in the property. Second one is hotel companies which manage the property on behalf of the owner. It means that the hotel itself can also make decisions which are related to the hotel. It is common form of chain especially in international chains, such as Marriot and Hilton (Cooper et al. 2008: 346). Third one is franchise hotels. The last one, franchise hotel, means that franchise gives permission to the franchisee to sell products and services by using the name of the franchise. Franchisee needs to pay a fee of using the name and follow the guidelines that franchise requires (Brännare et al. 2005: 17).

5.3. Classification of hotels

As it was mentioned above, the accommodation industry as well as the hotel industry is diverse and types of hotels are classified in several types (Cooper et al. 2008: 343). Classification of hotels helps the customer in decision making process and it also helps to clarify the comparison of the hotels. The classification is based on the hotel's technical features, so for instance quality of customer service or environmental issues, the classification does not take into account. The classification of hotels could be based on location, target group, size or quality (Verhelä 2000: 97).

5.3.1. Classification by location

By location hotels types can be divided to city or commercial hotels, airport hotels, resort hotel and motels. City or commercial hotels are generally located in the city centers and residential nucleus (Brännare et al. 2005: 12). Airport hotels are located near the airport and other major transport centers (Stutts 2001: 13). Customers of this hotel type are usually international travelers. Motels are located near the motorway and it serves customers who are traveling by car. Resort hotels are located in a scenic location near nature. Tourists travel to these hotels to relax and spend holidays (Brännare et al. 2005: 12).

The location of the hotel has an important role when a business tourist is making a decision of the hotel. Most of the companies and head departments are located in residential nucleus or city centers and due to this a commercial hotel is primarily catering business tourists, because commercial hotels are located in the city centers and residential nucleus (Brännare et al. 2005: 12-13; Stutts 2001: 13).

5.3.2. Classification by target group

By target group hotels can be divided for instance to business hotels that serve especially travelers who travel in business purpose (Brännare et al. 2005: 13). Business tourists tend to seek hotels which offer proper facilities to continue their work. When the hotel's target group is business tourists, hotel room must provide facilities such as Internet connection, comfortable work space with desk lamp, multiple electrical outlets which are conveniently located and an ergonomically designed desk chair. Beyond the basic equipment, in high standard hotel rooms there are also added equipment such as a hairdryer, iron and iron board, bathrobe, slippers and coffee maker (Verhelä 2000: 100; Stutts 2001: 13).

The hotel must also have a business center which provides a fax machine, possibility to take photocopies and also other secretarial services. Meeting rooms are also part of the business hotel and business travelers might use meeting rooms for meetings. A business hotel also offers services that are modified for business tourists. These kinds of services are for instance early check-in/late check out, laundry services, food and beverage facilities which are open 24 hours. Food and beverage facilities also include room service which serves the meal to the hotel room (Holloway et al. 2009: 304; Stutts 2001: 13).

Other hotel types which are divided by target market are for example spa and wellness hotels which offer tailor-made services for people who have a need for relaxation or rehabilitation of body. Conference hotels offer conference services and accommodation for the guests. Apartment hotels' main target group is travelers that stay longer time in same destination. Budget hotels are meant to travelers who are satisfied with limited services in the hotel and guests pay

smaller price for the room. Last target group hotel is resort hotel which is targeted to leisure travelers (Brännare et al. 2005: 13).

5.3.3. Classification by size

By size hotels can be classified in mega hotels which have more than 1000 rooms, big hotels which have over 300 rooms, medium sized hotels which have 50-300 rooms and small hotels which have less than 50 rooms (Brännare et al. 2005: 12).

5.3.4. Classification by star rating system

Classification of quality is generally based on star rating system. This system is based on the International Hotel Association (IHA) and World Tourism Organization's (WTO) agreement of hotel classification and it has been used all over the world. The system is based on stars which are given from one to five. The amount of stars is based on the hotel's structural features and the services which it offers.

One-star hotel (*) needs to have running hot and cold water, sink and telephone in every room. Sanitary room might be shared and it could be located in hotel's corridor. Services in the hotel are limited, for instance there might not be a restaurant in the hotel and service hours are limited for instance in the reception and housekeeping.

Two-star hotel (**) is slightly above the one-star hotel. In two star hotel equipment and services are higher class than in one-star hotel, for example furniture might be better quality, rooms might be bigger and there might be a restaurant in the hotel. In Finland, two-star hotels must have their own toilet and shower in 20% of rooms.

Three-star hotel (***) must have its own toilet, shower or bath and TV in all the rooms. The hotel has its own entrance and front desk services. There is also a cafeteria or a restaurant in the hotel, but serving alcohol beverages is not necessary. The hotel needs to have safety deposit boxes which the guests of the hotel may use.

Four-star hotel (****) needs to fulfill all the above mentioned requirements and the hotel must also have reception, lounge, restaurant which also serves alcohol beverages and meeting rooms. In Finland, four-star hotels must have a sauna department. Furniture is also high quality and the personnel are well trained to serve guests.

Five-star hotel (*****) is the highest class and facilities are described as a best. In the hotel there is a high class restaurant, lobby, night club and a room service which is open 24 hours. The hotel also has suites besides other hotel rooms. The main idea is that the guest is made to feel as an important guest by every employee of the hotel (Brännare et al. 2005: 12; Verhelä 2000: 97-98; Stutts 2001: 12).

Besides the international star rating system, countries may also have their own rating systems. In a country's own rating system criteria might vary in several ways and for example symbols of rating might be distinct. In the rating system might be used letters from A to D or verbal rating such as modest, moderate, superior, luxury. Hotel chains might also have their own standards which all hotels in the chain will follow. Even though the rating system might vary between the countries, hotels mainly follow the international star rating system (Verhelä 2000: 98).

6. CONSUMER BEHAVIOUR

Consumer behavior is a study of why people purchase certain products and how they make their decision to purchase. In general, consumer behavior is defined as a process where an individual or a group selects, purchases, uses or disposes products or services. Marketing managers see it important to understand consumers' needs, wants, attitudes, and decision-making process. When a marketing manager understands the consumer's wants, needs and factors that effect to the decision-making process, it gives assistance to improve tourists' decision-making process and also allows marketing managers to forecast coming consumer behavior. Understanding the consumer behavior has also an important role in the development of new tourism products. The reason for this is that marketing managers will learn to understand preferences of target groups and create tourism packages which suit the expectations of certain tourists (Swarbrooke & Horner 2007: 6-8).

In leisure tourism, consumers are tourists who are purchasing and consuming tourism products. Consumer behavior in business tourism includes a customer and a consumer. Customers in business tourism are employers or organizations which make the decisions about employees traveling or give permission for employees to travel. The employer or organization usually also pays the bill of the business trip. The consumer, on the other hand, is an employee who actually travels and consumes business travel and tourism services. Even though employees are using tourism services such as accommodation and transportation, employees usually do not pay the bill of business trip (Swarbrooke et al. 2001: 22).

Consumers' decision-making is influenced by internal and external factors which affect the final purchase decision. The first factor, which influences the consumers' decision-making process, is the individual's psychological framework and psychological processes which encompasses the individual's picture of the world, attitudes, beliefs, and learning. Second factor is socio-psychological motivators such as opinions which come from environment, for example influences of family, culture, certain group or fashion. Third factor is social status

such as occupation and social class. Fourth and the last factor is personal resources such as money and time and also other personal features which are for example age, gender, hobbies (Brännare et al. 2005: 76). Consumers have several roles in certain situations, for example husband/father, wife/mother, son/brother and sister/daughter (Cooper et al. 2008: 51). Because of being in a certain role, the decision to purchase is made by different arguments (Brännare et al. 2005: 76).

Even though the above-mentioned factors influence the consumer's decision-making process, need is the main element which drives the consumer to purchase (Brännare et al. 2005: 76).

6.1. Need

To understand need better, Maslow's hierarchy of needs can be used as a clarification. Maslow's hierarchy theory is based on ranking an individual's basic needs in five stages. First and the lowest stage is physiological need which includes for example hunger, thirst, rest and activities. Second stage is safety need which can be defined as: individuals have a need for freedom from fear and anxiety in human life. Third stage of need is belonging and love which includes the need of affection, giving and receiving love from others. Fourth stage is esteem which includes for instance need for self-respect and status. Fifth and the highest stage is need of self-actualization which could be explained by individual's need for personal fulfillment. The idea in Maslow's theory is that a person has to fulfill need in the first stage before moving to satisfy second stage need (Cooper et al. 2008: 45).

Needs might be defined as it has done above, but need can also be created one or visualizations might help individuals become aware of their needs, for example through an advertisement. When need arouses, it will create a base for the motivation which drives the individual to act and satisfy the need (Brännare et al. 2005: 76).

Travel might be one of the ways to satisfy a need. Even though the tourist's need arouses, it is also important to understand whether a certain tourism product

satisfies the need. All tourists have different needs and because of this, preferences to satisfy needs vary also. For example one tourist may feel that a package holiday with sea and sun satisfies the need of relaxation, but another tourist may understand relaxation as a hiking trip in wild nature and the same package holiday would not satisfy the latter tourist's need. Because of this, it is important to understand that need and attraction must match so that the tourist is motivated to purchase a certain tourism product (Holloway et al. 2009: 62).

Business tourists are motivated to travel by the need to complete their travel and business dealings efficiently and effectively in a given time-frame. Business tourists have also needs which might affect the purchase process of tourism services for the business trip. These kinds of needs are for instance speed of transportation, convenience to get to the destination, carriers' punctuality, reliability and frequency, flexibility of changing reservations at short notice and trip taking place during the weekdays not weekends (Holloway et al. 2009: 77).

Companies' travel managers or agencies may take into consideration the above-mentioned business tourist's needs, when purchasing services for the business tourist. Even though a tourist might have certain needs related to the business trip, the company which usually pays the trip makes the final decision of: whether or not to travel, which carrier is used for traveling and when the trip takes place. In general a company's need is to get value for money which affect the purchasing decision of tourism services for business tourist (Holloway et al. 2009: 77).

6.2. Motivation to travel

Motivation is a key to understand consumer behavior better. It answers to the question "why people travel". Definition for motivation is that it makes an individual to act in certain way or stimulate the interest (Cooper et al. 2008: 45). Motivation and need are in the combination, because motivation arises out from the need or want which the individual feels (Holloway et al. 2009: 62).

Motivation can be divided in two forms, "push" factors and "pull" factors. Pushing factors are defined as motivation which pushes tourists to take a holiday,

for example need to get away from everyday routines. Pulling factor on the other hand is a factor which encourages the tourist to take a certain holiday in a specific destination at a particular time. Marketing professionals have noticed the division of the motivation in two factors and they understood that promotion must be carried out in two distinct levels, pushing and pulling. First level is to persuade the consumer who has need for holiday to take a holiday and second level to convince the consumer of the certain holiday, which the company is promoting, that it will satisfy the consumer's need. In other words, in the first level of promotion the consumer is "pushed" to take a holiday and in the second level the consumer has been pulling to buy certain holiday by convincing that this holiday satisfies the aroused need (Holloway et al. 2009: 63; Swarbrooke & Horner 2007: 53).

It is noticed that wide range of factors motivate the consumer to purchase tourism products. These factors are called motivators which encourage tourist to make purchase decision (Swarbrooke & Horner 2007: 53). A good example of motivators is McIntosh, Goeldner and Ritchie's approach which categorizes motivators in four categories. First category is physical motivators which are related to refreshment of body and mind, health purposes, sport activities and pleasure. In this category the tourist's motivator to travel can be for instance to reduce tension (Cooper et al. 2008: 47).

Second category is cultural motivators and it includes desire to see and know more about other cultures. Tourists want to find out more about several countries and for example inhabitants' lifestyle, music and folklore and it motivates them to travel (Cooper et al. 2008: 47).

Third category is interpersonal motivators. Tourists who belong to this category are desired to meet new people, seek new and different experiences or visit friends and relatives. Travel is seen as an escape from normal relationships with friends and neighbors or escape from the home environment (Cooper et al. 2008: 47).

Fourth category is status or prestige motivators. Tourists who have these motivators, when making purchase decision, are desire to educate themselves continuously. It encompasses for instance personal development, ego

enhancement or sensual indulgence. Motivators of this category are generally related to the tourist's desire to be noticed and get attention from the others in order to boost the tourist's own ego. If the tourist's desire is personal development, it is in relation to travel for hobby or educate tourist (Cooper et al. 2008: 47).

Many other factors such as personality and lifestyle of the tourist, past experiences of recent holidays and demographic characteristics such as age of tourist might also affect to the motivations. Tourist's company, who tourist takes with to the vacation, may have different motivations for the trip than the tourist. This might affect the mutual motivation to travel because holiday have to satisfy both tourists' needs (Swarbrooke & Horner 2007: 61).

