



TAMPERE CITY TOUR

A Tour Package for Russian Customers

Ekaterina Botina

Minea Tarkiainen

Bachelor's thesis
September 2012
Degree Programme in Tourism
Tampere University of Applied Sciences

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
Degree Programme in Tourism

EKATERINA BOTINA & MINEA TARKIAINEN:

Tampere City Tour
A Tour Package for Russian Customers

Bachelor's thesis 68 pages
September 2012

The aim of the thesis was to create a feasible package tour to visit Tampere for Russian customers from Saint Petersburg. The package tour was meant to introduce Tampere as an attractive city break destination. A growing number of Russian tourists show interest in Finland and there is potential for successful implementation of Tampere city tour package in the market.

The theoretical framework of the thesis includes a definition of a package tour, the marketing mix concept, the nature of tourism services and tourist purchase behaviour. Additionally, characteristic features of the Russian as a tourist were identified.

For the support of the theoretical framework a research was made. The goal of conducting the research was to gather information about the motives and preferences of Russian customers from Saint Petersburg when they are traveling in Finland. Quantitative research method was used as the main research method. Information was gathered via questionnaires conducted and analyzed by the authors.

The results of the research show that the respondents prefer to travel with friends and with family or children. They are interested the most in nature, leisure, nightlife and shopping. Most of the respondents have been to Finland before, however the majority was not familiar with the Tampere region although interested in visiting the region. Based on the outcome of the research, the authors created a three-day-Tampere city tour and gave suggestions for marketing the product.

Key words: Russian customer, package tour, Tampere region

CONTENTS

1	INTRODUCTION.....	5
2	RESEARCH PLAN AND METHODS.....	7
	2.1 Company introduction.....	7
	2.2 Aims and objectives.....	8
	2.3 Research questions.....	8
	2.3.1 Who is an average customer?.....	8
	2.3.2 What do customers want?.....	9
	2.4 Theories and concepts.....	9
	2.4.1 Package tour.....	10
	2.4.2 Tourist purchase behaviour.....	10
	2.4.3 Marketing mix.....	11
	2.4.4 The nature of tourism services.....	12
3	RESEARCH PROCESS.....	14
	3.1 Planning.....	14
	3.2 Data collection.....	14
	3.3 Data analysis.....	15
	3.4 Results.....	15
4	TOURISM PRODUCT.....	26
	4.1 Understanding tour package.....	26
	4.2 Tourist purchase behaviour.....	28
	4.3 A Russian as a tourist.....	29
5	TAMPERE AS A TOURIST DESTINATION.....	33
	5.1 Main attractions.....	33
	5.2 Tourism products.....	34
	5.2.1 The Best of Tampere - a Guided City Tour.....	34
	5.2.2 The Best of Tampere – Guided Bus Tour of the City.....	34
	5.2.3 Hatanpää Manor House and Blooming Rose Garden with Arboretum.....	34
6	TAMPERE CITY TOUR.....	36
	6.1 Programme.....	37
	6.1.1 Day 1.....	38
	6.1.2 Day 2.....	39
	6.1.3 Day 3.....	41
	6.2 Winter suggestions for the programme.....	42
7	SWOT ANALYSIS.....	45
	7.1 Strengths.....	46

7.2 Weaknesses.....	47
7.3 Opportunities	47
7.4 Threats	49
8 MARKETING.....	51
8.1 Marketing mix of Tampere city tour.....	52
8.2 The nature of Tampere city tour	53
9 CONCLUSIONS.....	56
REFERENCES	59
APPENDICES	63
APPENDIX 1. Questionnaire in English.....	63
APPENDIX 2. Questionnaire in Russian	66

1 INTRODUCTION

The purpose of this thesis was to create a feasible package tour which will be used by Tour Avia Travel. The tour has to include transportation, accommodation and an entertainment programme. Planned length of the tour is of three days and the tour is meant for a weekend.

Main research questions were “Who is an average customer” and “What do customers want”. The research was done in the premises of Tour Avia Travel in the beginning of summer 2012. The questionnaires helped the authors to analyse what potential tourists would be interested in, what kind of services would be used and what amount of money would be spent. In addition to that the authors asked whether customers were familiar with Tampere and whether they would be interested in travelling to the region at all. This information was vital in order to create an actual package tour.

In chapter four of the thesis is described theoretical framework concerning a package tour. Understanding the theory is important when working on developing an actual product. Other theoretical framework included tourist purchase behaviour, motives to travel and difference between needs and wants. Furthermore, the authors decided to include information about the Russian as a customer, because tourists from one country tend to have common behaviour pattern which is different to tourists coming from another country. The authors analysed what kind of services and products Russian customers are more likely to buy. Additionally, ideas why Russian customers are important for Finland are presented supported by statistical information.

In the following chapter five the authors present information about Tampere and its main attractions. This information is meant for Tour Avia Travel’s sales personnel for familiarisation with Tampere region in order to sell the tour at its best. Furthermore existing tourist products offered by the Tampere Tourist office were analysed. The authors wanted to know existing market to learn what is on offer and what is missing. The main outcome was the lack of products and services offered in Russian language.

In chapter six the actual product called Tampere City Tour is described. The tour is designed to be used mainly during summer because it was requested by Tour Avia Travel.

However the authors decided to make the product more versatile and gave suggestions to Tour Avia Travel what could be offered as an addition to Tampere City Tour during winter.

After conducting SWOT analysis, at the end of the thesis the authors give suggestions how Tampere City Tour could be promoted.

2 RESEARCH PLAN AND METHODS

2.1 Company introduction

Tour Avia Travel is a travel agency founded in 1991 and it is located in Saint Petersburg, Russia. The agency offers a full range of services and operates as both a tour operator and a travel agency in different areas.

The main function of Tour Avia Travel is to act as an intermediary selling readymade package tours, travel products and services on behalf of tour operators they cooperate with. For customers willing to go off the path the agency offers tailor made tours taking into account customer's preferences. The agency provides outbound tour packages to the most interesting destinations around the globe as well as tours around Russia. The selection of tours includes beach holidays in the numerous resorts of Turkey, Egypt, Emirates, Cuba etc; exotic destinations as Seychelles, Indonesia, Bali, Maldives etc; excursion and sightseeing holidays to Europe; ski holidays. Tour Avia Travel cooperates with several cruise line companies which enable them to offer sea holidays onboard with departure from both Russian and European ports. A small size of the company gives its clerks an opportunity to offer service of high quality and personal approach to each client. The company values every customer and aims every visitor to become a regular customer.

Company provides assistance and services in:

- package holidays to various destinations outside of Russia
- tailor made tours
- hotel and cottage booking
- cruises
- visas to Finland, Germany, Bulgaria, Spain, China
- Russian travel passports
- required documents for inbound tourists e.g. Russian visas, invitations
- travel insurances

2.2 Aims and objectives

The aim of the thesis was to propose a feasible tour package for Tour Avia Travel. The package is meant to introduce Tampere as an attractive city-break destination and to expand Tour Avia Travel's range of services.

The objective of the thesis was to conduct a research to learn needs and wants of customers of Tour Avia Travel in order to have information what kind of services to include in the tour package. The authors wanted to analyse the key elements customers associated with travelling. Additionally the authors had an objective to familiarize Tour Avia Travel's agents with Tampere as a tourist destination and to make a draft of a tour package that included transportation, accommodation and entertainment. As for the conclusion the authors suggested marketing plan based on SWOT analysis.

2.3 Research questions

Formulating right questions is vital to begin a marketing research. It is important to be clear in phrasing the questions and keep in mind what is meant to be achieved as a result of the research. Depending on the goal the company wants to achieve, different subjects should be studied e.g. market research, customers' needs and wants, its competitors, threats and opportunities in the market etc. Travel companies have to understand the process by which their product is selected and bought. They must understand who buys what, when, where and why. When developing a new product, the company must learn what are the opportunities and threats of that product, is there a need for it, would it appeal to attract new customers (Holloway 2004, p.62, 63).

2.3.1 Who is an average customer?

When the authors began planning their research it seemed important to find out what kind of people use the services of Tour Avia Travel. Consumer segmentation is an important tool in customer service. Younger people are interested and excited about trying new things and having new experiences, but their income might affect their possibilities to do so. Then again, more elderly people might have better financial situation, but they

are more likely to be stuck with their old habits and buying behaviour (Viitala, Jylhä 2008). The occupation of the respondents matters when the agency is deciding on the length and price of the package tour and the family statuses are important when the contents of the Tampere city tour are devised.

This research question is difficult to answer because even if it was prior to the summer holiday season, only a small group of the customers of Tour Avia Travel visited the agency during the time the questionnaires were offered to be filled in at the agency and not every customer agreed to participate. Also the dominant number of female respondents might be due to the fact that women tend to be more prone of filling in questionnaires.

2.3.2 What do customers want?

It was important for the authors to find out what the existing Tour Avia Travel customers would like to experience when visiting Tampere. This information was important for the authors when thinking of what needed to be included in a programme. The authors wanted to create a package which would be suitable and interesting for as many types of travellers as possible. A versatile product is easier to sell and it is considered to bring more profit in the future. As an addition to the needs and wants of the customers, the authors were interested in information about how much the respondents would be willing to spend money and time on visiting the destination.

The authors also felt it was needed to find out if the customers would even be interested in visiting Tampere. This information is crucial when the agency decides whether they are going to include Tampere city tour package in their product selection or not. Introducing unknown product to the market is always a challenge because some groups of people might be sceptical about visiting destinations they know little or nothing about. Even though Tampere is the second largest city after the Greater Helsinki, Helsinki remains the most known and popular city destination among tourists.

2.4 Theories and concepts

In the thesis the authors used several theories and concepts: a package tour, marketing mix, the nature of tourism services and tourist purchase behaviour. These theories and concepts are described shortly below.

Additionally, in order to analyse the future of the product created by the authors, SWOT analysis was used. SWOT analysis is a technique that considers strengths and weaknesses in the business and opportunities and threats faced by the company (Holloway 2004, p.30). The outcomes of the SWOT analysis were considered when suggestions for marketing campaign were made.

2.4.1 Package tour

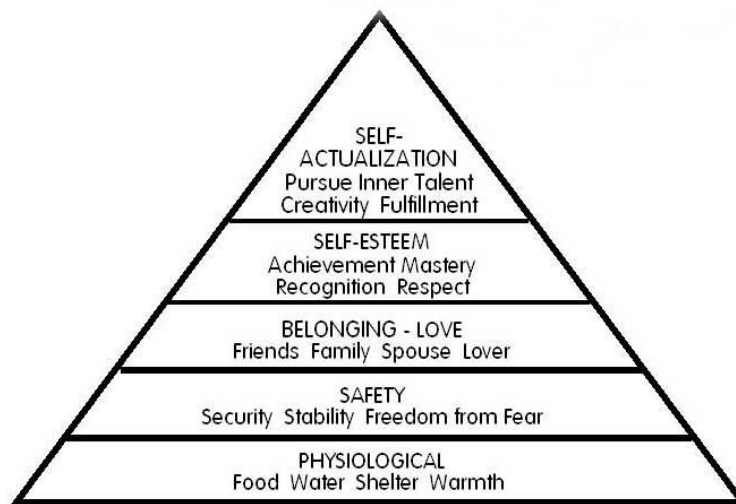
Understanding what a package tour or a package holiday actually means is important while developing a new product. A package tour is prearranged and organised by the travel agency number of services sold in a package and it normally includes transportation, accommodation and a meal plan. Many package tours include entertainment and guidance options. Additional services might be provided included in the price or paid separately. However, no matter how many services are included in the package, customers normally see it as a whole product and evaluate accordingly. The history of package tours is described in chapter four of the thesis.