In business tourism, business tourist's motivation varies from leisure tourist's motivation. The reason for this is that in business tourism there is a customer who is employer and a consumer is employee who is traveling. Both of them have different motivations for a business trip. Swarbrooke and Horner (2001) gave good example of how motivation can vary between customer and consumer in incentive travel. The employer's motivation for incentive travel trip is to enhance employees' team spirit and try to get employees to work harder in the future. Employees on the other hand might see the same trip as a reward of working hard and their motive to travel is to have fun and partying (Swarbrooke & Horner 2001: 23)

6.3. Typologies of tourists

To understand tourists' consumer behavior better, researchers have created several typologies of tourists (Swarbrooke & Horner 2007: 84). The definition for typology is that tourists are divided into subgroups which are based on tourists' characteristics. Tourists which share same characteristics, such as motivation to travel, are grouped into same typology (Cooper et al. 2008: 50; Swarbrooke & Horner 2007: 415).

6.3.1. Cohen's typologies for tourists

Sociologist Cohen's typologies are based on the relation of tourists' curiosity to seek new experiences and tourist's need for security. Usually tourists want to enjoy of new destinations, but majority of tourists also want to have reminders from home country to feel more secured in the destination. Cohen has divided tourists in four types, which are the organized mass tourists, the individual mass tourists, the explorers and the drifters (Cooper et al. 2008: 50).

The above mentioned four typologies Cohen divided in two groups, institutionalized and non-institutionalized tourists. First two types, the organized mass tourists and the individual mass tourists, belong to group of institutionalized tourists. Tourists, which belong to this group, prefer to purchase ready-made holiday packages and tend to follow itinerary which have made before-hand for tourists. Reason for this is need of feel safe and following the readymade itinerary creates secure for tourists. The difference between these two is that the individual mass tourists also prefer to explore the destination by themselves, but still rely on the formal tourist industry because of the need to feel safe.

The latter two types, the explorer and drifter, are described as non-institutionalized tourists. Common to these two types is that tourists want to explore the destination, meet local people and do not want to be in contact with other tourists and tourism industry. The difference between these two is that the explorers plan their trip before-hand and they also expect certain comfort and security. Drifters on the other hand do not plan their trip before-hand and the need to feel safe does not affect the decision of the destination. Their aim is to become accepted as part of the local community (Cooper et al. 2008: 51; Swarbrooke et al. 2007: 84-85).

6.3.2. Plog's typology for tourists

Plog's theory of typologies is based on tourists' personality characters. He divided tourists in two types, psychocentrics and allocentrics (Swarbrooke et al. 2007:85).

Plog has defined psychocentrics as less adventurous and inward-looking people. Tourists who belong to this type prefer to travel to “safe” and well-developed destinations that tourists might be familiar with before-hand. Popularity of destination among tourists also affects the decision of destination. Psychocentric tourists also prefer to take return trips to the same destination. Tourists with lower income level are generally related to the psychocentric type (Cooper et al. 2008: 47-48; Swarbrooke & Horner. 2007: 85).

Allocentric tourists Plog defines as outward looking people, who are ready to take risks and prefer adventurous holidays. Tourists with higher income level tend to belong to allocentric type. The reason for this might be that tourists with higher income level have more money to travel to more exotic places. Motivation of allocentric tourists is to travel or find new destinations and usually tourists will not travel to the same destination twice. Destinations to which allocentric tourists prefer to travel are exotic and unspoiled which have not been discovered by tourism trades (Cooper et al. 2008: 47-48; Swarbrooke & Horner. 2007: 85).

6.3.3. Typologies for business tourists

As it was mentioned earlier, business tourism can be subdivided in various forms. Besides the business tourism, business tourists can be also divided various types. One typology is to classify business tourists by purpose of travel. The purpose might be for instance attending a meeting, conference or exhibition, training, incentive travel, exchange program for student and teachers, taking or delivering goods to the market or customers, military service away from normal residence, working in the project which is located outside from the individual’s main base, an individual business trip and commute to work which is located outside the home area (Swarbrooke & Horner. 2001: 4).

Each above-mentioned type has also a number of subdivisions. For example individual business trip might have several motivators for different business tourists. A salesperson’s motive for business trip might be trying to sell his product to a new customer. A computer consultant’s purpose to travel is to visit a client’s office to solve a computer problem. The motive for a business trip of a

senior manager in a multinational company is to visit another branch office which is located in another city (Swarbrooke & Horner. 2001: 4).

According to Swarbrooke's et al. 2001; typologies can vary by number of criteria. Division of business tourists to several typologies can be based for instance on how often the business tourist travels, how far he needs to travel, how long the trip is going to take, how much time the business traveler uses to plan the trip or event, how compulsory the business trip is, who makes the decisions in the destinations and how big a role business travel has in the business tourist's occupation (Swarbrooke & Horner. 2001: 4).

6.4. Segmentation of tourists

Because needs can vary between individuals, marketing researchers have seen it relevant to divide consumers to different segments. Dibb et al. (2001) defined market segmentation as follows: *"The process of dividing a total market into groups of people with relatively similar product needs, for the purpose of designing a marketing mix that precisely matches the needs of individual in a segment"* (Swarbrooke & Horner. 2007: 91-92).

Consumers can be subdivided in five basic segments. The division into the segments is based on determination of groups which have the same characteristics as the buyer (Swarbrooke et al. 2007: 92). These segments are geographical, socioeconomic, demographic, psychographic and behavioural segmentation (Holloway et al. 2009: 66).

Geographical segmentation is based on the areas in which consumer lives. The area might be a continent, country or region. It is important to note that division is made by regions in which consumer behaviors, needs and wants, are relatively same and differs from other regions. (Holloway et al. 2009: 66) For example people in the northern countries show preference to travel in warmer southern climates, when they are selecting their holiday destination, while tourists from warmer countries prefer travel to cooler countries on their holiday (Swarbrooke et al. 2007: 59, 92).

Socioeconomic segmentation is a little bit old segmentation system. It subdivides market in six categories by occupation of the head of the household. The six categories are represented by letters A, B, C1, C2, D, E in which A is the highest income class and E is the lowest income level. Today consumers' purchasing or behavior are less clearly determined by social class, but it might be noticed that consumers with higher income travel more often than consumers with lower income level (Holloway et al. 2009: 66-68).

Demographic segmentation is based on dividing people by their demographical factors, such as age, gender, family status, religion, income, occupation, education and race. The most common characteristics used in tourism are age, gender and religion, but family status is most heavily used characteristic. The reason for this is that consumers' behavior is based on the position where the consumer is in the lifecycle, for example teenager, parent, empty nester or pensioner. Family life cycle model is used for instance by tour operators who promote holidays for teenagers without parents, family holidays with free child place which makes holiday more affordable for families with children, and tourism products for empty nesters who have extra money and time to travel (Swarbrooke & Horner 2007: 93).

Psychographic segmentation divides consumers by their attitudes, lifestyle, opinions and personalities. This approach is more modern than the three above-mentioned segmentations. Today it has started to get attention from other industries such as food and beverages, perfumes and so on. In tourism this market segmentation has also started to get more and more attention, for example marketing spas and health farms for persons who aspire to healthy life or conservation holidays targeted for people who are environmentally aware (Swarbrooke & Horner 2007: 94).

Behaviouristic segmentation is based on dividing consumers according to their usage of products such as frequency of purchase, quantities consumers buy, where consumers purchase the product and information channels which consumers use to get information about the product. When marketing researchers have knowledge of above mentioned factors, it is easier for them to shape their

marketing strategy more effectively and influence more to purchase of certain consumer group. The most important element is to examine benefits that the consumer is seeking, when the consumer purchases certain product (Holloway et al. 2009: 69). A good example of this is budget tour operators, low cost airlines and hotel chains who market cheap flights and hotel prices for consumers who are looking for benefit of saving money (Swarbrooke et al. 2007: 95).

The tourism industry uses the same methods of segmentations which are mentioned above, but researchers and practitioners have also added price segmentation and purpose of travel segmentation part of the methods (Swarbrooke et al. 2007: 96).

In business tourism, business tourists can be segmented by various methods. Business tourist market can be segmented by purpose of the trip. The purpose can be meeting, exhibition, incentive travel or some other business travel form. Other segmentation criteria can be age, gender, nationality of traveler, number of business trips which tells how often business tourist travels and transportation mode which business tourist uses to travel to destination. Segmentation can be also made by type of business travel which can be divided to national or international. The business tourist can be short-haul or long-haul tourist which is also one segmentation criteria. Tourists can be segmented by booking to tourists who book business trip through agency and tourists who make all the bookings by themselves (Swarbrooke & Horner 2001: 26).

6.5. Accommodation and business tourists' behavior

When a consumer is selecting accommodation, decision-making is affected by several factors. In general, decision-making is affected by factors which are related to the purpose why the consumer is traveling. The consumer might be a leisure traveler whose decision-making is affected by recreational activities, children's opinions and price. The consumer's purpose to travel might also be related to the work. Business tourists' decision-making, of the hotel, affects different factors compared to the leisure travelers (Brännare et al. 2005: 77).

Business tourists' decision-making of the hotel affects company's travel policy, regulations of the travel policy and principles. The most important purchase criteria for the company are location of the hotel, classification of hotel and price level. Companies or employer might also make purchase contracts with different hotels and to decision, which hotel employers make the contract with, might be affected by concatenation of hotels or benefits for regular customer program (Verhelä 2000: 96).

Even though business tourist follows the policies of the company business tourist also has needs which affect the decision-making. Business tourists usually continue working in the hotel and especially in the hotel room. Because of this business tourists tend to seek hotels whose facilities turn the hotel into a distant office (Holloway et al. 2009: 304). According to the business traveler Max Lent's article, "What do business travelers want", business tourists value in the hotel room good table and chair in which they can work. Lights should be enough in the room, for example on the desk, on the bed-side table and next to the chairs. WI-FI- connection is found the most important facility nowadays and Lent states that WI-FI and bandwidth should be big enough. Room should also have a number of electric sockets, because most business tourists have a number of electronic devices such as laptop and mobile phone which need to be charged. Even though business tourists prefer to continue working in the hotel room, they also value a business center in the hotel. In this business center, business tourists might print important papers, send faxes or scan documents (Lent 2012).

Other needs that business tourists have for a hotel are services such as conference services which includes meeting rooms and facilities that help to carry out the meeting, for instance ICT-facilities (Verhelä 2000: 100). Other services which a business tourist values is breakfast, restaurant services, bar and sauna (Brännare et al. 2005: 78).

Lent also added in the report that business tourists need services such as laundry services, room service which bring dinner and drinks to the room, gym services, massage services and hairdresser or barber for last minute make up. The business tourist also needs recreational information which includes information about local

restaurants, bars, free time activities such as movie theatres, jogging roads, place to rent a bicycle, attractions, shops and opening hours, pharmacy and medical care (Lent 2012).

In recent years the number of women business tourists has risen dramatically. According to the article “Creating value for women business travelers: Focusing on emotional outcomes” summarized by Elizabeth Simpson from Judi Brownell text, in 2010 almost half of the business tourists were women. The summary states that there are distinctions between male and female business tourists. The distinction can be based on the summary which states that female business tourists are communicating by emotional needs. These kinds of needs, which affect on female business tourists’ satisfaction, are for instance safety, comfort, empowerment and value (Simpson 2011).

The first women business tourists’ need is safety. Women business tourists prefer that their name and room number is handled discreetly so that women would feel safer in the hotel. Women also value security in parking lots and in the reception during the night time (Pearce 2005: 37). Simpson summarized from Brownell’s article that the hotel could build parking and insert deadlocks in the doors so that female business tourists would feel safer in the hotel (Simpson 2011).

The second need of female business tourists is comfort. Women seek comfort for getting good night sleep for instance. In comparison to the male business tourists, female business tourists are more concerned about relaxing and getting enough sleep. Women seek hotels whose atmosphere is relaxing in the room. A good example of this is Westin Hotel’s Heavenly Bed which offers spa atmosphere to their guests (Simpson 2011).

The third need of female business tourists is that they want to feel empowered. Simpson summarized that Brownell stated in her article that traveling itself empowers the female business tourists. Usually a female traveler’s reason for traveling for business purpose is to improve their professional skills, to expand their horizon and to change their normal routines. Because work takes lots of time during the business trip, Simpson summarized that Brownell suggests that hotels

could offer services such as fitness centers to keep female fit, spa treatments and room service (Simpson 2011).

The fourth need of female business tourists is to be felt valued. Most of the rooms and lounges are decorated neutrally and especially lounges' decoration gives an image of gentlemen's club. Flowers in the room, changing décor to more stylish, brand name bath products and facilities for maintaining their appearance, such as hair dryer, iron and iron board, are issues that make female business tourist feel valued in the hotel (Simpson 2011, Pearce 2005: 36).