2.4.2 Tourist purchase behaviour

When doing marketing it is very difficult to distinguish between needs and wants because it varies from person to person. One may open a wardrobe full of clothes and still consider that there is nothing to wear or something has become less trendy while another person literally has to fix a pair of trousers many times because does not possess any other.

To answer the question about distinguishing needs and wants, the authors used Maslow's hierarchy of needs (Holloway 2004, p.102, 119). Human beings have certain needs which are vital for survival e.g. food, warmth, reproduction. However, these are

not enough and in addition to well-being people seek for satisfaction, affection, status and respect. The hierarchy is described in five levels of human needs that are displayed as a pyramid with more basic needs on a bottom. The hierarchy of needs describes human motivations as step by step process by going through psychological, safety needs, needs of belonging to achieving more complex needs of esteem and self-actualization.



PICTURE 1. "Maslow's Hierarchy of Needs" (Simply Psychology 2012)

2.4.3 Marketing mix

The marketing mix as a concept is one of the most important ones in marketing. It is a set of marketing tools, commonly referred to as the four Ps, product, price, place and promotion. (Holloway 2004, p.52).

The traditional four Ps of the marketing mix:

1. Product (design, quality, range, brand name, features)
2. Price (list price, discounts, commissions, surcharges, extras)
3. Place (distribution channels, methods of distribution, coverage, location)

4. Promotion (advertising, sales promotion, salesmanship, publicity)

2.4.4 The nature of tourism services

According to Holloway (2004), the marketing needs of tourism services differ from those of goods. There are four main factors to be considered when planning the product and the marketing.

- Intangibility

Services are immaterial. The customer cannot sample or test them before making the purchase. This might lead to a situation where the customer feels uncompensated.

- Heterogeneity

Unlike in mass produced material goods, there are some aspects that cannot be controlled in selling and providing services. The agency cannot guarantee it is not going to rain or the staff of the hotel is going to be professional and competent. A package tour attended in May can be different from the same tour attended in July.

- Perishability

Tourism products are depending on time and therefore they are perishable. If a package tour can have a total of 22 customers and it ends up having only 21, that unsold tour package is lost forever. This must be considered carefully when pricing the service package.

- Inseparability

Service products are personalised and their outcome is the result of the seller's execution. The waitresses, tour guides, receptionists and drivers are in a very important role when the customers consider whether they are satisfied or not.

Service package like the Tampere city tour is a combination of many factors. If one part of the whole package is unsatisfactory to the customers, it is going to affect their whole idea of the package.

3 RESEARCH PROCESS

This chapter introduces the process of planning questionnaires, data collection, data analysis and drawing conclusions.

3.1 Planning

Authors' goal of conducting a survey by using questionnaires was to gather information about motives and preferences of Russian customers from Saint Petersburg when visiting Finland. Questionnaires were aimed to help in determining an average customer travelling to Finland. Research was done in order to create a Tampere city tour package for Tour Avia Travel.

As the main research method a quantitative research by using questionnaires was done. Quantitative research is referred to a process in which data is collected and analyzed through means of surveys or interviews. (Holloway C. 2004, 60.) Questionnaires included 13 questions of two types, both closed and open questions. Closed questions have pre-coded answers, whereas in open questions respondents are encouraged to express themselves more freely. (Finn M., Elliott-White M., Walton M. 2000, 95.) The questionnaire (appendix 1; appendix 2) was translated into Russian language by Ekaterina Botina. Questionnaires were printed on paper. The data was collected and analyzed using program Tixel.

3.2 Data collection

It was planned to collect 50 questionnaires and the authors of the thesis thought that the data collection process was a success as 47 people took part in the research. The data collection process was held in Saint Petersburg, Russia at the Tour Avia Travel agency, where Ekaterina Botina did her practical training. Data collection was carried out in June-July 2012. The agency's customers who came to apply for Finnish travel visas and basically did not mind to take time to participate in the study, were asked to fill up the questionnaires.

3.3 Data analysis

According to Brotherton (2008) data analysis is the process of tidying, cleaning up or editing raw data when it is ready for processing and analysis. The authors used a statistical analysis programme Tixel to get the quantitative data. The results of the questionnaires were inserted into Tixel.

The Tampere tour package was created together with the quantitative data from the questionnaires and the experiences of the authors from the field studied.

3.4 Results

The goal of the authors was to collect fifty filled in questionnaires, but the result fell three questionnaires short, as forty-seven questionnaires were filled in. The authors decided that this amount of quantitative data was enough and no more questionnaires were sent out.

The questionnaire consisted of thirteen questions. Through the questions the authors wanted to gain basic information of the respondents, such as age, gender, occupation and marital status. Also information about the motives of travelling and the interest towards Tampere were asked of the respondents.

Out of the 47 respondents 29 were females. The authors believe this is because women are more prone to answering questionnaires and tend to come to travel agencies with more time on their hands than men.

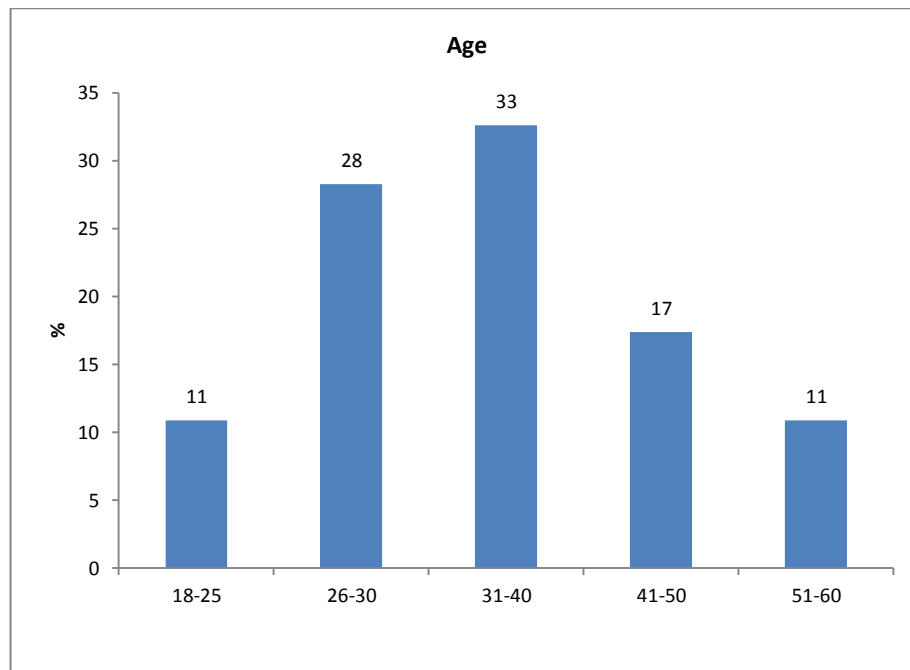


FIGURE 1. Age distribution of the respondents

In figure 1 we can see the age distribution of the respondents who filled in the questionnaires. The smallest age groups were 18-25 years old and 51-60 years old. 11 percent of the respondents were 18-25 years old and 11 percent of the respondents were 51-60 years old. The third smallest group of respondents were the 41-50 years old persons. The largest group of respondents were the 31-40 years old people, as 33 percent of respondents were within that age group. The second largest group were 26-30 years old. The results indicate that most of the respondents planning to travel, were between 26 and 40 years old. This group of people is most likely to be in a steady situation in their life, as they have graduated and are likely to be working and earning more money than the other age groups of the respondents.

The following figure (figure 2) shows that 55 percent of the respondents were employed. This was expected, due to the age distribution of the respondents shown in Figure 1.

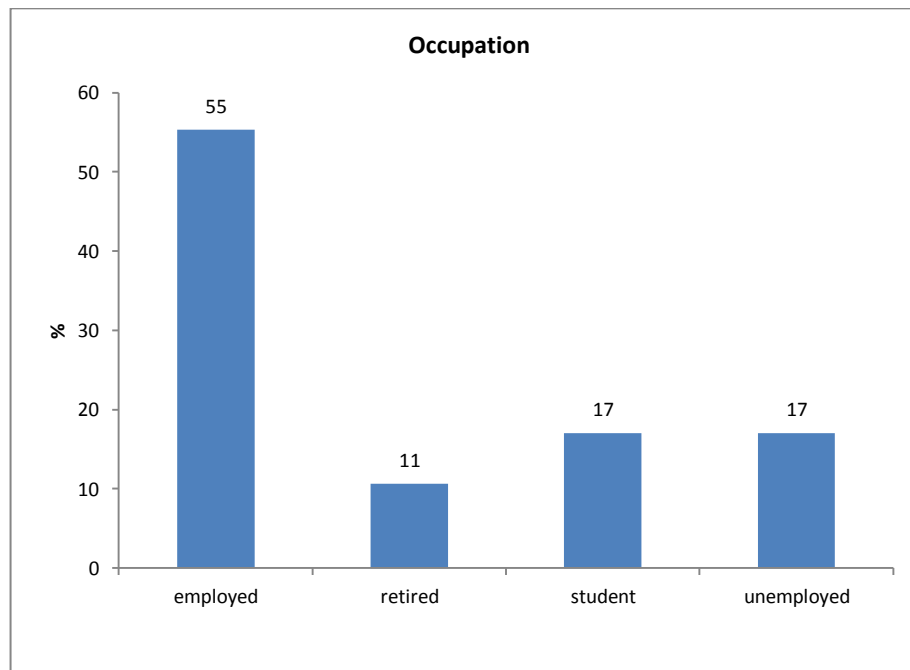


FIGURE 2. The occupation of the respondents

The smallest group of respondents, 11 percent, were retired and the second smallest group were the students and unemployed, representing both 17 percent of the respondents.

Figure 3 shows the family status of the respondents. Only 26 percent of the respondents were single, where the rest of the respondents had a family or were living in a relationship. 40 percent of the respondents were living in a family with children, they were the biggest group. 15 percent of the respondents had a family with no children and 19 percent were in a relationship. The group of family with no children is most likely to mean couples living together and not having children in their household.

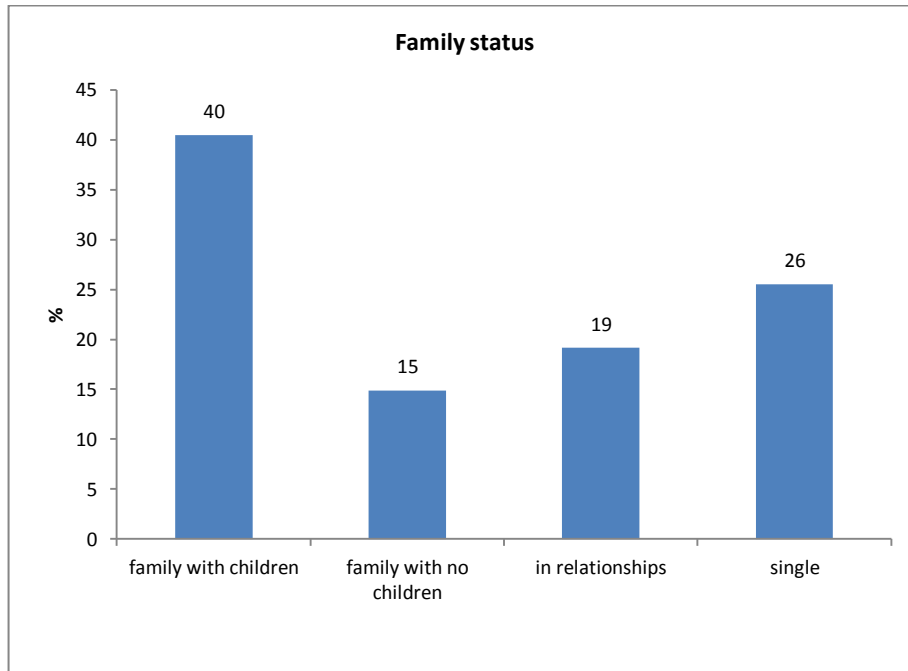


FIGURE 3. The family status of the respondents

The following figure (figure 4) shows the respondents' self evaluated skills in English.

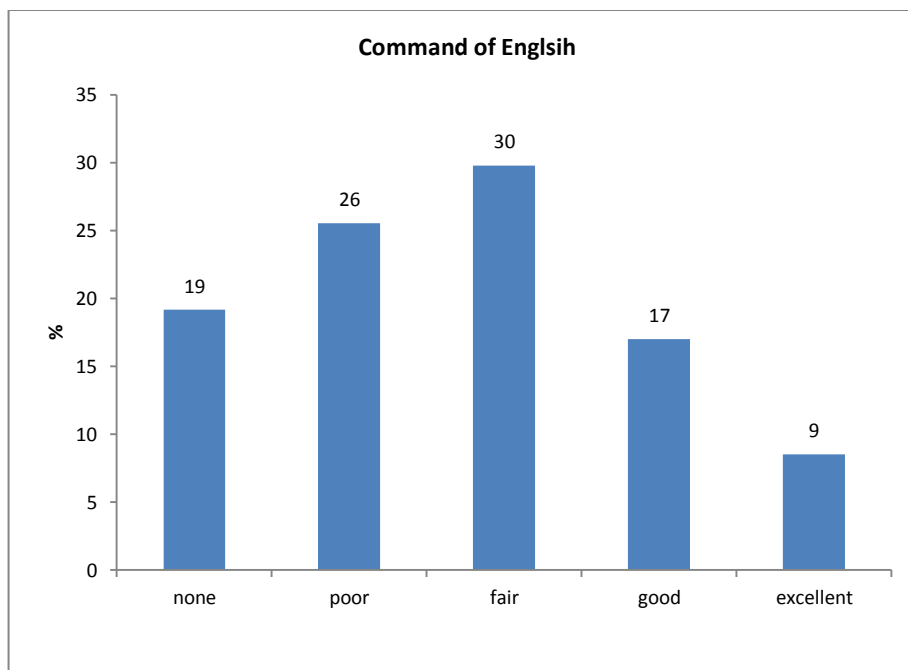


FIGURE 4. The respondents' command of English

The largest group of respondents, 30 percent, evaluated their skills in English fair. 17 percent evaluated it as good and 9 percent as excellent. It is however common that many people tend to evaluate themselves and ones skills and abilities to be better than an ob-

jective observation would suggest. Still 26 percent evaluated their command of English as poor and 19 percent of the respondents stated that they have no skills of English.

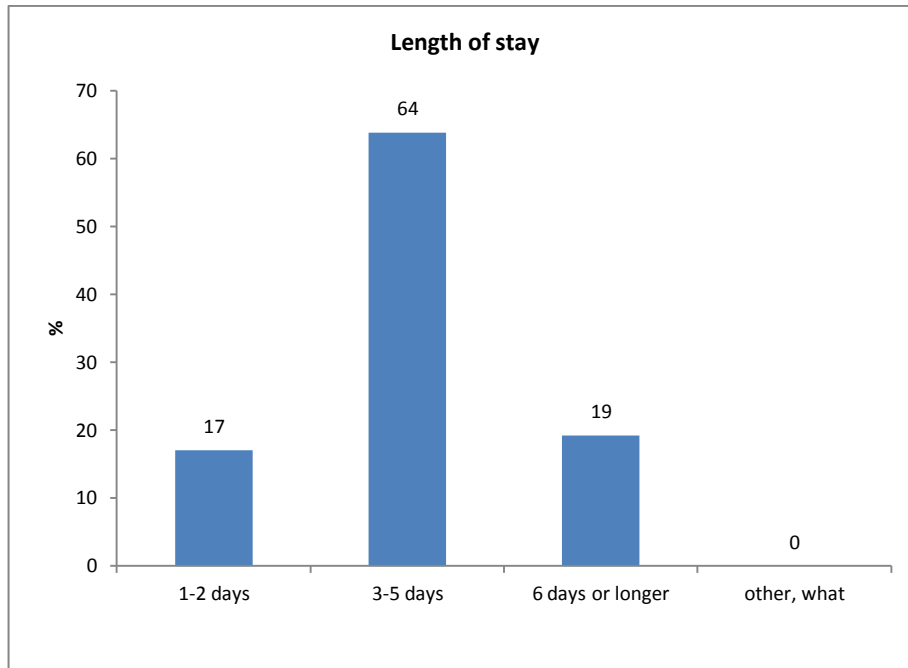


FIGURE 5. The respondents' usual length of stay in a destination

In order to estimate the length of our city tour, we asked the respondents how long they usually stay in the destination when travelling. The results are shown in the figure 5. The most popular length of stay was 3 to 5 days, as 64 percent of the respondents had chosen it. 1-2 days was chosen by 17 percent and 6 days or longer by 19 percent of the respondents.

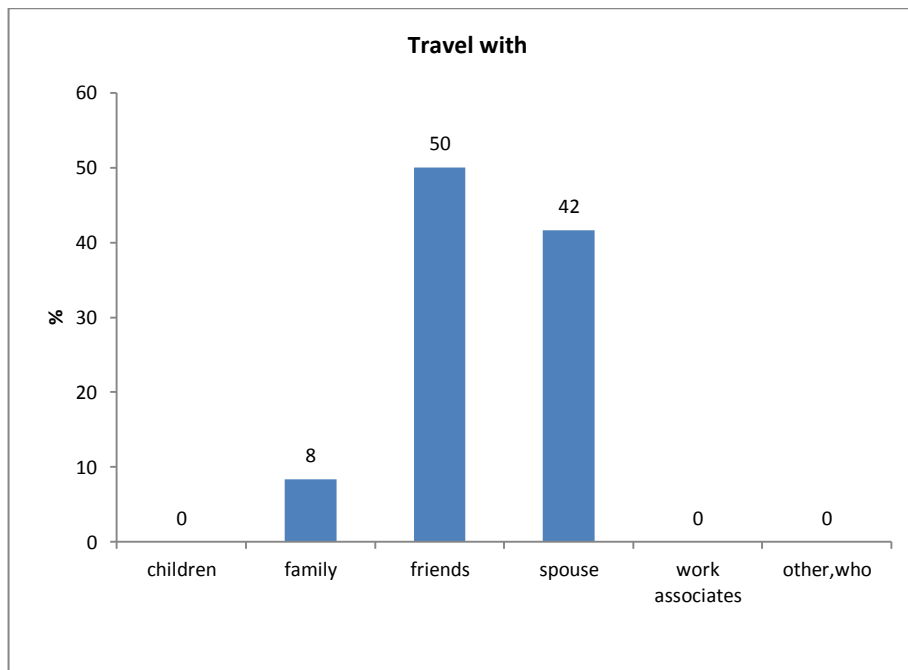


FIGURE 6. Whom do the respondents usually travel with

In Figure 6 it shows whom do the respondents usually go on vacations and travel with. In this question the respondents were told to choose two options. The most popular travelling companions were friends, chosen by 53 percent of the respondents. Family as a travelling companion was the second largest group, as 43 percent chose it. 34 percent travels with their spouse. Children as a travel companion was the fourth popular, as it were chosen by 28 percent. Work associates reached 15 percent and other 2 percent.

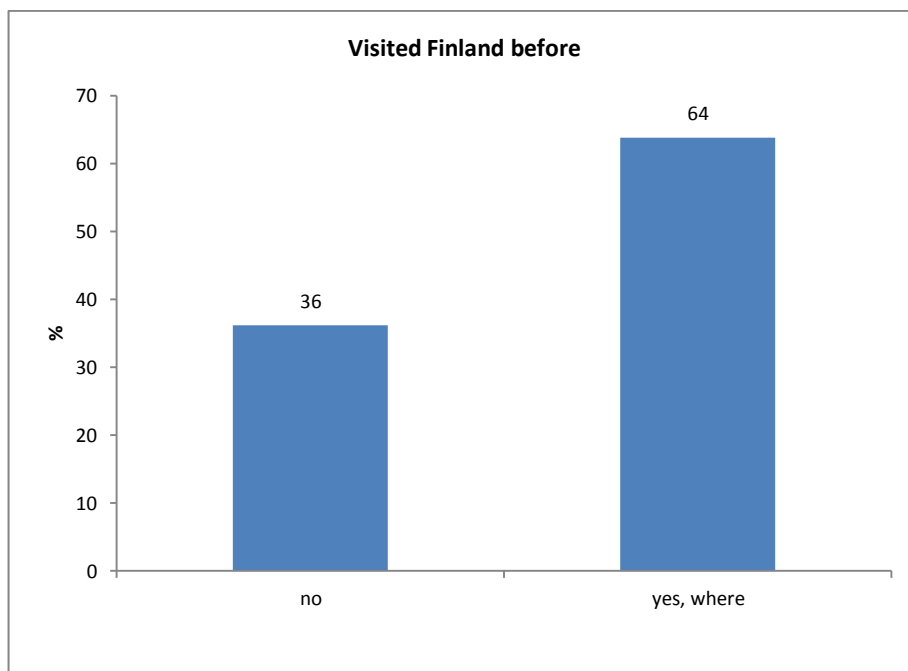


FIGURE 7. Respondents' visit to Finland before

According to figure 7, it is obvious that most of the respondents of the survey were familiar with Finland as a destination. Thirty respondents out of forty-seven answered the question they have been to Finland before.