Other differences between male and female business tourists are that female business tourists book rooms earlier than male business travelers. Another difference is that female business tourists stay longer in the hotel than male business tourists. Usually male tourists are staying single nights during their sale or consultant trip. On the other hand, 20% of female business tourists extend their stay by vacation days, after businesses are handled. (Simpson 2011).

7. RESEARCH

Research is defined as discovery whose main idea is to clarify something which is previously unknown. Elias (1986) indicated that research is a tool of sciences whose purpose is to enhance human knowledge (Veal 2011: 4-5). When research has been carried out in tourism industry, quantitative and qualitative are the most common research methods (Veal 2011: 37).

In quantitative research method, research presents statistical data which can be collection, analysis or presentation of statistical information. The data for the research might be gathered by using questionnaire surveys, observation or existing data which are for example from administrative sources. The aim of this research method is to gather numerical evidences which are then used to draw conclusions or to test hypotheses. Quantitative research requires relatively large number of people to be studied and computer analyses of information so that research could be reliable (Veal 2011: 34).

Qualitative research method varies from quantitative research in a way that it does not use any numbers in the data which is collected. The information is collected in a form of words which is conveyed orally or in writing. In qualitative research the amount of people, who take part to the research, is small. The reason for this is that qualitative research method enables to gather large amount of information about the research subject. The aim of this research method is full understanding of the research group. Methods which are used to gather the information in qualitative study are observation, informal and in-depth interviewing and participant observation (Veal 2011: 35).

7.1. Research method chosen

In the empirical part of this research, the researcher chose questionnaire to be used in the study of business tourists' opinions of Radisson Blu Royal Hotel Vaasa. The reason for this is that the researcher wanted to get an overview of business tourists' opinions and values and how these are met in the Radisson Blu Royal Hotel Vaasa. Because the thesis is also done for the above-mentioned hotel, the

quantitative research method will give more information of business tourists' opinions of various services and facilities in the hotel. Quantitative research was also chosen because business tourists are busy during their business trips so business tourists would not have time for interviews. The researcher is also working in the hotel, so it was found easier to hand a questionnaire to business tourists which they could fill while having breakfast.

7.2. Design of the questionnaire

Quantitative research method is used, when the aim of the research is to get specified range of information from individuals or organizations. Respondents, who are answering to the questionnaire, are usually a proportion or a sample of the population which the researcher is interested in (Veal 2011: 256-258). For example in this research the sample of respondents are business tourists because the researcher is interested in business travelers' opinions. Because of this, it was unnecessary to deliver this questionnaire to the leisure travelers. Their answers would have been time consuming and irrelevant for this research.

The questionnaire in quantitative research can be formed in two ways. The first form is interviewer-completed where interviewer reads questions to the respondent and records the answers of the respondent to the questionnaire. This method is used in face-to-face interviews as well as in telephone interviews. The second form of the questionnaire is respondent-completed where the respondent will read and fill the questionnaire by him/herself. This form has been used especially when the questionnaire is written on the paper or online (Veal 2011: 260).

In the respondent-completed form, the questionnaire primarily consists of closed questions to which respondents need to answer by ticking a box. The majority of questions are pre-coded or closed questions which means that in the questions there is a range of options offered for the respondent to choose from (Veal 2011: 284). These kinds of questions are for example gender or educational level. It is also possible to have open-ended questions which means that respondents give their own opinion, for instance suggestions or complaints (Veal 2011: 256,260).

In this thesis, the questionnaire was designed in respondent-completed form where respondents answered to the questions by choosing the appropriate answer from the pre-coded/closed list of options. The questions in the questionnaire were based on the theory of the thesis.

In the thesis, the structure of the questionnaire was planned in a way that every question has a) and b) part. The a) questions asked business tourists' general opinions of a business hotel's services, facilities and other issues related to the hotel. The b) questions asked business tourists' opinion of how these issues have been fulfilled in Radisson Blu Royal Hotel Vaasa.

The reason for two different questions is that the researcher's aim was to ascertain business travelers' values for the business hotel and also to study how these values have been taken into consideration in the Radisson Blu Vaasa from the business tourists' point of view and see if there are differences between the answers in the a) and b) questions.

7.3. Implementation of the research

The empirical part was carried out in the Radisson Blu Royal Hotel Vaasa where the researcher is also working. Questionnaires were delivered randomly to the business tourists, when they were going to have their breakfast. The empirical part was done on certain days, when the hotel was almost full. The reason for this is that there were a number of possible respondents for this questionnaire.

The questionnaire was written in Finnish and English and it was also accompanied by a covering letter. In the Radisson Blu Royal Hotel Vaasa there are both national and international guests so it was relevant to hand the questionnaire in both languages.

The empirical part of the thesis was done in March 2012 after the theoretical part was completed.

7.4. Reliability and validity

Reliability means that the research has to be possible to repeat and results of the research should be approximately the same. It could be said that the research is reliable, if the research could be repeated on later date or made for a different sample of respondents and the results are still almost the same. In the leisure and tourism research this might cause a problem. The reason for this is that tourism and leisure deals with human beings where persons' behavior may change or vary between the nationalities as well as between the regions in the same country (Veal 2011: 46).

Validity means that the information from the research or from the empirical part needs to be in relation to the phenomenon which the researcher is studying. In other words could be said, that questionnaire and theory needs to support each other so that the research is valid. A problem occurs in the empirical research in leisure and tourism. The reason for this is that the research in tourism is generally related to the tourists' attitudes and behavior and the questionnaire based researches do not reveal tourists' real behavior or attitudes (Veal 2011: 46).

Reliability suffered in this thesis because there should have been more respondents so that there could have been more variation to the answers. The business tourists answered the questions in the same way so the differences were difficult to find. Because the aim was also to find differences between male and female respondents, there should have been more female respondents taking part in the questionnaire. Only 25% of the respondents were female and this reflects on the reliability in that there could not be found differences between male and female business tourists.

In this questionnaire some questions were not from theory and this affects negatively the validity of the research. In the questionnaire there could have been more questions related to the female business tourists' values and needs which were explained in the theory part so that the theory and the empirical part would have supported each other better.

8. THE RESULTS OF THE RESEARCH

In this chapter all the data which has been collected through the questionnaire survey is going to be analyzed. 108 business tourists who were staying in Radisson Blu Royal Hotel Vaasa took part in the questionnaire survey. The empirical part was carried out in the hotel's premises in March 2012.

In the analysis SPSS (Statistical Package for Social Sciences) was used. This computer software is generally used in the analyzing the quantitative research results.

The questionnaire's questions are divided in three parts. The first part includes general questions whose the aim was to gather background information of the respondents. The second part focuses on the business tourists' opinions of the hotel's services and facilities and the third part includes questions related to the corporate social responsibility issues in the hotel and the respondents' opinions of these issues.

8.1. General information of respondents

As it was mentioned in the beginning of this chapter, 108 business tourists took part in the questionnaire. The respondents were both national and international business tourists. From the respondents 25% were female business tourists which encompasses 27 respondents. The rest of the respondents, 81 respondents, were male business tourists. The questionnaire was made during the busiest days in the hotel when the majority of the guests were business tourists. Even though the number of female business tourists has risen in recent years, from the research might be noticed that still most of the business tourists in Radisson Blu Vaasa are male.

In the second question in the questionnaire was asked how many nights business tourists stay in the hotel in a year because of their work. The options were 5-20 nights, 20-50 nights, 50-100 nights, 100-200 nights and more 200 nights per year.

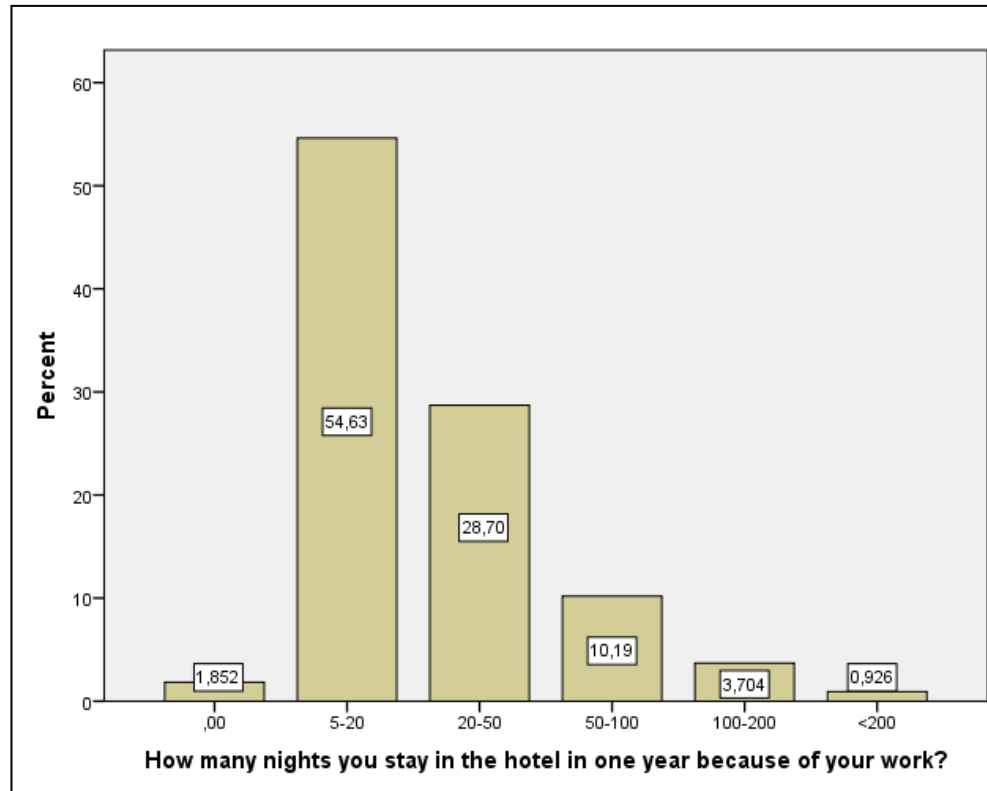


Chart 1. Question number 2.

From the statistics can be seen in Chart 1 that the majority of the business tourists, 54,6%, answered that they spent 5-20 nights in the hotel because of their work in a year. The second biggest group, 28,7% (31), was business tourists who stayed 20-50 nights in hotel. Only four respondents stayed 100-200 nights and one respondent stayed more than 200 nights in one year in the hotel.

Two respondents did not answer this question and it could be seen in the chart as ,00 section. It might be assumed that these respondents did not know how many nights they spend in the hotel in an average. Another option could also be that they spend less than 5 nights in a hotel per year.

In the third question was asked the business tourists' purpose for traveling. The options for this question were meeting/conference, exhibition/trade fair, incentive travel, an individual business trip and something else. The fifth option was open-ended to which the respondent could write his purpose of traveling, if it was not mentioned in the given options.

The majority of the respondents 50,9% (55) answered that their purpose for the business trip was attending a meeting or conference. 26,9% (29) of the respondents answered that their purpose for traveling was an individual business trip. 9 respondents (8.3%) were traveling for exhibition or trade fair and the same amount of respondents answered that the purpose of traveling was something else than the options mentioned. Other reasons for traveling were for instance training, workshop, guest lecturer, supervision or official journey. Six responses were found empty and the reason for this was that the respondents had chosen more than one of the option. Because of this these answers could not been taken into the research. Another reason for the empty answer was that some of the respondents left this question empty.

Cross tabulation of the question number 1 and 3 was also done. The aim was to see, if there are differences between male and female respondents. The cross tabulation diagram revealed that both male and female business tourists traveled for the same reasons.

In the fourth question the idea was to find out how the business tourists choose their hotel. In other words does something affect the decision of the hotel such as an employer, the company's travel policy, a travel agency or does a business tourist choose the hotel by him/herself.

34,3% (37) of the business tourists answered that they decide the hotel by themselves, 30.6% (33) of the respondents answered that an employer decides the hotel and 27,8% (30) of the respondents answered that the decision of the hotel affects a company's travel policy. Only 5 respondents which is 4,6% answered that a travel agency makes the decision of their hotel. Three answers were analyzed as empty because these respondents had chosen more than one of the options so these answers could not been taken as part of the analysis.