After asking if the respondents had visited Finland before, it was asked what their usual purpose of visiting Finland was. In this question the respondents were also allowed to choose two of the options given to them. Leisure was by far the most popular reason, as 91 percent chose it to be a reason. 37 chose nature as one of the main reasons and the third most popular answer was visiting family or friends, with 29 percent. Visiting family and friends to be a popular reason was expected, hence there is a large minority of Russians living in Finland. In 2011 the citizenship of Finland was granted to 1650 Russian applicants, and a year earlier to 1900 Russians (Tilastokeskus 2012). Shopping was chosen as a reason to visit by 20 percent of the respondents and 9 percent had visited Finland due to business related issues.

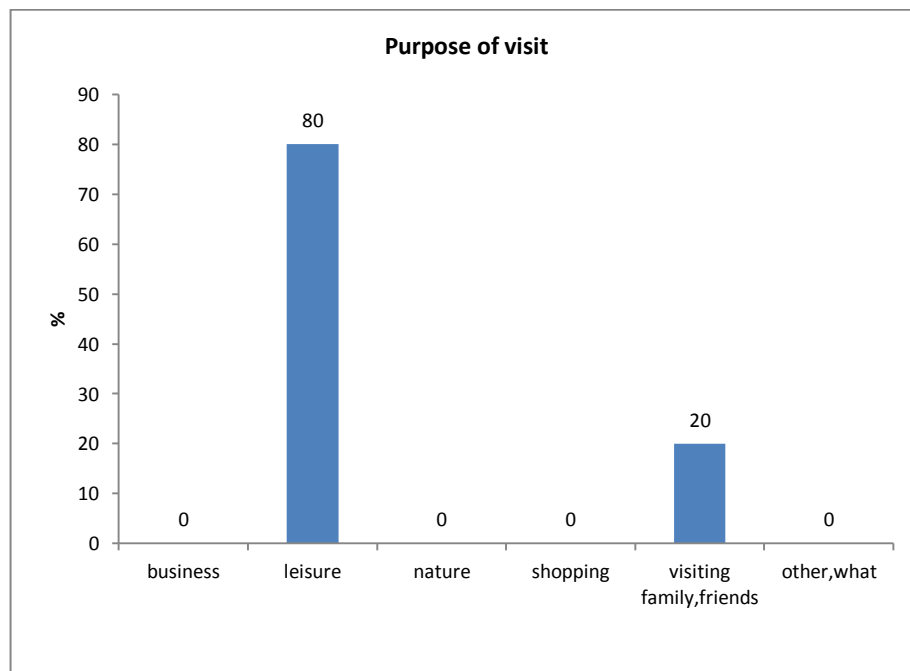


FIGURE 8. The purposes of visit

The results of the respondents of Tour Avia Travel survey familiarity with the Tampere region are shown in figure 9.

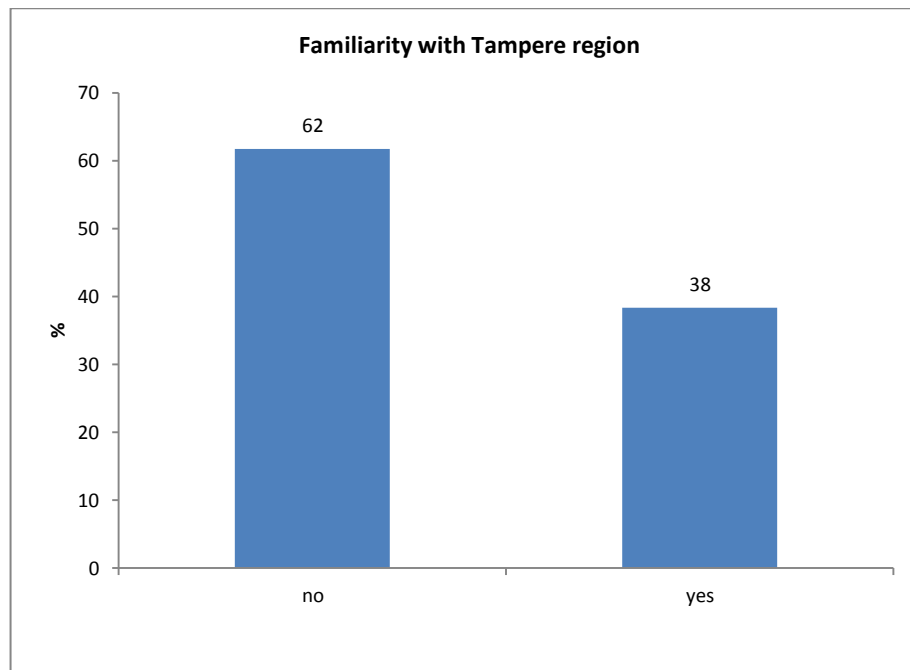


FIGURE 9. Familiarity with the Tampere region

More than half, 62 percent, of the respondents were not familiar with the Tampere region. The remaining 38 percent of the respondents answered they are familiar with the Tampere region. When it comes to figure 9, the authors want to emphasise that the respondents did not have the opportunity to express what does their “familiarity” with Tampere region mean. It might be that some of the respondents have visited the region or have just heard something of the Tampere region from some sources. However, the result indicates that the Tampere region might be considered as a new and interesting destination among these customers of Tour Avia Travel.

The speculation above is proven to be correct by the figure, where the interest towards visiting Tampere is shown.

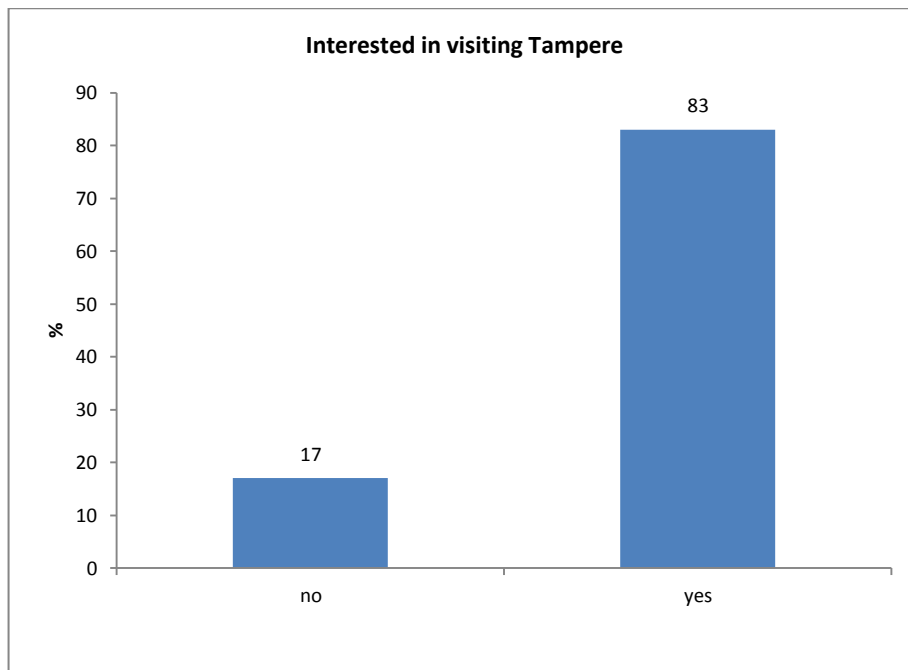


FIGURE 10. The respondents' interest in visiting Tampere

Only 17 percent of the respondents responded that they are not interested in visiting Tampere. Encouraging percentage of 83 percent of the respondents is interested in visiting Tampere.

The respondents were also asked what they would be interested in doing, if they were to visit Tampere. The results are shown below, in figure 11. In this question the respondents were allowed to choose three options.

The most popular answer was definitely nature, chosen by 60 percent of the participants. In the research done by Käkälä in 2012, nature was chosen to be the most important reason to visit Finland among Russians, so this indicates that the notion that nature is important to Russian tourists is correct.

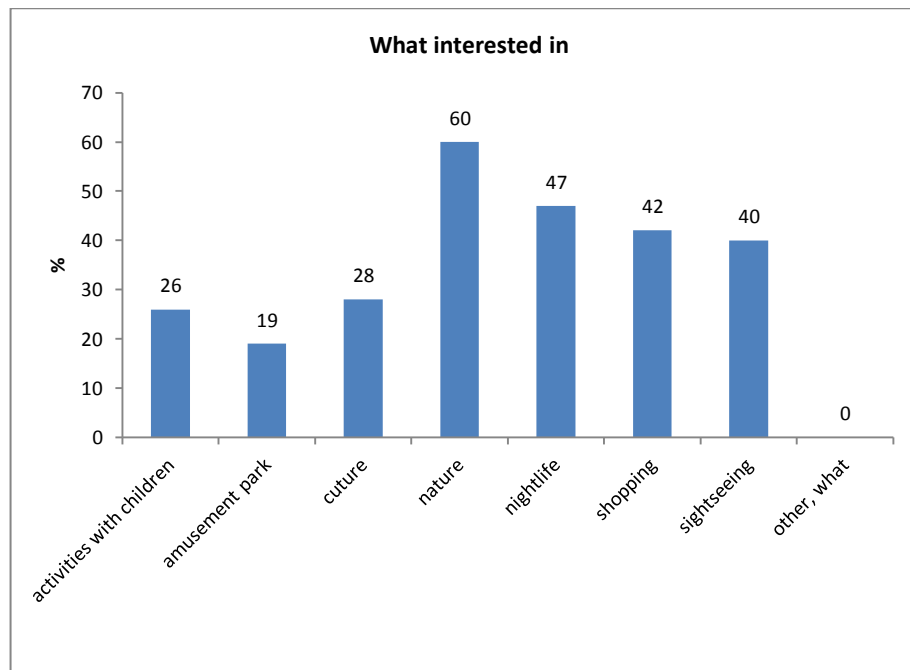


FIGURE 11. Interests of respondents during the visit to Tampere

The second and third most popular activities were nightlife (47 percent) and shopping (42 percent). Sightseeing was also important, chosen by 40 percent of the respondents. Culture was chosen by 28 percent and activities with children was chosen by 26 percent of respondents. The amusement park option was the least popular one (19 percent). This might be because the people answering the questionnaire had chosen the option “activities with children” as an option that includes activities such as visiting an amusement park.

In figure 12, the amount of money the respondents are willing to spend on a visit to Tampere is shown. 42 percent of the people who filled in the questionnaire would be willing to spend something between 301 and 400 euros. 36 percent would spend even less than that, something between 200 and 300 euros. 22 percent of the respondents were willing to spend more than 400 euros on their visit to Tampere. It will be a challenge trying to create a feasible tour package that affordable, hence Finland's consumer prices are highest in the countries that are using Euro as their currency (MTV3, 2012).

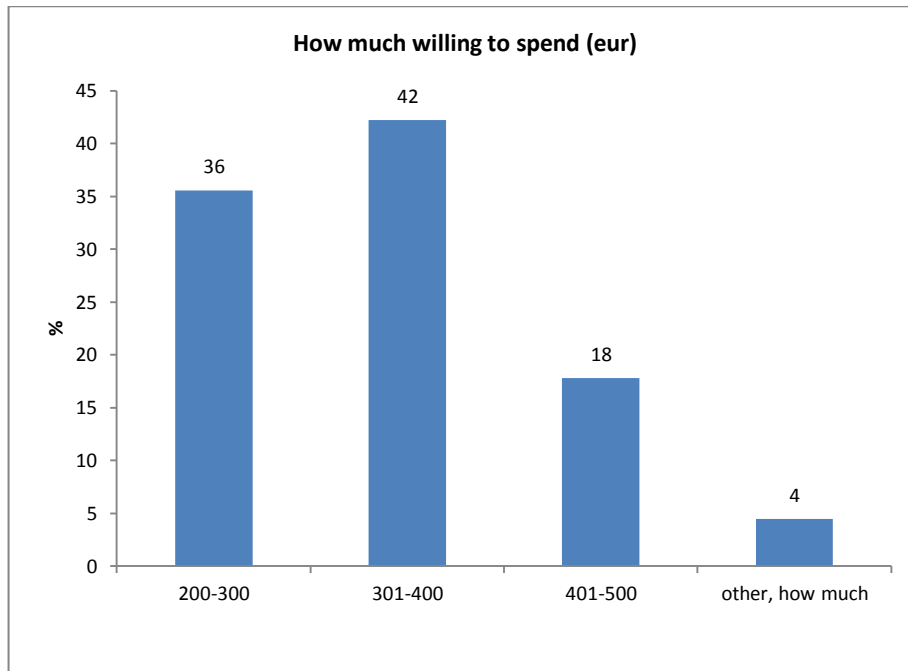


FIGURE 12. The amount of money respondents are willing to spend on a trip to Tampere

4 TOURISM PRODUCT

4.1 Understanding tour package

The first organized tour was made by Thomas Cook on 5 July 1841 who chartered a train to take a group of people to a rally which was twenty miles away. After the World War II they began promoting foreign holidays. As a company Thomas Cook grew to one of the largest and most well known travel agents. However, the first mass package holiday was created by Vladimir Raitz in 1950 with carter flights between Gatwick airport and Corsica. By the end of 1950's and beginning 1960's these package tours combined flights, transfers and accommodation and gave people a chance to have an affordable trip abroad (Syratt & Archer 2003, p.4)

Nowadays package holidays are normally organized by a tour operator and sold by travel agencies for a certain fee or by tour operators themselves. Components of a package tour may vary however according to Syratt & Archer (2003) usually it includes all or some of the following (Syratt & Archer 2003, p.6):

- Transportation – air, sea, road, rail, etc. to/from destination
- Accommodation – hotels, guest houses, lodges, etc.
- Transfers – between air/sea ports and hotel and vice versa at destination
- Sightseeing tours – to include events, trade fairs, etc.
- Insurance – and other additional services
- Car rental – for business and leisure purposes

Prices of package tours may vary significantly for exactly same holidays. This is often due to different agreements travel agencies might have established with service suppliers e.g. hotels, transport companies, airlines. Some companies have been able to negotiate better rates or speaking of airlines more convenient flight times. This is often important for families with children who prefer morning flights not to arrive at the destination late at night or wait long hours for a flight after check out. Additionally, how faster a travel agency establishes its reputation, how regularly it brings tourists to the destinations, cheaper accommodation rates it will be able to negotiate.

Additional factors affecting the price and as a result customers' interest in a package could be previous experience of a customer or his/her friends; company's reputation; airline company used; airport of departure/arrival; services at the destination (Syratt, Archer 2003, p.5).

Travel on a tour package has numerous advantages which explain its popularity among tourists. Package holidays are relatively cheaper to buy because travel agencies benefit from bulk buying services and are able to offer the package holiday to customers at a cheaper price. Package holidays leave tourists time for themselves as everything is pre-arranged in advance and they can be sure no arrangements are forgotten, they will be met and accompanied to the hotel and back, they will be offered excursions, car rental or anything else they might want. These also give customers a feeling of safety and control, especially to those travelling to new destinations or even going abroad for the first time.

Short breaks have gained popularity among travelers and it is the fastest growing sector of the travel industry (Holland & Youell 2008, p. 116). There are several factors explaining this new phenomenon. The lifestyle has changed throughout the years and some people find themselves busy at work and not willing or able to be two or three weeks away from the workplace. Low-cost airlines enable travelling for shorter periods of time affordable. Some people are unable to travel for longer holidays because of family commitments, someone needs to look after their pets, children will miss school classes or other activities, elderly grandparents need attention etc. Globalisation and establishment of the European Union made it much easier to travel, work and live abroad. People often take short trips to visit friends and family members who live abroad or take a weekend city-break to have new experience. Additionally, some holidaymakers find that having several short breaks during the year is better than one long holiday; for some it helps to have a break from a long winter or a busy job. Thus, travel agencies might benefit if they include short holiday packages in their services.

Additionally, selling package tours instead of services sold separately is at some point a guarantee of increased profit for the travel company. A service sold as a package is rarely cancelled by the client because to substitute it in a short period of time is more complicated rather than a single service. Furthermore, money loss is greater at this situation.

4.2 Tourist purchase behaviour

Understanding of what influences consumer behavior and what motivates them is very important in order to attract potential customers. This knowledge can help to create a tourism package which is aimed directly to customers needs. There are different theories related to consumer behavior, in this thesis the authors have used Maslow's hierarchy of needs.

Maslow's hierarchy of needs was developed by Abraham Maslow, the theory features five levels of needs which people are motivated to fulfill. Maslow's hierarchy of needs is shown in picture 1 on page 11 of the thesis. The levels are described in a hierarchical order beginning from basic needs. First of all people seek to fulfill physiological needs such as food, water, clothes and shelter; when these needs are fulfilled, humans seek for safety and security. Further, when basic needs are met, people tend to socialize and seek for relationships that provide feeling of belonging to a group such as a family, friendship, groups that share interests and hobbies. At the same time humans need to feel unique and special therefore when social needs are fulfilled they seek for self-actualization such as education, mastering skills and gaining experience (Kolb 2006, p. 137).

Maslow describes that human needs are being completed in an order starting from basic needs of food, water and shelter, however people must to meet these basic needs at all times even if their higher needs of socialization and self-actualization are met. When designing a tourism package one should keep in mind that in order to succeed as many human needs as possible should be fulfilled at the same time. People always need good food, comfortable hotel room and to feel safe, additionally the destination also should be promoted from the point of view of self-actualization and possibilities to socialize such as group activities, excursions, museums, concerts (Kolb 2006, p. 137, 139).

Holloway J. K. (2004, 119) has summarized motivations for travel and tourism as five basic needs: physical, cultural, interpersonal, status and prestige and commercial. These needs will be explained further. Physical needs include rest and relaxation after exhausting work, a long dark winter or an illness, at beach resorts or lakes while other people travel overseas due to health reasons, complex treatments or a surgery. There are many

people afraid to travel due to different fears e.g. a fear to fly, a fear of unknown food and cultures, a fear of being attacked etc. These are related to the basic needs of safety and security, therefore it is important to market destination as a safe place. Popularity of cruises and group holidays is related to human needs of belonging, socialization. Many people seek these kinds of holidays to meet new friends or find love. Visiting remote, unusual, extreme or very expensive places fulfills the need for prestige and status.

Additionally, travel motivation can be distinguished as general and specific. General motivation drives human beings to seek new experiences, to change place and escape from routine, however every individual chooses different destinations or while on holiday different excursions, food etc. which is due to our specific needs.

4.3 A Russian as a tourist

The number of visitors from Russia to Finland has grown dramatically during past years. According to the Statistics Finland Russian tourists make the largest group of foreign customers visiting Finland. The number of the visits of the Russian tourists in June 2011 increased by 28% in comparison with the same period of the previous year and amounted to 78 thousand people. The Germans and the Swedes took the 2nd and the 3rd places accordingly. (Travel daily news 2011) The growth in the number of nights spent by Russian visitors continued in May 2012. Overnight stays recorded for them at accommodation establishments in Finland numbered nearly 81,000, which was one-fifth up on May 2011. (Statistics Finland 2012; Yle uutiset 2012)

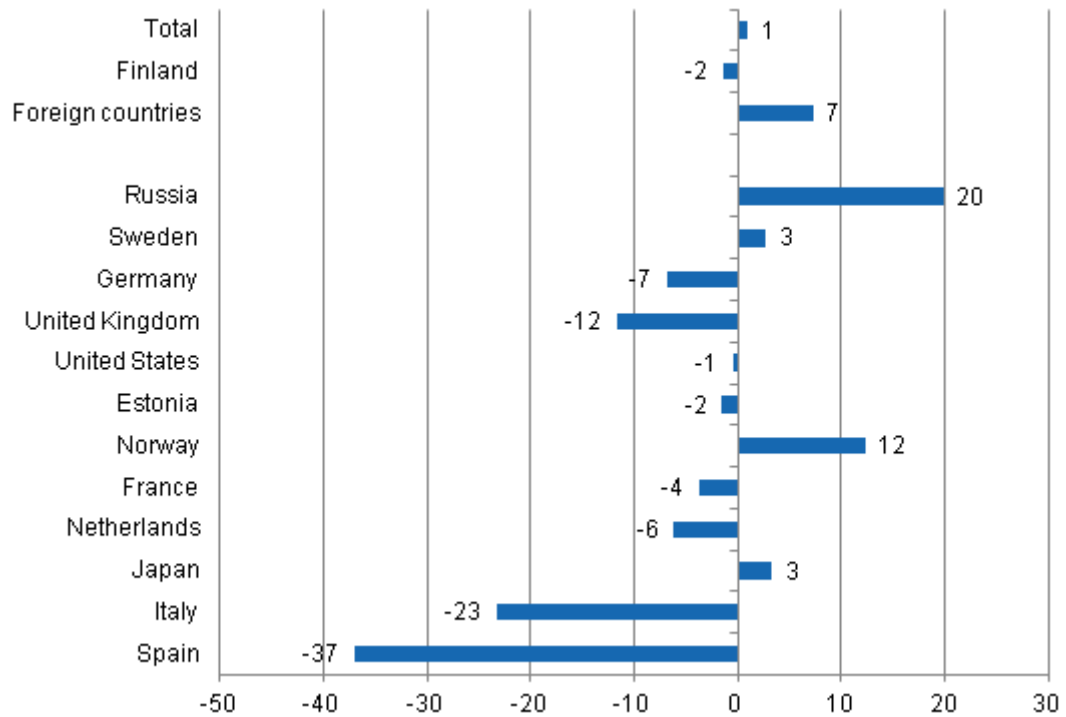


FIGURE 13. Change in overnight stays in May 2012/2011, % (Statistics Finland 2012)

According to UNWTO (World Tourism Organisation), the greatest number of Russian visitors comes from the North West region of Russia and particularly Saint Petersburg. This can be explained on the basis of geographical factors as Finland and Russia are neighbor countries and Finland is easy to access from Saint Petersburg. Furthermore, there are simplifying Finnish tourist visa requirements for those living in Saint Petersburg which enables tourists to obtain visas in shorter period of time and for longer period of stay. After introduction of the European Union and its open borders, easiness of obtaining Finnish visa had brought even larger number of Russian tourists travelling to other European countries choosing Finland as a transit country.