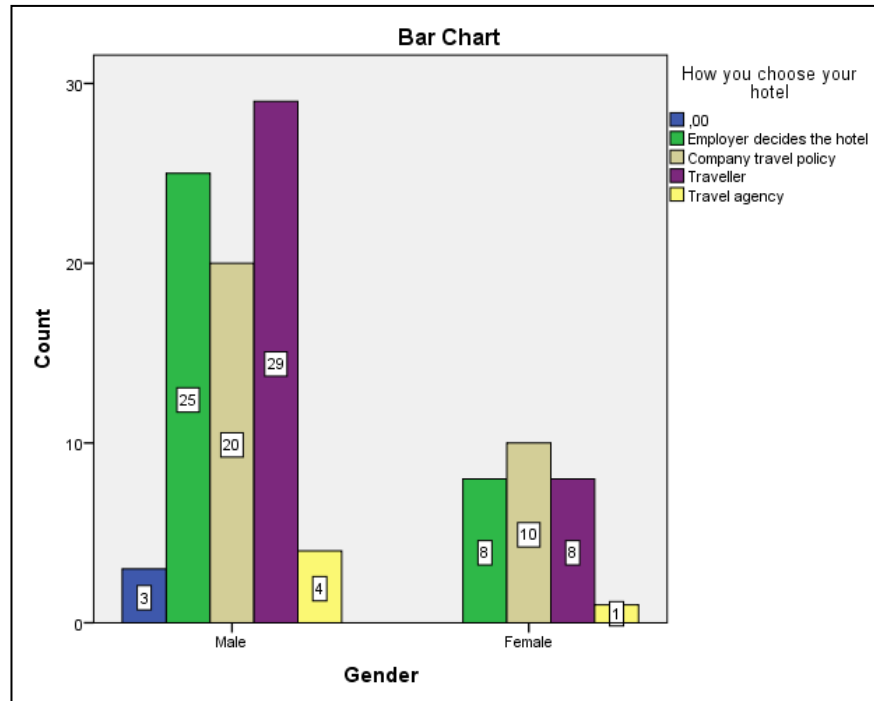


Chart 2. Cross tabulation of questions 1 and 4

Cross tabulations of the question number 1 and 4 were also made. As in the previous question the aim was to search differences between the male and the female respondents. The cross tabulation statistic in chart 2 revealed that the majority of male business tourists 29 of all male respondents decided the hotel by themselves. The majority of the female business tourists, 10 respondents, stated that the decision was based on the company's travel policy.

8.2. Business hotel's services and facilities

The second part of the analysis consists of question numbers 5-13. The aim of this part was to investigate business tourists' opinions and values which they have for the business hotel's facilities and services and see how these certain issues have been actualized in Radisson Blu Royal Hotel Vaasa from the business tourists' point of view.

In question five was given a statement that the hotel's regular customer programs affect respondent's decision of the hotel. This question had a follow-up question 5

b) in which was asked which regular customer card the business tourists used while staying in Radisson Blu Royal Hotel Vaasa.

The frequency statistic revealed that the hotel's regular customer programs did not have effect on the decision of the hotel. The majority of respondents 51,9% (56) answered "no" to the question 5 while 31,5% (34) answered "yes". 14,8% (16) did not know. When asked which regular customer card the respondents used in Radisson and the options were Club Carlsson, S-Card and frequent flyer card, most of the respondents 25,9% (28) used S-Card during their stay in Radisson. 46 respondents left the follow-up question empty and the reason for this is that they answered "no" to the previous question.

There was also a cross tabulation made of the questions 3 and 5 which showed that the hotel's regular customer programs has an effect on the decision of the hotel especially for the individual business travelers. The majority of individual business tourists, 16 respondents, answered that the hotel's regular customer programs has an effect on the decision of the hotel and S-card also was the most used regular customer card among the individual business travelers. It could be assumed that the individual business travelers who are part of regular customer program prefer to stay in the hotels which belong to the same regular customer program so that they could get advantages of their stay, such as bonuses, points or meal vouchers.

No similarities between the answers for 5 and 5b could be found because in question 5 respondents might have answered that the regular customer program does not affect their decision of the hotel, but in question 5 b they still might have chosen one of the regular customer cards which they use during their stay in Radisson Blu Royal Hotel Vaasa. Questions 5 and 5b should have been modified better so that a correlation could have been found.

In question six a statement was given that quick check-in is an important part of the hotel's service. 71,3% (77) of the respondents agreed that quick check-in is an important part of the hotel's services, 20,4% (22) of the respondents partly agreed and 4,6% (5) partly disagreed with the statement.

In the questionnaire was also a follow-up question, 6 b), where the speed of check-in Radisson Blu Royal Hotel Vaasa was asked. The options for this question were excellent, good, reasonable and fair. The mean of the answers was 1,7315. The number could be rounded to a number two which means the second option good. It could be said that the business tourists in Radisson see the speed of the check-in have been good.

Speed of check-in in Radisson Blu Royal Hotel Vaasa * Quick check-in is important part of the hotel's service Crosstabulation

Count		Quick check-in is important part of the hotel's service				Total
		,0	Agree	Partly agree	Partly disagree	
Speed of check-in in	,00	1	1	0	0	2
Radisson Blu Royal	Excellent	2	31	6	2	41
Hotel Vaasa	Good	1	36	13	3	53
	Reasonable	0	5	3	0	8
	Fair	0	4	0	0	4
Total		4	77	22	5	108

Chart 3. Question 6 and 6b)

Differences between male and female respondents could not be found. When questions 6 and 6 b) were compared to each other through cross tabulations in Chart 3, there were similarities between questions. For instance the respondents who answered that quick check-in is an important part of the hotel's services were also satisfied to the check-in in Radisson. Even though there were respondents who did not see quick check-in as such an important part of the hotel's services, the same respondents rated speed of check-in good in Radisson. From the cross tabulation statistic could be interpreted that Radisson Blu Royal Hotel Vaasa has successfully met the consumers' need.

The seventh question included a statement; the hotel room's facilities must be suitable to continue working. The mean of the responses was 1,4074. In other words the average answer was "I agree". A frequency statistic also showed that 70,4% (76) agreed that the hotel room needs to be suitable to continue work and

21,3% (23) partly agreed to this statement. If this result is compared to the theory, it could be noticed that the business tourists in Radisson value that the room is suitable to continue working and the result of the research supports the theory. It could be said that the business tourists want to continue working in the hotel room and they want that the room is suitable for it.

In follow-up question 7 b) was asked how suitable Radisson's hotel rooms' facilities to continue work. An average evaluation of Radisson's room facilities suitability for working was good and 58,3% (63) of the respondents rated the suitability the same way. 29,6% (32) of the respondents defined room facilities being excellent and 11,1% (12) of the respondents answered the facilities being reasonable. Respondents who answered the room facilities being reasonable were business tourists who stayed 5-20 nights in the hotel and the purpose of traveling was mainly an individual business trip.

When making a comparison between male and female tourists' answers, the average answer was the same with both so differences between them could not be found. While comparing results of question 7 and 7 b) to each other it could be found in the cross tabulation statistic that the respondents who answered to question number seven "agree" or "partly agree" have also rated Radisson's room facilities good or excellent. The respondents who partly disagreed that room facilities must be suitable for continue work rated Radisson's room facilities being excellent or good for continuing working. It could be said that Radisson has met the business tourists' needs.

The respondents also gave feedback when they were returning the filled questionnaires. The feedback concerned the question 7 and 7b. They said that there should have been more questions of the rooms' conditions, general appearance of the rooms and quality of rooms. The respondents mentioned that Radisson Blu Royal Hotel Vaasa's rooms are outdated and the rooms should be repaired. The above mentioned feedback might be the reason why 12 respondents evaluated Radisson's room facilities being reasonable. Improvements could be that rooms would be repaired/re-decorated so that they would be more comfortable to stay for the business tourists.

In question 8 was stated that facilities in the hotel room must help to get ready before leaving to the meeting. By term facilities were meant equipment such as an iron, iron board, a hair dryer and shower products. The mean of all answers was 1,4444 which means that the respondents agreed to this statements. This can be also noticed from the frequency statistic which showed that 66,7% (72) agreed, 24,1% (26) partly agreed, 7,4% (8) partly disagreed and 1,9% (2) disagreed to this statement. From this result it could be said, that the business tourists value that the equipment which help them to get ready for work could be found in the room. This was also mentioned in the theory and the research of this subject substantiates the statement to be true.

The majority of male and female respondents agreed or partly agreed to this statement. Seven male respondents and one female respondent partly disagreed and two male respondents disagreed. From this could be interpreted that part of the male business tourists do not see the equipment in the room as such an important issue.

In the follow-up question was asked if Radisson Blu Royal Hotel Vaasa's rooms have necessary equipment. The answer to this question was unanimous. 83,3% (90) answered "yes" to this question and 2,8% (3) answered "no". The respondents who answered "no" were the male business tourists. 11% (12) of the respondents answered that they do not know. From 12 respondents 11 were men, who answered "I don't know". This was the difference which was found between male and female respondents in this question. The reason for this difference could be that some of the male business tourists do not pay attention to these issues. Based on these numbers which are revealed it could be said that Radisson's room equipment covers the business tourists' needs.

A t-test result which means comparing average answers of certain groups to each other was made by dividing the respondents to groups by nights they stayed in the hotel. The t-test statistic showed that the business tourists who are staying in the hotel 50-100 nights in a year were not satisfied to the range of equipment in Radisson's hotel rooms. These business tourists stay number of nights in the hotel and they know what to expect from the business hotel. Their opinion of

Radisson's hotel rooms is that hotel rooms' equipment does not cover all the business tourists' needs.

In question number 9 was asked how often the business tourists use the hotel's restaurant services during their business trips. The options for this question were often, sometimes, seldom or not at all.

The majority of the respondents 46,3% (50) answered that they use the restaurant services sometimes. 29,6% (32) answered that they use the restaurant services often during their stays and 17,6% (19) answered that they use the restaurant services rarely. 4,6% (5) answered that they do not use the hotel's restaurant services at all during their stays.

When comparing the usage of restaurant services to the purpose of traveling it was found that the individual business travelers used the hotel's restaurant more often than others, for instance business tourists who traveled to attend a meeting/conference or an exhibition. The reason for this could be found from the regular customer program. As it was mentioned earlier, individual business travelers preferred to use the regular customer card more than the other business tourists. This also affects the usage of the restaurant services in the hotel. From the statistics in Chart 4 could be seen that the business tourists who used S-Card regular customer program also used the hotel's restaurant services more often.

Regular customer card used in Radisson * Use of hotel's restaurant services Crosstabulation

Count		Use of hotel's restaurant services					Total
		,00	Often	Sometimes	Seldom	Not at all	
Regular customer card	,00	2	6	26	8	4	46
used in Radisson	Club Carlsson	0	4	4	4	0	12
	S-Card	0	18	9	1	0	28
	Frequent flyer-card	0	4	11	6	1	22
Total		2	32	50	19	5	108

Chart 4. Question 5 b) and 9.

In the follow-up question 9 b) was asked the business tourists' opinions of restaurant Fransmanni which is located in Radisson Blu Royal Hotel Vaasa. The average evaluation among the business tourists was good. Most of the respondents, 53,7% (58), also answered that their opinion of restaurant Fransmanni was good. 12% (13) evaluated the hotel's restaurant excellent, 6,5% (7) evaluated it being reasonable and 3,7% (4) evaluated restaurant Fransmanni being fair.

There were 26 empty answers. The reason for this is that the respondents have not used the services of Fransmanni or they answered the previous question that they do not use the hotel's restaurant services at all. The respondents who did not answer this question had also written that they have not used the restaurant Fransmanni's services so they did not have opinion of it. There could have been an option "have not used" so that it would have clarified the analyses more.

The respondents who used S-Card were also more satisfied with Fransmanni than the other. This could be explained by the advantage which the business tourist receives while using this specific regular customer card during their stay. It is said that the business tourists who use the S-Card during their stay will receive a meal voucher to their loyalty card. The travelers can use this voucher in the specific restaurants which are part of the loyalty program. For instance Fransmanni restaurant is part of this loyalty program and this is the reason why the business tourists who use S-Card regular customer card will also use Fransmanni.

In the theory part was also mentioned that the business tourists value room service in the hotel. Because of this a follow-up question was added to the questionnaire where business tourists' opinions of quality of room service in Radisson Blu Royal Hotel Vaasa were asked. The options for this question were from excellent to fair.

9,3% (10) evaluated Radisson's room services to be excellent. 38,9% (42) of the respondents evaluated that the room service is good, 2,8% (3) evaluated it reasonable and 5,6% (6) stated the quality of room service to be fair. 43,5% (47) of the respondents left this question empty. As it was in the previous question, the business tourists who did not use the room service passed this question. Many of them had also written next to the question that they have not used this service. With the result in option "fair" the researcher has to be sceptical in this analysis because respondents might have answered the question even though they have not used the specific service. The reason for this could be that the respondent thinks that he/she needs to answer the question even though he has not used the service. An improvement in the question could have been an option "have not used" so that the result could have been more reliable.

In the tenth question was asked how often business tourists use conference services in the hotel. The average of all responses showed that the business tourists of Radisson used the hotel's conference services infrequently. The majority of the respondents answered either seldom or not at all.

When question 10 was compared to question 3 by a cross tabulation it could be seen that the respondents who traveled for a meeting/conference used the conference services more often than the others.

In the follow up question 10 b) was asked respondents' opinions of Radisson Blu Royal Hotel Vaasa's conference services. Most of the respondents, 55,6% (60), left this question empty. The reason for this was that these respondents have not used the service in Radisson at all and they did not have any opinion of this. This information appeared when respondents who did not answer to this question had written next to the questions that they have not used this service during their stay.

38 respondents (35,2%) which was the second biggest group of answers evaluated Radisson Blu Royal Hotel Vaasa's conference services to be good. An average opinion of Radisson's conference services was excellent when all answers were calculated, but this average rate does not give real image of business tourists' opinion.

A t-test result which means comparing average answers of certain groups to each other was made by dividing the respondents to groups by gender and purpose of traveling. Unfortunately any differences between genders' answers were not found. When comparing average answers of respondents who had different traveling purposes, it did not reveal any differences either. The reason for this is that both genders and respondents of groups with different traveling purposes have answered the same way.

How often do you use hotel's conference services during your business trip? * What is your opinion of our hotel's conference services?

Count		What is your opinion of our hotel's conference services?					Total
		,00	Excellent	Good	Reasonable	Fair	
How often you use	,00	1	0	0	0	0	1
hotel's conference	Often	0	2	5	0	0	7
services during your	Sometimes	4	0	19	1	1	25
business trip?	Seldom	22	0	12	3	0	37
	Not at all	33	1	2	1	1	38
Total		60	3	38	5	2	108

Chart 5. Question 10 and 10 b)

From the statistic above could be seen that some respondents had an opinion of the Radisson's conferences services even though the respondents have answered to question 10 that they do not use the hotel's conference services at all. This affects the reliability of the evaluation of Radisson's conference services. From the results could be assumed that the respondents who do not use the hotel's conference services at all have used Radisson's conference services by attending

an occasion which has arranged by someone else. Another presumption could be that the respondents have answered this question because there was no option “have not used”. As an improvement the question should have been modified so that it would have been more reliable, for example add the option “have not used” so that the answers would show more reliable results.

The respondents also gave feedback after they returned the answer sheet to the researcher. One respondent mentioned that there could have been more questions concerning conference services. The respondent said that conference rooms in Radisson could be bigger so that more people could attend the meeting. The conference rooms also should be renovated. The reason for this is that most of the respondent’s meetings are carried out with laptops so there should be for instance more connecting plugs next to the seats. In other words the meeting rooms should be “updated to this century” because most of the meetings are carried out with laptops.

Question 11 concerned laundry services in the hotel. In the theory part it was said that business tourists appreciate that the hotel offers laundry services for the guests so a question about how often business tourists used laundry services in the hotel was added to the questionnaire. The options for this question were often, sometimes, seldom and not at all.

The frequency statistic of question 11 revealed that the majority, 64,8% (70), of the respondents answered that they do not use laundry services at all during their stay in the hotel. 2,8% (3) answered that they use laundry services sometimes and 31,5% (34) answered that they use laundry services infrequently. Because most of the respondents answered this question that they do not use laundry service at all, variance between respondent groups such as gender or purpose of traveling could not be found.

The question should have been modified. Variance could have found if the question had asked how important business tourists see the laundry service as part of the hotel’s services and a follow-up question could have been

how often the business travelers use laundry services. By making these changes, the results would have given a more reliable image of the business tourists' consumer behavior.

In the follow-up question 11 b) was asked the opinion of Radisson Blu Royal Hotel Vaasa's laundry services. The options were from excellent to fair.

In this question was found the same phenomenon as in question 10 b). The respondents who answered the question 11 "not at all" left the follow-up question empty. From the frequency statistics could be seen that 76,9% (83) of respondents passed over this question. 14,8% (16) evaluated Radisson's laundry services to be good, 7,4% (8) of the business tourists rated laundry services being reasonable and one respondent answered that the laundry services in Radisson Blu Royal Hotel Vaasa are fair.

How often do you use laundry services, when you stay in the hotel? * What is your opinion of Radisson's laundry services?

Count		What is your opinion of Radisson's laundry services?				Total
		,00	Good	Reasonable	Fair	
How often you use laundry services, when you stay in the hotel?	,00	1	0	0	0	1
	Sometimes	1	2	0	0	3
	Seldom	21	8	5	0	34
	Not at all	60	6	3	1	70
Total		83	16	8	1	108

Chart 6. Question 11 and 11 b)

The same phenomenon was also found in this cross tabulation statistic, when comparing questions 11 and 11 b) to each other. Some of the respondents who answered the question 11 "not at all" still gave an evaluation of Radisson's laundry services. From this phenomenon it could be assumed that the respondents have got information of Radisson's laundry services and created their opinion based on the given information even though they have not used laundry services during their stays. On the other hand the respondents might have just chosen one

of the options just because they did not want to leave empty an answer. This also has an effect on the reliability.

As it might be seen from the numbers above, the majority of the respondents evaluated Radisson's laundry services being good. On the other hand the researcher needs to be skeptical with this result because six of the respondents who evaluated the laundry services being good did not use laundry services at all during their business trips. It could be said that the results of this question are not reliable.

An improvement for these two questions which have been analyzed above could be that there could have been a question "how important do business tourists see laundry services as part of the hotel's services". This question would have given a better image of business tourists' consumer behavior and through this question a variation to the answers could have been got, for example differences between genders or groups which have different traveling purposes.

The 12th question asked how important the business tourists see recreational services in the hotel. Examples of recreational services were such as sauna, a swimming pool, a gym and so on. The options for the answer were very important, important, not so important and not important at all.

The frequency statistic revealed that 40,7% (44) of business tourists in Radisson saw recreational services as an important part of the hotel's services. The second biggest group of respondents, 38,9% (42), answered that recreational services are not so important a part of the hotel's services. 15,7% (17) of the respondents saw it very important and 4,6% (5) of the business tourists did not see it important at all.

When comparing male and female business tourists' opinions of the importance of recreational services, majority of the female respondents answered this question that they do not see the recreational services so important. In the theory it was mentioned that female business tourists value recreational services such as fitness services, but it could be seen from the statistics that female business tourists in

Radisson Blu Royal Hotel Vaasa did not see this service as important as male business tourists did. It was surprising to notice that male respondents saw it more important to have recreational services in the hotel. From this could be assumed that male business tourists are more interested to have free time activities during the business trips than the female respondents. The majority of the respondents were men which might also affect the result. The result might be different, if there would had been more female respondents.

With follow-up question 12 b the aim was to find out which of the recreational service in the hotel affects the decision of the hotel. The options for this question were: a sauna and a swimming pool, a gym, a masseur, a lounge/bar or something else. The respondents' task was to choose only one of the options the most important alternative which affects the decision.

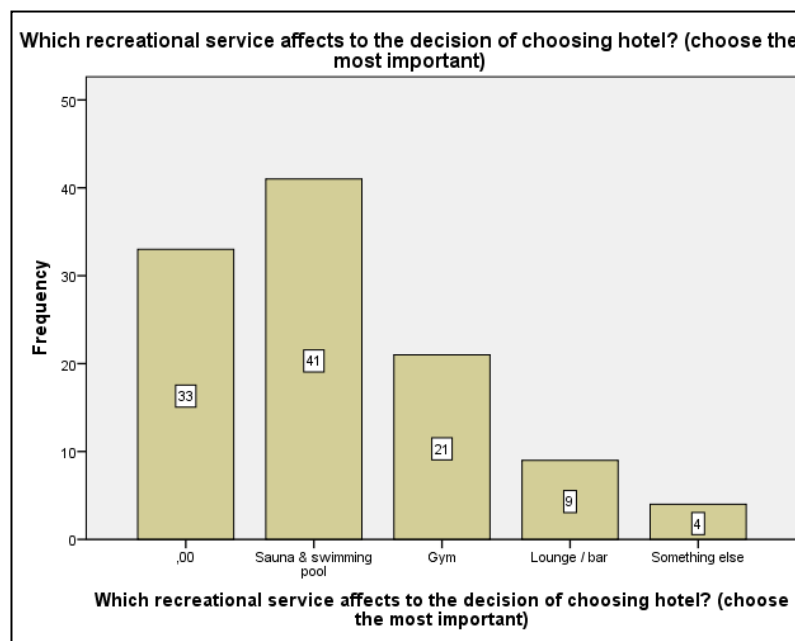


Chart 7. Question 12 b)

As it could be seen from the bar chart in Chart 7, the most important recreational service which affects the decision of the hotel is sauna and swimming pool. As it was mentioned in the theory part, sauna is one of the valuable services in the hotel. The empirical part of this research showed that this statement is true when it comes to the opinion of Radisson Blu Royal Hotel Vaasa's business tourists. 21

respondents (19,4%) chose gym the most important recreational service which affects the decision of the hotel. 9 business tourists (8,3%) chose lounge/bar to be the most important recreational service and 4 business travelers (3,7%) stated important recreational service being something else than the above mentioned options.

The last option “something else” was an open ended question where respondents could write their recreational service which affects the decision of the hotel if it was not mentioned in the other options. Two of these respondents had written that nothing effects the decision of the hotel and other reasons were for instance the location of the hotel and parking possibility. As it was mentioned in the theory, the location has a big role for most of the business tourists when they are choosing a hotel. It could be said that the theory and result of the research are supporting each others.

33 respondents left this question empty. The reason for this is that the respondents had chosen more than one of the options. Because of this the answers could not be taken as part of the analysis because the researcher might not be sure which one of the answers is the most important for the respondent.

When the answers between male and female respondents were compared to each other it could be said that a sauna and a swimming pool is the most important factor which affects for both male and female tourists' decision making. In the theory was said that the female business tourists are more concerned with relaxation than the male business travelers. From the statistics could be seen that the female respondents have chosen sauna and swimming pool more often than for example gym. From this could be assumed that female business tourists in Radisson Blu Royal Hotel Vaasa prefer to relax after work.

In the theory was also mentioned that business tourists value that there is information available about local services in the hotel. Because of this a statement that information of the local services must be easily available in the hotel was included in question 13. The options for this question were: I agree, partly agree, partly disagree and disagree.

In this question could be also seen that the theory and the research support each other. From the frequency statistic it could be seen that 65,7% (71) of the respondents agreed that information of the local services should be easily available in the hotel. 25,9% (28) of the respondents partly agreed to this statement, 3,7% (4) partly disagreed and 3,7% (4) disagreed.

No differences could be found between genders. When a T-test was done respondents were divided in groups by nights they stayed in the hotel it could be seen that business tourists who stay 5-20 or 20-50 nights value more that there is information available about local services in the hotel. The business tourists who stayed 50 to 100 nights only partly agreed to the statement. From this result it could be assumed that the business tourists who stay more nights in the hotels do not pay so much attention to the local services or want to have information of it. Another assumption is that the business tourists who stayed 50-100 nights have visited the same hotel more than once and they are familiar with the local service. Because of this they do not see it relevant to get information of such services.

In the follow-up question 13 b) was asked how well you will get information of the local services in Radisson Blu Royal Hotel Vaasa. The options for this question were very well, well, not so well and fairly.

The mean of all the answers gave an evaluation that the information of local service was available well in Radisson. The majority of the respondents, 57,4% (62), also evaluated that Radisson offered information well of the local services. 15,7% (17) of the respondents answered that they do not get information well. 8,3% (9) answered that Radisson offers information very well and six respondents stated that the information was given fairly. Four of the respondents left the question empty. From this could be assumed that these respondents did not have any opinion of this issue.

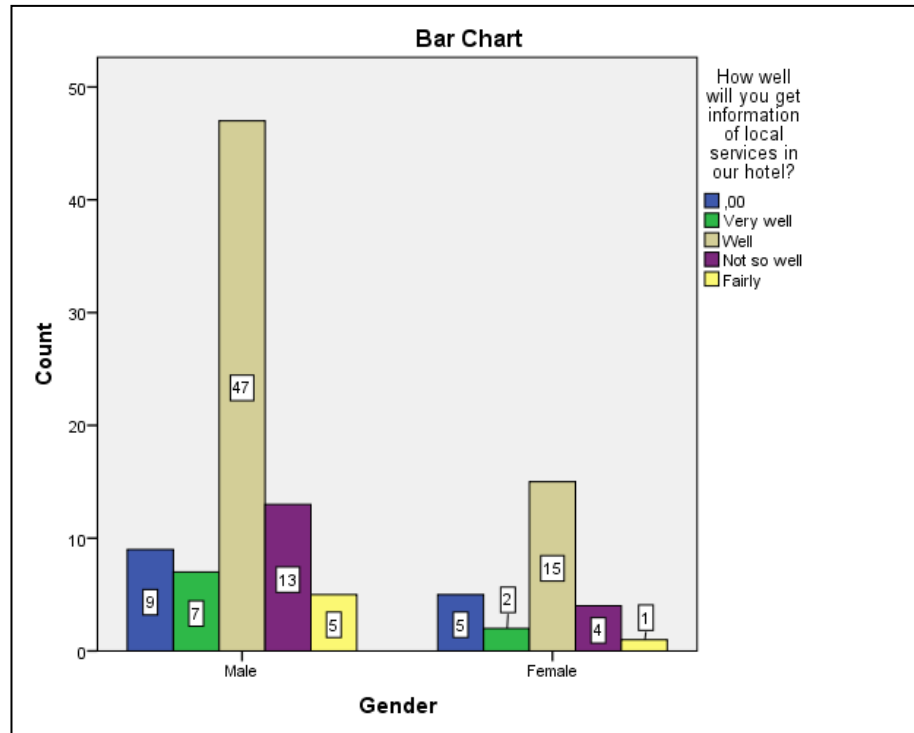


Chart 8. Questions 1 and 13 b)

When comparing male and female respondents' answers in the cross tabulation statistic in Chart 8 it revealed that the male respondents were less satisfied to the availability of information of the local services in Radisson. The previous question showed that the male business tourists see free time activities more important than the female tourists so the male respondents also want to have more information of the local services and free time activities.