Apart from the close location, there are many other reasons for the Russians travelling to Finland. Some of the main factors bringing Russian tourists to Finland are good price-quality balance, beautiful nature, peaceful and safe environment. Additionally winter sales boost numbers of tourist as the Russians are attracted by shopping opportunities. However, according to Potapova (2012), at the same time country often appears to be boring for Russian tourists. It can be seen in the lack of cultural attractions. Russians are interested in having more of entertaining programs and cultural events. The level of service is not fully in the line with their expectations. Russians expect longer opening hours for services (Potapova 2012, p.26).

According to the survey made by a French company Temmos at a hotel chain in the French Alps, Russian customers appeared to be of the most active at the resort followed by British tourists. Russians and British tourists were the most active in terms of visits to clubs and parties when 36% of Russian tourists and 38% of British visitors went for a party or disco every day. Scandinavians on the other hand appeared to prefer quieter evenings – only 17% of them went to some disco or a party every day, while most of them preferred spending time in their hotel in a group of friends (World footprints 2012). Additionally, the research made by the authors showed the same tendency. 47% of respondents mentioned nightlife as an activity they would be interested in, which was second after the nature (figure 11).

Furthermore, Russian tourists known as generous people around the world, they love shopping and are ready to pay for high priced goods and good service. The research conducted by the same company Temmos, which was already mentioned above, showed that Russians on average left higher tips at restaurants of 8% of the bill, while British tourists left 6% and Germans tipped 5% of the bill. Another finding was that Russian tourists preferred more expensive wines compared to European tourists, which was on average 18 EUR per bottle, compared to 16 and 15 EUR for the British and Germans respectively (World footprints 2012).

Russian tourists play big part in Finnish economy. The amount of money the Russians annually spend on services and goods in Finland reaches 1 billion Euros (Helsingin Sanomat 2011). The flow of tourists from Finnish neighbor country continues to grow every year despite the recession. This opens up opportunities for Finnish businesses and economy and should be taken seriously. A good example of putting into business growing number of Russian tourists is Holiday Club resort chain that took under consideration Russian desire for luxury and entertainment and has opened a new resort hotel at the border region at the lake Saimaa. There will be great amount of services including SPAs, disco sauna with its glitter ball, a traditional Finnish smoke sauna, an ice crystal shower, and a Beatles-themed bar, ice arena, bowling, golf course etc. (www.holidayclubresorts.com). Additionally, a Russian hotel director was invited as management understood importance of knowing what Russians want.

According to managing director Pasi Nurkka from TAK Oy, a research and analysis firm that monitors tourism from Russia (www.tak.fi), the Russian visitors' spending in

Finland will approach the EUR one billion mark this year. TAK has calculated that last year Russian tourists spent EUR 680 million in Finland. Russian tourists come to Finland to do some inexpensive shopping and to enjoy a holiday in a peaceful and safe environment. Tax free sales in the South Karelia region exceeded those in the capital region plus sales of cloths are almost twice as high as in Helsinki. According to Nurkka's estimate, thanks to the Russians' holiday and shopping tourism, between 5,000 and 10,000 jobs have been created in Finland (Helsingin sanomat 2011). These figures show high importance of attracting Russian customers to Finland and of introducing them new regions.

5 TAMPERE AS A TOURIST DESTINATION

In this chapter the authors describe some of the main tourist attractions of Tampere. The idea was to familiarize Tour Avia Travel with the destination and to have an overlook of the city. These were meant to help Tour Avia Travel's agents to provide better service to the company's customers. The authors decided to include this chapter as a follow up of the research that was done at the company and showed that only 38% of the respondents were familiar with the Tampere region (figure 9).

5.1 Main attractions

Due to the geographical position of Tampere, situated between two lakes Näsijärvi and Pyhäjärvi, the city has something to offer. The Tammerkoski rapids is a nationally recognized landscape according to the official Tampere Region visitor website. The Finlayson cotton mill was the first large-scale industrial enterprise in Finland. Furthermore, the first electric light in the Nordic countries was lit in Finlayson's factory hall. Tampere can be described as a centre of innovative technology, research, education, culture, sports and business. Further, more of Tampere's main tourist attractions are described (www.visittampere.fi).

Särkänniemi amusement park and its Näsinneula Observation Tower

Näsinneula Observation Tower was built in 1971 and it is the highest observation tower in the Nordic countries. At the altitude of 124 meters there is a restaurant where visitors can admire fantastic views on the city and its scenic surroundings.

Särkänniemi amusement park is the second largest amusement park in Finland. There are over 30 rides in Särkänniemi, offering adrenalin boost on its 30 different rides for any taste and age. Children and adults alike may enjoy a small zoo, planetarium, dolphinarium, aquarium, museum and the new Angry Bird land theme.

Tallipiha Stable Yards

The Stable Yards date back to 1880 when they were built for the factory's owner's horses and coachmen. The Stable Yards consists of renovated Russian style wooden houses and its beautiful garden surroundings. Nowadays in the houses visitors may find boutiques with Finnish design products, handmade crafts and chocolate and charming cafes offering pastries, waffles and coffee.

5.2 Tourism products

At this part tourist excursions which are offered by Tampere tourist office are described (www.visittampere.fi). The excursions are being studied in order to find out existing programs, its weaknesses which we will try to avoid while creating the Tampere city tour package.

5.2.1 The Best of Tampere - a Guided City Tour

The guided walking tour is for two hours and is offered in two languages Finnish and English daily during summer months (June-August). The city tour offers to see an old industrial city, rapids of Tammerkoski, Finlayson, the ridge of Pyynikki and Pispala.

5.2.2 The Best of Tampere – Guided Bus Tour of the City

This bus tour is similar to that walking guided walking city tour. The duration is two hours. During the tour tourists will see the Tammerkoski rapids, Keskustori Central Square, the ridge slopes of Pispala and Pyynikki, the Finlayson mill area, the Cathedral, the Greek Orthodox Church, the Kaleva church and the Snow Grouse library by architects Reima and Raili Pietilä and Tampere Hall. During the ride it is possible to have stops at some of the attractions. The bus tour is offered in Finnish and English.

5.2.3 Hatanpää Manor House and Blooming Rose Garden with Arboretum

Hatanpää park is a large, old park, where visitors may find blooming rose garden, hundreds meters of beautiful walking paths and an Arboretum with many different garden plants and trees.

There are some other tours available from the Tampere Tourist office, however many of those offer to visit some places outside Tampere, which is not relevant to us. The main weakness of the tours is the language because there are no programs available in Russian language. This is very important for developing tourism in Tampere, as the majority of foreign tourists in Finland is coming from Russia (Helsingin sanomat 2012). Many of the Russians do not have sufficient English language skills which create difficulties to find information about sightseeing tours they could be interested in. We will take these under consideration while developing our Tampere city tour product.



PICTURE 2. The origin of foreign visitors to Finland in the summer of 2011 (Tilastokeskus; Helsingin Sanomat 2012)

6 TAMPERE CITY TOUR

The programme of Tampere city tour was planned by the authors, based on the information given by the filled in questionnaires. The authors did not focus only on designing the programme, but wanted to create a package for the possible customers that would match their expectations and make them to recommend the tour package to others.

One important factor when designing this tour package is the language skills of Russian tourists. Figure 4 shows that 45 percent of the respondents evaluate their language skills as poor or non existing. One of the authors, Minea Tarkiainen, has worked as a tourism advisor in Pieksämäki, eastern Finland during the summer 2010 and has done her practical training in a hotel reception in Cumulus Koskikatu, Tampere from May until August 2012. The author has dealt with many Russian customers and has the experience that their command of English is often very poor and they would very much appreciate being served in their native tongue. According to Käkälä (2012), Russians find receiving service in Russian quite important when travelling.

In order to make the visit to Tampere as pleasant and easy as possible for the customers of Tour Avia Travel, the authors have decided to suggest hiring part time personnel to the agency. This person would be working part time as a tourist guide and a contact person for the tourists coming to Tampere. The person will have to be able to introduce Tampere, its history, guide tourists around the city during the excursion tour, book tickets, assist in check in- check out and other responsibilities regarding comfortable stay of tourists of Tour Avia Travel.

To make it more affordable for the company Tour Avia Travel, the authors are suggesting that the company offers this position as a practical training placement to students of Tampere University of Applied Sciences, especially to the students of Degree Programme in Tourism. The person chosen for this position must have fluent skills in Russian, but the authors believe finding a person speaking Russian fluently or even as their mother tongue is not a problem. In 2004, there were 550 Russian students studying in Finnish Universities of Applied Sciences (Tilastokeskus 2006). According to Yle News

(08.08.2012), the amount of Russian students in Finnish institutions of higher education has doubled during the last ten years and most of these students wish to stay in Finland also after their studies.

This cooperation is considered to be beneficial for both sides. Tour Avia Travel will have its own representative in Finland, its customers will feel respected, safe and given a good service, additionally this will lessen company's costs as the trainee will work only part time. The trainee, on the other hand, will gain important skills of working with tourists, organizational skills etc. and complete a part of his/her practical training.

6.1 Programme

In the following the authors describe the package tour day by day. The tour is designed to be feasible and the results of the questionnaires have been notified in order to make the tour desirable for the respondents. The activities found most interesting by the respondents were nature, nightlife and shopping (figure 11). In the programme the authors have tried to insert all these activities in a way that shows the best sides of the destination and allows the visitors to experience what they wish. As 400 euros was chosen by the biggest amount of money to be spent on a three day visit to Tampere by the respondents (figure 12) the authors have paid attention to the costs and the alternative ways to organise the trips and visits, in order to keep the price of the package tour as close to the amount mentioned above as possible.

For transportation the authors have chosen bus services as the most affordable mean of transport. There are many companies in Saint Petersburg offering transfer services to Finland with one way ticket price of 40 euros on the average. The fleet varies from 8-seated mini buses to large coaches. As an alternative to the bus transportation the authors offer Allegro train, which is the fastest and most convenient way to travel between Russia and Helsinki, Finland, however the price is high up to 250 euros per person for a group ticket and additional costs to travel between Helsinki and Tampere. These are considered to be too pricey for our customers (figure 12).

The accommodation will be in a hotel near the centre of the city. The hotel should offer the guests breakfast, because it is affordable and convenient for the guests, especially for families with children. One of the authors, Minea Tarkiainen has done her practical training in a hotel and is now working there part time and the following information is based on her observation and gained knowledge on the issue. The room rates nowadays differ a lot and they are set based on the demand of the date, therefore it would most likely not be possible to organise trips to Tampere during major events, such as rock concerts from international artists (Aamulehti, 31.7.2012). However, it would probably be possible for Tour Avia Travel to negotiate themselves more affordable room rates than the rates that are changing daily.

During their stay in Tampere the customers will have options to choose from, so they can find the activities most suitable for them and their party. These daytime activities and trips are booked by the customer before travelling to Finland and paid to Tour Avia Travel, at the same time as the trip itself. The contact person of Tour Avia Travel will organise all the tickets and provide them to the customers as they arrive.

6.1.1 Day 1

The first day of the visit is meant to be informative. TourAvia Travel's contact person will meet tourists at the hotel lobby to help with registration, to answer questions and provide information on activities. At this day customers will be offered the participation at sightseeing tour and Finnish style dinner.