Question 13 and 13 b) were compared with each other in Chart 9. It revealed that 13 respondents who agreed with the statement in question 13 that information of local services should be easily available in the hotel evaluated that in Radisson they did not get information so well. Even though the average evaluation of getting information of the local services in Radisson among the respondents was good, as an improvement Radisson could put basic information of the local services to a visible place so that business tourists could easily check the certain information of the local services.

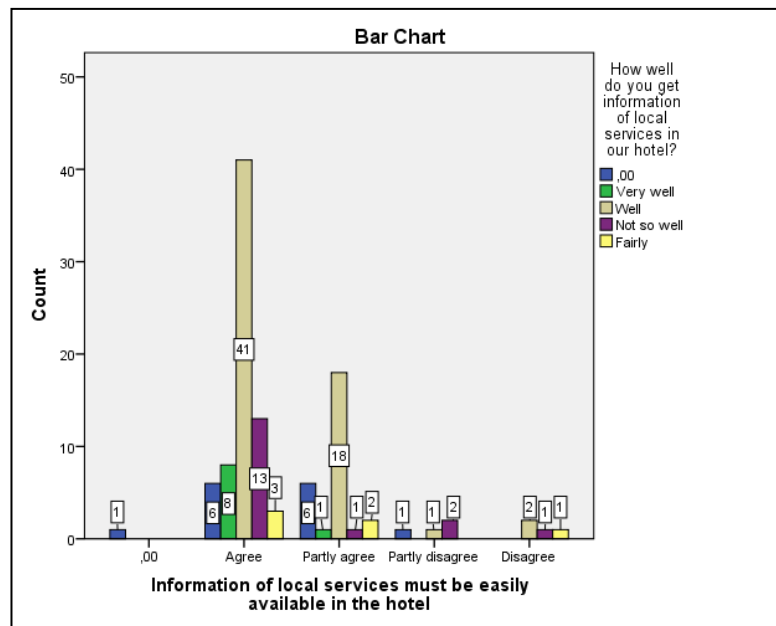


Chart 9. Questions 13 and 13 b)

8.3. Corporate social responsibility issues in the hotel

In the third part of the questionnaire, questions 14-16, concerned corporate social responsibility issues and the aim was to see the business tourists' opinions and values concerned with environmental, social and ethical issues in the hotel. To these last three questions were also included follow-up questions whose aim was to get evaluation from business tourists' point of view of how Radisson Blu Royal Hotel Vaasa has paid attention to environmental, social and ethical issues as a business hotel.

Question 14 was a statement: when business tourists choose a hotel, they pay attention to how environmental issues have been taken into the consideration in the hotel. The options to this question were from I agree to disagree.

The frequency statistic showed that 43,5% (47) of the business tourists partly agreed with this statement. Second biggest group of answers 20,4% (22) of the respondents partly disagreed with this statement. 18,5% (20) totally agreed and 15,7% (17) totally disagreed.

When comparing the answers of certain groups of respondents such as genders and purpose of traveling did not reveal any differences. In both cross tabulation

statistics the majority answered that they partly agreed to this statement. It could be understood that these respondents are paying attention to how hotel takes environmental issues into account while making the decision of the hotel.

From this result it could be said that business tourists are more aware of environmental issues and they want to prefer hotels that are environmentally friendly. In this question the researcher needs to be skeptical with answers because people might answer differently and act different way in reality. The reason for this is that they choose the alternative which is assumed to be more preferable and they embellish the real result.

From question 14 follow-up question 14 b) was made whose aim was to find how well business tourists get information of how Radisson Blu Royal Hotel Vaasa takes part in environmental issues. The options were for this very well, well, not so well and fairly.

The mean of the answers was 2,1389 which is rounded to two. It means that business tourists get information well from Radisson's environmental actions and also the majority of the respondents chose the option well. 25% (27) of business tourists answered that they do not get information so well. 8,3% (9) replied that from their point of view Radisson gives information fairly and 7,4% (8) of the respondents' opinion was that they get information very well. 11 respondents did not answer this question at all. It could be assumed that they did not have an opinion of this subject or they had not paid attention to it.

Differences between male and female business tourists could not be found because both genders answered the questions in the same way. Differences between groups which were divided by purpose of traveling or nights spent in the hotel did not reveal differences either.

When question 14 and 14 b) were compared to each other through cross tabulation it revealed that the business tourists who agreed or partly agreed with the statement in the question 14, evaluated that Radisson gave information well about how they pay attention to the environment. Seven business tourists who disagreed

with the statement in the question 14 evaluated that they got information well from Radisson.

The business tourists who partly disagreed with the statement generally evaluated that the information of Radisson's actions to save environment was not given so well. From this could be made an evaluation that the business tourists who do not pay attention to the environmental issues while choosing the hotel neither pay attention to the information that the hotel gives of how they have taken environment into account in their actions. An improvement could be that in the hotel's premises and on the web pages the information of what the hotel does to save environment would be promoted more visibly so that the business tourists who do not pay attention to certain issue would become aware of them.

Question 15 included a statement that the business tourists pay attention to how the hotel has concretely loaded to environmental issues while they are staying in the hotel. The options were from I agree to I disagree.

The majority 44,4% (48) of the respondents answered that they partly agreed with this statement. The mean of all answers it gave the same result that the business tourists partly agreed with this statement. 28,7% (31) of the respondents partly disagreed to this statement which means that some of the business tourists do not pay attention to certain issues while their staying in the hotel. It could be assumed that the business tourists have busy schedule which they have to follow and they use hotel for sleeping and they do not have time to pay attention to such an issue. 13,9% (15) agreed that they pay attention to how the hotel has put effort to environmental issues while their staying in the hotel and 10,2% (11) disagreed to this statement.

From the question 15 three follow-up questions were made. The first follow-up question asked business tourists' opinion of how well Radisson Blu Royal Hotel Vaasa puts effort to recycling. The options were from very well to fairly.

The mean of all the answers stated that business tourists evaluated that Radisson put effort well to recycling and also half of the respondents 50% (54) answered

the same way. The second biggest group of respondents 21,3% (23) answered “not so well” which means that this group of business tourists did not see concretely how Radisson put effort to the recycling. 18 respondents left this question empty. The reason for this is that they did not have an opinion for this question. 2,8% (3) of the business tourists evaluated that Radisson put effort fairly to the recycling and 9,3% (10) respondents evaluated that Radisson put effort to the recycling very well.

Differences between the male and the female business tourists’ answers could not be found. When the respondents were divided in groups by purpose of traveling or nights the respondents stayed in the hotel it did not reveal any differences either.

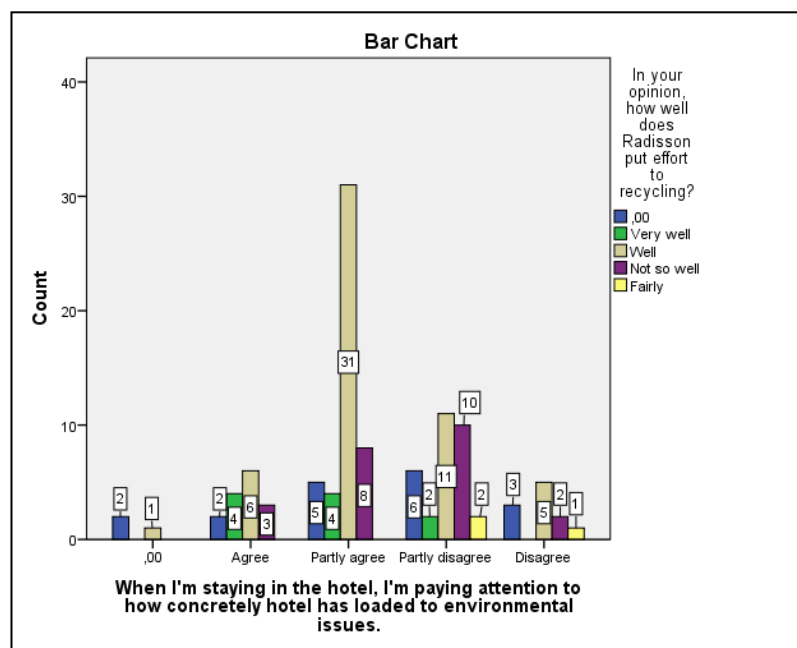


Chart 10. Questions 15 and 15 b)

When comparing question 15 and 15 b) from the cross tabulation in Chart 10 it was found that respondents who agreed or partly agree to question 15 evaluated Radisson putting effort to the recycling well. The respondents who partly disagreed with the statement in question 15 evaluated Radisson’s effort for recycling contradictorily. 11 respondents evaluated Radisson putting effort well to recycling and 10 respondents evaluated that Radisson did not put effort so well to

recycling. The reason for this might be that respondents who do not pay attention to these issues do not notice issues such as recycling in the hotel either. Because of this they might have answered that Radisson do not put effort so well to the recycling. On the other hand recycling might not be so visible that respondents would have noticed it.

Business tourists who disagreed with the statement in question 15 evaluated that Radisson put effort well to recycling. Even though the guests are not interested in environmental issues they have noticed recycling in the hotel and this give good feedback to the Radisson. Based on this result it could be said that recycling is visible.

The second follow-up question 15 c) asked the business tourists' opinion of how well reducing water and energy consumption can be seen concretely in Radisson Blu Royal Hotel Vaasa. The options were from very well to fairly.

73 of respondents chose the alternative "well" or "not so well". 37 respondents (34,4%) answered that reducing water and energy consumption can be seen well in Radisson and 36 respondents on the other hand evaluated that it cannot be seen so well in Radisson. When comparing respondents in a groups which was divided by gender and later by amount of nights the business tourists stayed in the hotel in one year the differences in answers could be seen in statistics.

11 female business tourists answered that reducing energy consumption cannot be seen so well in Radisson while the male business tourists evaluated the same issue can be seen well in Radisson. The division of answers between the options was small in both genders. When the question was analyzed by dividing respondents in groups by nights they stayed in the hotel in one year from the statistic was found that the business tourists who stayed 50-100 or 100-200 nights in the hotel in one year evaluated that reducing water and energy consumption cannot be seen so well in Radisson. This result could be seen reliable because these respondents stay hundreds of nights in the hotels and have seen how certain issues are handled in other hotels so these business tourists' opinion is valuable for Radisson. Even

though Radisson put effort to the above mentioned issues the visibility of actions should be improved so that guests would notice it better.

When comparing the results of questions 15 and 15c) with each other in Chart 11 it could be seen that respondents who paid attention or partly paid attention to actualization of environmental issues in the hotel evaluated that reduction of water and energy consumption can be seen well in Radisson. The business tourists who partly disagree or disagreed with the statement in question 15 evaluated that reduction of water and energy consumption cannot be seen so well in the Radisson. In other words it could be said that the business tourists that did not pay attention to environmental issues in the hotel either were not interested in such things or did not see the actual attempting of Radisson to reduce water and energy consumption. As an improvement Radisson could put more effort to the visibility of trying to save energy and water so that guests would notice it better even if they are not so interested in the issue.

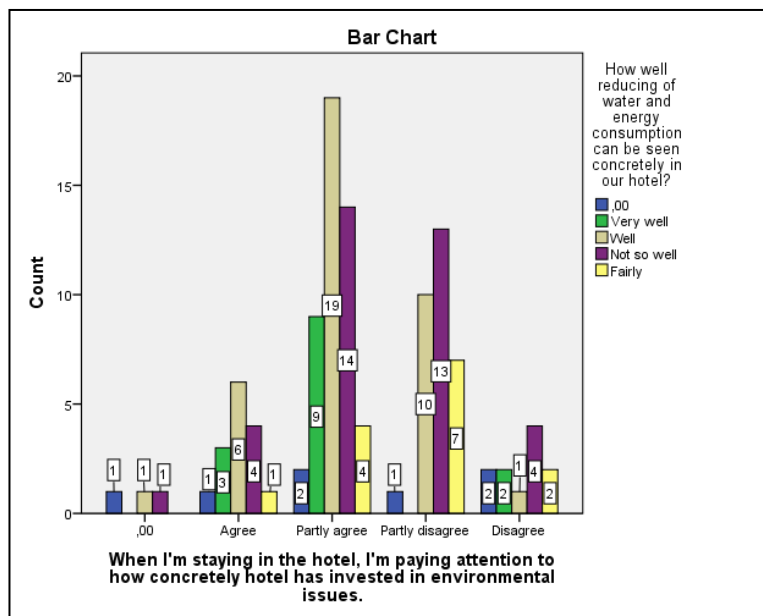


Chart 11. Questions 15 and 15c)

The third follow-up question 15 d) was interested in the business tourists' opinion of how well Radisson Blu Royal Hotel Vaasa's invest in the natural issues can be seen in the hotel, for example by offering organic food in the restaurant, usage of

natural materials and so on. The options for this question were the same as in previous question from very well to fairly.