Sightseeing trip will include an experience of natural beauty and historical culture of Tampere. Tourists will enjoy the stunning view from the Observation Tower on Pyynikki Ridge, old wooden houses of the Pispala district, and visit to Tampere Cathedral, rushing waters of the Tammerkoski Rapids and old red building of Finlayson's Factory and the rest of the Finlayson area. The area of the Stable Yards is also covered during the sightseeing tour. The visitors are also introduced to the over one hundred years old Tampereen Kauppahalli, the Market Hall of Tampere where tourists can try local specialties. During the trip tourists will hear the story of city's origin. Sightseeing tour could be offered as a walking tour or by bicycle. Tampere city offers city bikes at a

fee of only 3 euros at multiple locations; bicycles can be picked up and dropped off at one of the Citybike's stand throughout the city (www.tamperecitybike.fi).

During the first day the visitors are given recommendations concerning the different kind of restaurants of Tampere. The Plevna Brewery Pub and Restaurant is situated inside the old Finlayson cotton mills and it is the only brewery restaurant in Tampere. The location of the restaurant is good, especially if the visitors want to dine right after the sightseeing tour which ends in the area (www.plevna.fi). Hullu Poro restaurant and night club is situated in the shopping center Koskikeskus, and the menu includes many Finnish dishes, such as reindeer meat in different forms. Hullu Poro also has a roof terrace where the customers can enjoy the weather and the view over Tammerkoski and Kehräsaari (www.hulluporotampere.fi)

As keeping the costs low is important for the customers they will also be given recommendations on low cost places. Such a place is for example Rax Buffet, which the center of Tampere has two, one in Hämeenkatu and other one in Koskikeskus. This restaurant is affordable and easy to visit especially for families with children (www.rax.fi).

6.1.2 Day 2

Day 2 of the visit is based on the wishes of the customers. The travel agency has offered the customers a list of possible activities before they travel to Finland and they have chosen them and informed them to the agency.

As seen on figure 6, many of the respondents travel with family and children. Also on figure 11, we can see that activities with children are an important activity for these customers. Hence the customers are offered a possibility to visit Särkänniemi amusement park during Saturday. Särkänniemi has also opened the first in the world Angry Birds land, which might attract Russian tourists, as the mobile game the land is based on has been downloaded more than 10 million times in Russia (Yle News, 29.05.2012).

Särkänniemi amusement park is situated near the city centre of Tampere. The walk from the centre square Keskustori to Särkänniemi is less than 2 kilometres long. In order to keep the costs low and offer the guests a chance to have a closer look at the city, the guide is going to meet the group going there in Keskustori and walk with them to the amusement park. The guide is not joining the customers while in the amusement park, but is going to walk them to the gates, give them their tickets and answer possible questions rising during the walk through Tampere. The guide has purchased the tickets to the amusement park in advance, due to the fact that the tickets are 33 euros each if paid in advance and 35 euros, if purchased from the gates (www.sarkanniemi.fi). If someone wishes to join the group going to Särkänniemi and has not paid for the ticket in advance they can join and purchase the ticket at the gates or in a store of Suomen Lähikauppa Oy, whose stores are also selling the advance tickets (www.valintatalo.lahikauppa.fi).

Shopping was chosen as the third most interesting activity if visiting Tampere by 42 percent of the respondents (figure 11). In their research of 2011, Palva-Aho and Kaikkonen gained similar results from their respondents. Therefore a possibility for shopping seems to be an important part of a package tour aimed at Russian customers.

Ideapark is a shopping centre situated in Lempäälä, approximately 18 kilometres away from the centre of Tampere. It contains almost 200 shops and boutiques and close to 30 restaurants (www.ideapark.fi). This shopping centre is mentioned in the brochures the customers are given by the agency, but there is no need to book the visit to Ideapark in advance. The customers can choose a suitable time for them to visit Ideapark and they can spend there the exact amount of time they wish. The guide is going to tell about the opportunity to visit Ideapark when the guests arrive and offer them the timetables of the buses of public transportation and also tell the guests exactly where to get into a bus and how to purchase the bus ticket. A two way bus ticket to Ideapark and back costs 8 euros (www.valkeakoskenliikenne.fi and www.paunu.fi).

Even though shopping was chosen as an important activity when visiting Tampere, the authors believe this might be because of the fact most of the respondents, 29 of 47, were female. Male visitors might not find spending several hours in Ideapark or any other shopping centre appealing, so the authors have decided to suggest that the tour operator

offers something else for the male participants. An attraction that the authors believe might be of interest especially to the male visitors is the Lenin museum. The museum is one of the only permanent Lenin museums in the world and it has two permanent exhibitions and additional special exhibitions. The museum has its own shop that sells Lenin memorabilia and things related to the exhibitions. There is also a specialized archive and library, which are open to public (www.lenin.fi). Beside the Lenin museum another museum recommended to the visitors is Vakoilumuseo, the Spy museum. The museum offers several different exhibitions from the field of espionage. The visitors can participate into an agent test or even have a lie detector test done. (www.vakoilumuseo.fi). Families with children might also enjoy visiting the free of charge Police museum. The museum is situated in Hervanta, in the same facilities as Tampere's Police University of Applied Sciences. The museum has one remaining exhibition and 1-2 changing exhibitions. There is also a department planned especially for children, where the children have the possibility to dress as a police and familiarize themselves with the equipment used by the Finnish police (www.policemuseum.fi). Visit to the museum would offer the customers also a change to see some other parts of Tampere than just the centre. The city's public transportation buses go to Hervanta on regular basis (www.tampere.fi/tkl).

6.1.3 Day 3

The authors decided to make Day 3 of the visit recreational and relaxed. In the research done by Palva-aho and Kaikkonen (2011), the Russian respondents named inland water cruises as the most wanted service by them. A visit to Viikinsaari Island on Lake Pyhäjärvi by boat is a good way to combine the inland water cruise and also offer the guests the possibility to see and enjoy of the Finnish nature they are interested in (figure 11).

Suomen Hopealinja (www.hopealinja.fi) offers trips by boat to Viikinsaari Island during the summer. On Viikinsaari Island the guests have possibilities for many activities as there are many different features on the island such as nature trail, beach, grill, playgrounds, sauna, minigolf course and a volleyball field, dance pavillion, stage and a restaurant and a kiosk. On many occasions there are also organised activities for children and performers playing music. A boat to Viikinsaari Island is leaving from Laukontori

harbour every hour and coming back from the island at half past. On Saturdays the last boat back from the island leaves half past midnight, so the customers can choose what time to go to the island and when to come back. The tickets to the boat are purchased in advance by the contact person and are given to the customers when they arrive and the contact person offers them information on where the boat leaves from and about the timetables. The ticket prices are 11 euros for adults and 9 euros for children.

After an active day outside, the customers will be offered to relax at a sauna in the evening. As the Finnish sauna is a substantial part of Finnish culture, the experience of having it is one of the must-to-dos for tourists. Citizens of Tampere city are lucky to have Rajaportin sauna (www.pispala.fi/rajaportinsauna), the oldest public sauna in Finland which has operated since 1906 and Rauhaniemen kansankylpylä built in 1929 which retain almost original appearance (www.rauhaniemi.net). The advantage of Rauhaniemen sauna is its own beach where visitors can jump into fresh waters of the lake Näsijärvi.

6.2 Winter suggestions for the programme

Tampere city tour package is planned to be executed during the late spring and summer, from the middle of May until the end of August. If the city tour achieves popularity among consumers and proves to be profitable, Tour Avia Travel might be willing to expand the supply of the package to the winter months. Many of the activities described above in the program are feasible also during winter, but for example activities like visiting Särkänniemi amusement park and the inland water cruise to Viikinsaari would not be possible to carry out. In this chapter the authors have the objective to introduce to Tour Avia Travel's staff what Tampere has to offer for visitors during the winter season.

Gegwen Getaways is an enterprise situated in Vesilahti, approximately 30 kilometres from the center of Tampere. Gegwen Getaways offers husky dog sleigh rides to small groups (www.gegwen.com). The dog sleigh minisafari and husky picnic would offer the visitors the possibility to enjoy the Finnish nature and scenery during winter. This activity would be well suited for families with children.

Hiking Travel Hit LP is an enterprise focused on nature and wellbeing tourism as well as event organising. They organise all sorts of winter activities, such as curling on natural ice, snowshoe walking, skiing, sleigh sliding, skating on natural ice, icefishing and downhill skiing trips to Ellivuori. The enterprise offers a guide and the equipment (www.hikingtravelhit.fi). Unfortunately the enterprise does not have Russian speaking personnel at the moment, but as Liisa Tyllilä, the other founder of the enterprise also works as a teacher of nature and adventure tourism courses at TAMK they often have students doing their practical training in Hiking Travel Hit, it is possible they would have Russian trainees in some period of time. These activities could well replace the Viikinsaari day of the summer program and after that the visitors would be offered the possibility to visit the traditional sauna. The Rauhaniemi sauna mentioned above in the program of the 3rd day also offers the best settings for ice swimming.

The walking city tour would be feasible during the winter, if the temperatures do not set very low. The traditional Valoviikot, Illuminations are an event from the end of October until January to illuminate the darkest part of the year. Light figures are put on display in the center of the city in 2012 already for the 47th time (www.valoviikot.fi). During December the market square is transformed in to a Christmas village, as the every year Tampere Christmas Market is set. The visitors are offered the chance to buy Finnish artworks and products from craftspeople and other salesmen. There are also vendors from other parts of Europe (www.tampereenjoulutori.fi). The Stable Yards also has its Christmas village from the end of November until the 23rd of December and Christmas markets during the weekends. The Stable Yards offer great opportunity for Christmas shopping for the guests as well as taking pictures and enjoying the Christmas spirit. The markets also have entertainment planned for children, such as pony rides (www.tallipiha.fi).

Tampere offers many nice activities during winter, but many of those mentioned above are rather expensive. The research showed that the respondents would not be willing to pay much more than 400 euros for the trip to Tampere and therefore it would be challenging to fit activities offered by Hiking Travel Hit LP or Gegwen Getaways to the program. The authors also believe most of the Russian customers would choose Lapland over Tampere for their winter destination, for it has more to offer when it comes to win-

ter sports, especially downhill skiing and snowboarding. Therefore expanding the city tour package to the winter months should be well considered and planned.

7 SWOT ANALYSIS

According to Holloway (2004), SWOT analysis is the identification of strengths and weaknesses in the business, the opportunities presented by the trading environment and any threats faced by the company. The most prominent advantage of the method is the conversation and idea exchange that it raises, but its usefulness depends on how accurately it is made and how well the information created by it is used (Viitala, Jylhä 2008).