How well our load to natural issues can be seen in the hotel?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	,00	12	11,1	11,1
Very well	14	13,0	13,0	24,1
Well	33	30,6	30,6	54,6
Not so well	33	30,6	30,6	85,2
Fairly	16	14,8	14,8	100,0
Total	108	100,0	100,0	

Chart 12. Frequency statistic of question 15 d)

As it could be seen from the frequency statistics in Chart 12, the options “well” and “not so well” collected the same amount of answers. When the answers were divided in groups by gender it was found that the majority of the female business tourists evaluated that Radisson invested well in the natural issues. The majority of the male respondents on the other hand evaluated that Radisson’s invest in the natural issues could not be seen so well.

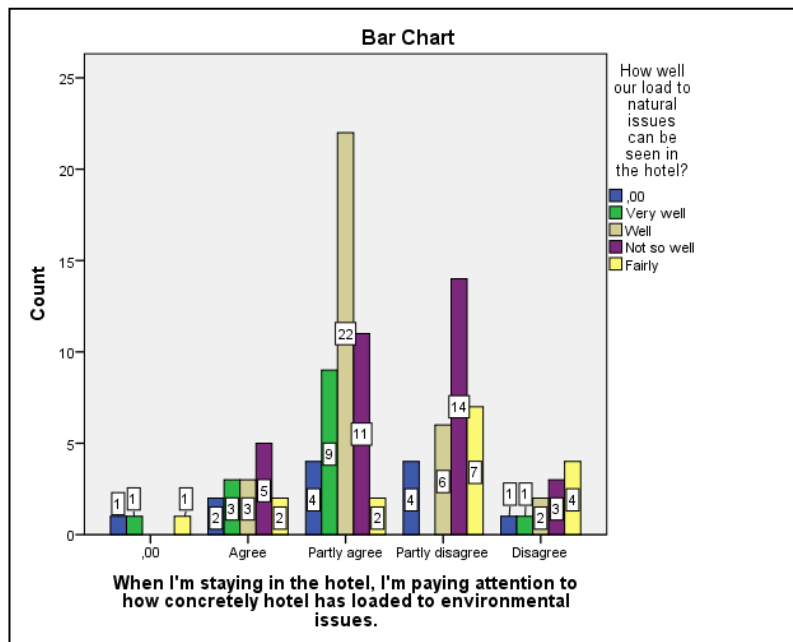


Chart 13. Questions 15 and 15 d)

As could be seen from Chart 13 the dominant answer in most of the groups is “not so well”. From this it could be understood that the respondents either do not pay attention to the certain issues or the usage of natural products or natural materials are not as visible as it could be in Radisson. The last assumption could be confirmed through statistic where the business tourists who agreed with the statement in the question 15 have evaluated that Radisson’s invest in the natural issues cannot be seen so well.

A surprising number of the respondents evaluated that the hotel’s invest in to natural issues is seen fairly in practice in Radisson. The reasons for this could be that the respondents generally did not pay attention to this issue or Radisson did not show it clearly enough so that guests would have noticed it. As an improvement Radisson could inform better that they are invest more and more in the natural products and materials, for instance give information of organic food options and natural materials which have been used in the room.

In question 16 there was a statement; it is important that hotel pays attention to social and ethical issues. The respondents answered by choosing one of the options which were from I agree to I disagree.

37% (40) of the respondents agreed with this statement that it is important that hotel also pay attention to the social and ethical issues. 26,9% (29) answered that they partly agreed with this statement, 23,1% (25) partly disagreed and 20,2% (11) disagreed. 3 respondents left this question empty and as an assumption could be said that these respondents did not have opinion for this subject.

When making the T-test by dividing respondents to the groups by number of nights they stayed in the hotel and comparing the mean of answers between groups business tourists who spent 50-100 nights or 100-200 nights in the hotel answered “partly disagree” in average. From this could be understood that the business tourists who travel a lot in one year did not pay so much attention to this issue.

To this question was also made a follow-up question 16 b) asking the business tourists' opinions of how Radisson Blu Royal Hotel Vaasa takes part in the social and ethical issues in society.

37% (40) of the business tourists evaluated that Radisson takes part well in the ethical and the social issues in society. The second biggest group of the respondents left this question empty. It is assumed that they do not have an opinion for this question. 22,2% (24) answered that Radisson do not take part so well in the above mentioned issues in the society.

When the respondents were divided in groups by number of nights they spent in the hotel in one year the cross tabulation statistic revealed that the respondents who stayed 50-100 or 100-200 nights evaluated that Radisson has taken part fairly or has not taken part as well as it could take.

The follow-up question's results were also compared to the results of statement in the question 16.

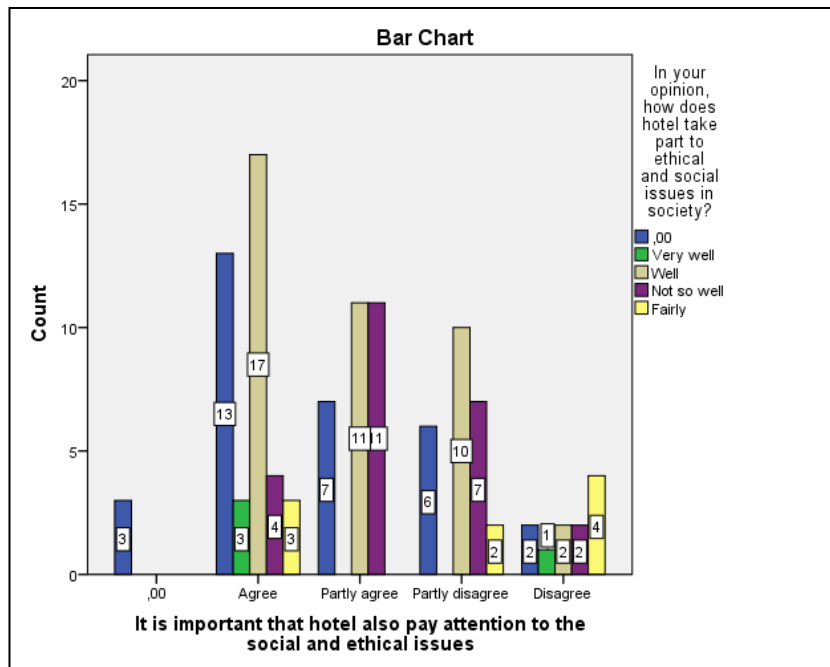


Chart 14. Questions 16 and 16 b).

As it is shown in the statistics the respondents who agreed with the statement in the question 16 evaluated that Radisson took part well to social and ethical issues

in the society. The business tourists who partly agreed that it is important that the hotel takes part to the social and the ethical issues the evaluation shows that respondents answered in two different ways or left the question empty. From this result could be speculated that some of the respondents have not got enough information of Radisson's actions and this could be the reason for the respondent group's division of answers. Respondent group who did not see it so important that hotel pays attention to the social and the ethical issues gave good feedback to the hotel by evaluating that Radisson took part to the concerned issues well.

The last follow-up question 16 c) asked if there should be more information available about Radisson's actions on environmental, social and ethical issues. The options were yes, no and I don't know.

51,9% (56) of the business tourists answered yes, 28,7% (31) answered I don't know and 16,7% (18) answered no.

When comparing the last two follow-up questions to each other it revealed that especially the respondents who left the previous question empty would like to have more information about Radisson's actions on environment and society. The same could be said from respondents who evaluated that Radisson did not take part so well to these certain things. The reason could be lack of knowledge that respondents have and they would like to get more information of Radisson's actions. As it is shown in Chart 15 most of the respondents would like to have more information of these issues and especially travelers who evaluated that Radisson did not take part so well to the social and ethical issues.

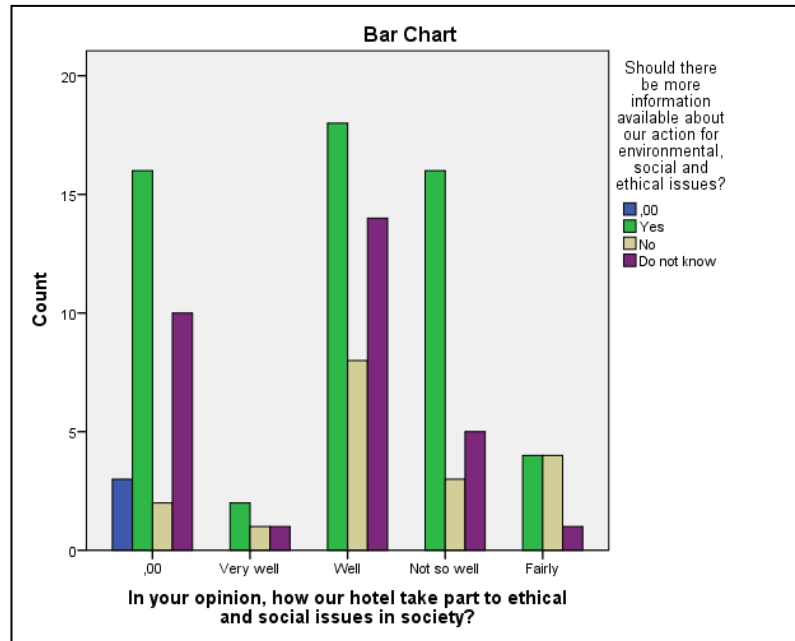


Chart 15. Questions 16 b) and 16 c)

As an improvement Radisson Blu Royal Hotel Vaasa could promote more that they also take part to the environmental, ethical and social issues in society. This information could be delivered to the guests, for instance by posters or advertisements in the reception area and in the room. It should be remembered that Radisson is part of the international chain and this chain has certain standards that could be promoted. This issue could be taken into the consideration in the whole chain. It could be an objective for coming years to raise the awareness of Radisson's actions for environment and especially how Radisson takes part to the issues in the society.

9. CONCLUSION

In this research was researched the business tourists' opinions of Radisson Blu Royal Hotel Vaasa as business hotel. The aim was to find out what are the business tourists' needs and values for the hotel and see how these values and needs have been met in Radisson Blu Royal Hotel Vaasa. Most of the business tourists stay many nights in the hotels so they have a good idea of what a good business hotel is like. Another aim was to research, any differences between male and female business tourists could be found. The reason for this is that number of female business travelers has risen in recent decade and it was interesting to see if their preferences for services in the hotel would vary from male business travelers.

The research was carried out by questionnaire which was delivered to the business tourists when they were arriving to breakfast. The questionnaire included questions related to the background information, importance and usages of certain services in the hotel and evaluation of Radisson Blu Royal Hotel Vaasa's services and questions of business tourists' opinions of the hotel's environmental, social and ethical actions and the business tourists' evaluation of Radisson participation to these issues and how it could be seen in the hotel concretely.

The results was used to show how Radisson Blu Royal Hotel Vaasa could be seen as a business hotel from the business tourists' point of view and use these results to improve Radisson Blu Royal Hotel Vaasa's services for business tourists.

The results showed that most of the business tourists in Radisson are still male even though the number of female business tourists has risen in the last decade. Most of the business tourists' purpose for business trip was attending a meeting or conference and majority of them stayed in the hotels 5-20 nights in a year because of their work. Business tourists usually made the decision of the hotel by themselves, but the employer or a company's travel policy had also effect on the decision of the business tourists' hotel.

Business tourists in Radisson value in the hotel things such as fast check-in, the hotel room facilities needs to be suitable for continue working, there must be equipment, for example an iron, an iron board, a hairdryer and shower products to get business tourists ready for work. The business tourists also value that there is information of the local services available in the business hotel.

Business tourists also evaluated how Radisson has fulfills above mentioned things what the business tourists value. The evaluation revealed that Radisson meets the needs of business travelers and fulfills them. The average rate for fast check-in, hotel room's suitability for continuing working and so on was good.

Theory stated that business tourists value certain services such as restaurant service, room services, laundry services and conference services. The research revealed that the business tourists in Radisson use such services infrequently or not at all. Because the level of consuming of these services was quite low it could be assumed that these issues do not play big role when business tourists are making the decision of the hotel. A service what was found important for the business tourists was recreational services. The business tourists saw it really important that the hotel offers recreational services for their guests. The most important recreational service among the business tourists was a sauna and a swimming pool.

Even though most of the business tourists did not use services so often while they are on their business trip business tourists in Radisson evaluated that services in the Radisson Blu Royal Hotel Vaasa are good. Part of the business tourists who gave the evaluation did not even use such services in Radisson. It could be assumed that they have got information of services and the evaluation was based on it or services have used in another occasion and their evaluation is based on that. If the evaluation is based on given information it gives good feedback to Radisson of their level of information that the hotel is giving.

Part of the business tourists also valued that hotel pays attention to environmental issues and they also paid attention during their stays to how environmental issues

have been taken into account concretely in the hotel. The business tourists saw it also important that hotel takes part in the social and ethical issues in the society.

Evaluation of Radisson's participation on environmental, social and ethical issues revealed discordant results. Part of the business tourists evaluated that Radisson took part well in the environmental issues and have modified their actions more to environmentally friendly direction. The other part of the business tourists evaluated that Radisson did not take part so well to the environmental issues and modification to more environmentally friendly direction could not be seen from the guests' point of view. The same result could have been noticed in Radisson's participation in the social and the ethical issues in the society. The reason for this could be that business tourists have not got enough information of certain things and the majority of business tourists would like to have more information of these things.

As an improvement suggestion for Radisson could be that they could offer more information of how they try to be more environmentally friendly, for instance what actions they have done to save environment, and how they take part in the social and the ethical issues in the society. This information could be written in the web pages, small flyers, posters and advertisements that could be set in the room and in the reception area.

In the majority of questions differences between male and female business tourists could not been found. The reason for this is that most of the respondents in the research were male tourists. Differences could be found in the certain issues such as female business tourists' decision of the hotel affects company's travel policy while most of the male business tourists decided the hotel by themselves. The research also revealed that female business tourists did not see the recreational services as important as male business tourists do. Male business tourists also saw the information of the local services more important than female business tourists, but this might affect the fact that most of the respondents were male.

If something could be done differently there could have been more respondents taking part this questionnaire. Variation between answers would have been found

if there had been 200 respondents. 108 respondents do not give a good overview of the business tourists' values and needs which are related to the hotel. More business tourists who are staying in the 100 or more nights could have taken part in the questionnaire. These business tourists could give a better image of what the business tourists really value in the hotel and its services.

There could have been also more female business tourists. Because in this research only 25% of the respondents were female it did not give reliable result of the female business tourists' preferences and values for the hotel.

Questions should also have been modified before the research was started. After the analyses it was noticed that some questions would have needed more options or whole question should have been modified again so that how business tourists consume certain services and how important they see these services part of the business hotel could have been found in the research.

Suggestion further research is to make a qualitative research of the same subject. The respondents to the research could be gathered by average nights they stay in the hotel and by different purposes of traveling. The aim of the research could be to get a deeper analysis of what the business tourists value in the hotel services during their stay and what affects the decision of the hotel. Another suggestion for further research is to make the same research again with bigger respondent group and take more female business tourists to this research so that the results would be more reliable. The questions could also be modified so that answers could give a better image of the business tourists' service consumption.

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APPENDIX 1

APPENDICES (Questionnaire in English)

My name is Jenni Kettunen and I am studying tourism in Vaasa University of Applied Sciences. I am making a survey of business travelers' opinions of Radisson Blu Royal Hotel Vaasa as a business hotel. The results of the survey are going to be used to improve services of Radisson Blu Royal Hotel Vaasa. Answers of the survey are going to be handled confidentially and results are shown as a summary, from which cannot be recognized individual's opinions.

1. Gender

- Male Female

2. How many nights you stay in the hotel because of your work

- 5-20 20-50 50-100 100-200 < 200 nights per year

3. Purpose of traveling

- Meeting/conference Exhibition/trade fair Incentive travel
Individual business trip
 Something else _____

4. How you choose your hotel

- Employer decides the hotel Based on company's travel policy By
yourself
 Travel agency decides the hotel

5. Hotel's regular customer programmes affect to your decision of the hotel

- Yes No I do not know

5 b) Which regular customer card you use in Radisson?

- Club Carlsson S-Card Frequent Flyer- card

6. Quick check-in is important part of hotel's service

- I agree I partly agree I partly disagree I disagree

6 b) Fastness of check-in in Radisson Blu Royal Hotel Vaasa

- Excellent Good Reasonable Fair

7. Hotel room's facilities must be suitable for continue work (for instance seats, tables, lightning, WLAN-connection)

- I agree I disagree

APPENDIX 1

7 b) How suitable are Radisson's hotel room's facilities to continue work

Excellent Fair

8. Facilities of the hotel room must help to get ready before leaving to meeting (for example iron and iron board, hairdryer, shower product)

I agree I disagree

8 b) Does our hotel's rooms have necessary equipments to put yourself ready before meeting?

Yes No I do not know

9. How often you use hotel's restaurant services during your business trip?

Often Sometimes Seldom Not at all

9 b) What is your opinion of restaurant Fransmanni?

Excellent Good Reasonable Fair

9 c) Quality of room service in Radisson?

Excellent Fair

10. How often you use hotel's conference services during your business trip?

Often Sometimes Seldom Not at all

10 b) What is your opinion of our hotel's conference services?

Excellent Good Reasonable Fair

11. How often you use laundry services, when you stay in the hotel?

Often Sometimes Seldom Not at all

11 b) What is your opinion of Radisson's laundry services?

Excellent Good Reasonable Fair

12. How important you see recreational services in the hotel?

(sauna, swimming pool, gym, masseur and so on)

Very important Important Not so important Not important at all

12. b) Which recreational service affects to the decision of choosing hotel? (choose the most important)

Sauna&swimming pool Gym Masseur Lounge area/ bar

Something else. What _____

APPENDIX 1

13. Information of local services must be easily available in the hotel

I agree I partly agree I partly disagree I disagree

13 b) How well you will get information of local services in our hotel?

Very well Well Not so well Fairly

14. When I choose hotel, I will pay attention how hotel has paid attention to the environmental issues.

I agree I disagree

14 b) How well you will get information of how Radisson Blu Royal Hotel Vaasa has paid attention to environmental issues?

Very well Well Not so well Fairly

15. When I'm staying in the hotel, I'm paying attention to how concretely hotel has loaded to environmental issues.

I agree I disagree

15 b) In your opinion, how well does Radisson put effort to recycling?

Very well Fairly

15 c) How well reducing of water and energy consumption can be seen concretely in our hotel?

Very well Fairly

15 d) How well our load to natural issues can be seen in the hotel?

(for example organic food in the restaurant, usage of natural materials)

Very well Fairly

16. It is important that hotel also pay attention to the social and ethical issues.

I agree I disagree

16 b) In your opinion, how our hotel take part to ethical and social issues in society?

Very well Well Not so well Fairly

16 c) Should there be more information available about our action for environmental, social and ethical issues?

Yes No I do not know

Thank you for your answer

APPENDIX 2

APPENDICES (Questionnaire in Finnish)

Olen Jenni Kettunen ja opiskelen restonomiksi Vaasan ammattikorkeakoulussa. Teen tutkimusta liikematkailijoiden mielipiteistä Radisson Blu Royal Hotel Vaasasta liikemieshotellin näkökulmasta. Tutkimuksen tuloksia käytetään Radisson Blu Royal Hotel Vaasan palveluiden parantamiseen. Kaikki vastaukset käsitellään luottamuksella ja esitetään yhteenveto, josta ei ilmene yksittäisten henkilöiden mielipiteitä.

1. Sukupuoli

Mies Nainen

2. Kuinka monta yötä vietätte hotellissa työn puolesta

5-20 20-50 50-100 100-200 < 200 yötä vuodessa

3. Työmatkustuksen muoto

Kokous/kongressi Messut/näyttely Kannustematka Liikematka
 Joku muu _____

4. Millä perusteella valitset hotellin

Työnantaja päättää Yhtiön matkustuspolitiikan perusteella Oman valinnan mukaan Matkatoimisto päättää

5. Hotellin kanta-asiakasohjelma vaikuttaa hotellin valintaan

Kyllä Ei En osaa sano

5 b) Mitä kanta-asiakaskorttia käytät Radissonilla?

Club Carlsson S-Card Frequent flyer- korttia

6. Nopea check-in tärkeä osa hotellin palvelua.

Samaa mieltä Osittain samaa mieltä Osittain eri mieltä Täysin erimieltä

6 b) Check-in nopeus Radisson Blu Royal Hotel Vaasassa?

Erinomainen Hyvä Kohtuullinen Välttävä

7. Hotellihuoneen varustuksen tulee sopia töiden jatkamiseen.

(esim. istuimet, työtasot, valaistus, WLAN-yhteys)

Samaa mieltä Täysin eri mieltä

APPENDIX 2

7 b) Radissonin hotellihuoneiden varustuksen soveltuvuus töiden jatkamiselle?

Erinomainen Välttävä

8. Huoneen varustuksen tulee helpottaa ehostautumista ennen lähtöä. (silitysrauta, -lauta, hiustenkuivain, suihkutuotteet)

Samaa mieltä Täysin erimieltä

8 b) Löytyykö hotellistamme tarvittavat varusteet ehostautumista varten?

Kyllä Ei En osaa sanoa

9. Kuinka usein käytät hotellin ravintolapalveluja liikematkan aikana?

Usein Joskus Harvoin En ollenkaan

9 b) Mitä mieltä olet ravintola Fransmannista?

Erittäin hyvä Hyvä Kohtuullinen Välttävä

9 c) Radissonin room servicen taso?

Erittäin hyvä Välttävä

10. Kuinka usein käytät hotellin kokouspalveluja liikematkoilla?

Usein Joskus Harvoin En ollenkaan

10. b) Mitä mieltä olet hotellimme kokouspalveluista?

Erittäin hyvä Hyvä Kohtuullinen Välttävä

11. Kuinka usein käytät pesulapalveluja hotellissa yöpyessäsi?

Usein Joskus Harvoin En ollenkaan

11. b) Mitä mieltä olet Radissonin pesulapalveluista?

Erittäin hyvä Hyvä Kohtuullinen Välttävä

12. Kuinka tärkeänä pidät hotellin virkistäytymismahdollisuuksia? (sauna, uima-allas, kuntosali, hieroja jne.)

Erittäin tärkeä Jokseenkin tärkeä Ei niin tärkeä Ei lainkaan tärkeä

12. b) Mikä virkistäytymispalvelu vaikuttavaa hotellin valintaan (valitse tärkein)

Sauna&uima-allas Kuntosali Hieroja Lounge tila/bar

joku muu. Mikä? _____

APPENDIX 2

13. Informaatio paikallisista palveluista pitää olla helposti saatavilla hotellissa.

- Täysin samaa mieltä Osittain samaa mieltä Osittain eri mieltä
 Täysin eri mieltä

13 b) Kuinka hyvin saat informaatiota paikallisista palveluista meidän hotellissamme?

- Erittäin hyvin Välttävästi

14. Hotellia valitessani otan huomioon, kuinka hotelli on panostanut ympäristöasioihin.

- Täysin samaa mieltä Täysin eri mieltä

14 b) Miten hyvin saat tietoa, kuinka Radisson Blu Royal Hotel Vaasa on panostanut ympäristöasioihin?

- Erittäin hyvin Hyvin Kohtuullisesti Välttävästi

15. Hotellissa ollessani kiinnitän huomiota kuinka hotelli on konkreettisesti panostanut ympäristöystävällisyyteen.

- Täysin samaa mieltä Täysin eri mieltä

15 b) Kuinka hyvin Radisson mielestäsi panostaa kierrätykseen?

- Erittäin hyvin Välttävästi

15 c) Kuinka energia- ja veden kulutuksen vähentäminen näkyy konkreettisesti hotellissamme?

- Erittäin hyvin Välttävästi

15 d) Kuinka hyvin panostuksemme luonnonmukaisuuteen näkyy konkreettisesti? (esim. luomuruoka ravintoloissa, luonnonmukaiset materiaalit jne.)

- Erittäin hyvin Välttävästi

16. On tärkeää, että hotelli panostaa myös eettisiin ja sosiaalisiin asioihin yhteisössä. (esim. erilaiset keräykset, eri säätiöiden tukeminen jne.)

- Täysin samaa mieltä Täysin eri mieltä

16 b) Kuinka mielestäsi hotellimme ottaa osaa eettisiin ja sosiaalisiin asioihin yhteiskunnassa?

- Erittäin hyvin Hyvin Kohtuullisesti Välttävästi

APPENDIX 2

16 c) Pitäisikö tietoa olla enemmän saatavilla siitä, kuinka panostamme ympäristö-, eettisiin ja sosiaalisiin asioihin?

Kyllä Ei En osaa sanoa

Kiitos vastauksestasi!