SWOT analysis should never be underestimated as it provides vital information for the company in order to create successful marketing plan. While doing SWOT one has to bear in mind certain issues:

- Strengths are an internal factor, however it has to be seen from the perspective of the customer, not the company.
- Opportunities are external factors. The company should monitor new legislations, distribution channels, and change in customers' taste, additionally it is useful to look at the strengths and see if they open up any opportunities.
- While thinking of weaknesses one should look inside of the organization and seek negative factors internally e.g. weak brand, lack of certain skills, poor service skills, etc.
- Threats are an external factor. There are always threats in any business however if monitored regularly they might be turned into opportunities e.g. change in customers' taste or new distribution channels.

The authors inspected the strengths, weaknesses, opportunities and threats of the city tour.

7.1 Strengths

Tour Avia Travel has operated in St.Petersburg for twenty years and has established a reputation as a reliable travel agency. During many years of operation, the company had created an extended customers database which can be used in advertising new products for instance by using mailing services that are of the cheapest. For the well established company with good reputation it is easier to introduce a new product to its customers. In the existing customers also lies the possibility of becoming better known via word-of-mouth. According to Käkälä, Russians as customers tend to recommend companies and services to each other when they feel they have received good service.

The contact person who will meet and work in Tampere with customers is a strength, as the customers can know that they have someone to contact in case they need help and an assistance of someone capable of translating from Finnish/English to Russian and vice versa. This also allows the customers to give the agency direct feedback via the contact person, as that person can forward the comments and wishes of the customers to the agency and possibly try to solve the problem mentioned by the customer immediately.

Tour Avia Travel is located in the central area of Saint Petersburg within short walking distance from a metro station and shopping district. There are many office buildings opened around. The company has long open hours up to 7 p.m. These factors enable customers easily to reach the agency without a rush even after work and the location itself markets the company as there is a big chance for walk-in customers.

The travel agency also organises the visas for the visitors, so choosing to travel to Finland on a tour package saves the customers the work of organising the visas that they have to go through when travelling by themselves. Additionally, readymade package tour to Tampere will expand Tour Avia Travel's range of services as the company mainly uses package tours made by tour operators.

The location of Tampere is an advantage, due to the short travel distance from St. Petersburg to Tampere. It is also due to the nature of the area that the location is a strength. As Tampere is situated between two lakes, it offers beautiful sceneries and possibilities for many kinds of activities (Palva-aho, Kaikkonen 2011). The size of Tampere and its

city centre can also be seen as strength. Many of the attractions are within a walking distance and moving from a location to another is fast also on foot.

7.2 Weaknesses

The majority of customer service personnel in Finland and particularly in the Tampere region do not speak Russian, and this might lessen the attractiveness of the area as a destination to Russian customers.

The results of the questionnaire showed that the majority of the respondents are not willing to spend more than 400 euros on Tampere city tour (figure 12). As Finland is the most expensive country using euro as a currency (MTV3, 2012) it might be disappointing for the visitors to see the consumer prices in Tampere.

Tour Avia Travel is a relatively small travel agency of 5 people that might be considered as its disadvantage. There are many powerful tour operators in the market for whom it is much cheaper to create, introduce and to market new products. Often tour operators have their own coaches and buses in comparison to Tour Avia Travel which has to rent transfer transportation from other companies.

Tampere City Tour package might not bring big profit to the company. The product more likely will be used as a weekend trip during summer time when turnover of customers buying package holidays to the sun and sea destinations is significantly higher (www.russiatourism.ru). Furthermore, there are many companies offering some kind of services that include Finland, e.g. transfers, visas, hotel and cottage reservation, ferry trips etc. Tour Avia Travel will have to keep the prices relatively low in order to compete.

7.3 Opportunities

Travelling, especially flying causes ecological problems. One way to reduce one's carbon footprint is to travel to close locations and to use such means of transportation as trains and buses (Kalmari, Kelola 2009). Finland and Russia are neighbouring countries

and the means of transportation used by Tour Avia Travel for the visitors of Tampere is a bus. There has been a strong trend of “going green” in the western world for the last couple of years. If this trend reaches Russia and Russian consumers become more aware of environmental issues, it might increase the interest of them to travel to closer locations like neighbouring countries by bus instead of flying to destinations such as Spain or Greece. Käkälä found out in his research of 2012, that Russian travellers already find ecotourism very important. Even though Tour Avia Travel is not marketing Tampere city tour as an ecotourism product, it is good to point out that it is more sustainable option than many other destinations. Also the means of transport while the guests are already in Tampere are mainly public transportation and often the guests are moving from a location to another on foot.

Sergei Lavrov, the minister of foreign affairs of Russian Federation, has publicly stated that he wishes there will be no need for visas when travelling between Russia and Finland in 18 months (Ilta-Sanomat, 2012). This would lessen the need for working hours of the staff of Tour Avia Travel, as it is now that they organise the visas for the customers. If the visas were not needed, the cost of the visas and the savings made from the decreased need of staff working on them would be seen also as a decrease in the price of the tour package.

Saint Petersburg is second largest city in Russia with population of almost 5 million citizens. Russian tourists is the largest group of visitors from abroad in Finland. As was stated by Yle uutiset, it was estimated that 80% of the inhabitants of St. Petersburg have not yet visited Finland. According to the research made by the authors, the majority 62% of the respondents are not familiar with the Tampere region; however 83% of the respondents are interested in visiting (figure 4; figure 10). This shows potential interest in the product and opportunity of successful implementation of Tampere City Tour package.

Ryanair, Irish low cost airline company established in 1985 (www.ryanair.com) has flights to and from Tampere airport (www.finavia.fi). Ryanair offers affordable flights to various European destinations. Customers of Tour Avia Travel have a possibility to combine Tampere City Tour with their further travel to other European cities.

As it was already mentioned in previous chapters, short holiday breaks have gained popularity among tourists over the past years and the trend continues growing (Syratt, Archer 2003). Nowadays people tend to be busier at work and at home and often do not have time for a two-week holiday. Tampere City Tour is a three-day tour which is more likely to be taken over the weekend as a city break holiday in order to leave busy Saint Petersburg behind and have a breath of fresh air in Tampere.

7.4 Threats

The closeness of Helsinki is a threat to the attractiveness of Tampere city tour (Palvaaho, Kaikkonen 2011). Helsinki is the capital and also the biggest city of Finland. As the capital it might be seen as the most interesting city of the country to visit. The new train Allegro started to operate in 2010 and it travels the distance between Helsinki and St.Petersburg approximately in three and a half hours (Iltalehti, 2010).

The decline of the economical situation is a threat, as consumers become more careful with their use of money. Finland is the most expensive country among the countries using euro as a currency (MTV3, 2012) and if unemployment and the uncertainty of the economical situation increases in Russia, Finland might not be seen as the most attractive travel destination.

Currency fluctuations are another threat as Russian Federation uses its own currency, rubles. As of 23.08.2012 the exchange rate was 1 euro = 39.7744 Russian rubles. European currency is relatively stronger than the Russian one meaning the cost of travel and staying in Finland for Russian tourists is quite high and furthermore depends on currency fluctuations.

Fuel price affects tourism in the same way as currency exchange rates; it is increasing cost of travel. According to the Finnish Petroleum Federation, the world market prices of oil products have been heading up since late June. The weak exchange rate of the euro against the US dollar is also contributing to the high price of fuels, for oil products are priced in dollars. The average pump price of petrol has again risen to more than EUR 1.70 per litre. (Helsingin Sanomat, 21.08.2012).

Weather and climate are one of the most important factors that tourists take into consideration when looking for holiday destinations. Finnish weather during summer is relatively warm however might be unpredictable, chilly and rainy. Weather conditions in Saint Petersburg are no different, which may affect decision making towards warmer destinations. According to Agnew & Palutikof, 2006 unfavorable weather conditions in tourists' home countries may work as a push factor to travel to warmer locations (Becken, 2010). Additionally, Tampere City Tour product is seasonal because it is mainly aimed for summer period.

Independent travel is a relatively new trend in tourism and it is constantly gaining popularity, especially among younger generation. Low cost airlines, web sites like Booking.com, Expedia or Trip Advisor, easiness of booking tickets or hotels online have triggered self booking in travel. While tour operators struggle to sell package holidays, those companies that serve the independent tourist seem to be prosper despite the recession (Telegraph Travel, 2011).

8 MARKETING

In this chapter the authors give Tour Avia Travel some suggestions for marketing Tampere City Tour.

It is to be kept in mind that the agency has been in the market for many years and therefore it has extensive experience on marketing its business and gaining new customers as well as keeping the old ones coming back. The authors have not commented on the pricing of the city tour, as they do not have the information on the expenses caused by the staff, visas, transportation etc. Tour Avia Travel might also have contracts with companies offering transportation that they would benefit from when organising transportation from St. Petersburg to Tampere that the authors have no knowledge of. As the majority of the respondents answered they would not be willing to spend more than 400 Euros (figure 12) the authors have tried to pay attention to the costs rising from the programme and the activities themselves.

As one of the ways to promote Tampere City Tour the authors suggest Tour Avia Travel to use its existing database of customers for direct marketing. Mailing is one of the inexpensive methods to reach potential customers. Although it is claimed that two-thirds of recipients ignore sales messages, 10 percent would respond to it. According to Holloway (2004), the research has shown that over a quarter of the population in the UK had bought a service or a product as a result of receiving a direct sales mail.

Personal sale is another tool which could be used by Tour Avia Travel. Tampere City Tour can be promoted directly to potential customers who come to the company to apply for Finnish travel visa, make passports or just wonder about travel options for their holiday. Customers can be offered brochures about Tampere and introduced to the tour itself. This option is advantageous because it is done at a low cost.

Word of mouth is another cost free form of promotion. As Tour Avia Travel has been in the market for many years it has had many satisfied loyal customers who have already brought others to the company by spreading "a word of mouth". The authors believe that after conducting few successful trips the word will spread around. Additional option is to organise familiarization trips for people who might affect selling the tour, e.g.

travel writers or correspondents, bloggers, other travel agency's representatives who might be interested in selling the product.

8.1 Marketing mix of Tampere city tour

The marketing mix was introduced as a concept in chapter 2. In the following the authors have tried to adjust the Tampere city tour into the concept to offer the agency some tools to start the marketing of Tampere city tour to their customers.

- **Product**

The customer will be buying a tour package that includes transportation to the destination and back, accommodation and a tour guide who also offers the customers assistance in various situations during the visit. There are also intangible elements in the product, for example, whether the guests will like the hotel's rooms or not and also the friendliness and competency of the staff in the hotel and the restaurants the guest will visit.

- **Price**

The authors do not know which factors Tour Avia Travel's pricing of its products based on. However the authors advice Tour Avia Travel to keep in mind the perishable nature of tourism products and suggests that the agency lowers the list prices for last minute bookings in order to have as many paying customers on the package tour as possible.

- **Place**

The place represents the point of sale, the place where the product can be purchased from. Tour Avia Travel's agency is situated in central area of Saint Petersburg and it is easily accessible for its customer also because it has opening hours until 7 pm. The agency also has a website and an online booking system. The authors suggest including Tampere city tour in the system so that it could be used as a distribution channel when selling the Tampere tour package.

- **Promotion**

The promotion of the Tampere city tour is the combination of advertising, sales promotion, salesmanship and publicity. In the launch of the tour package the agency should use some newspaper ads and make Tampere tour package visible on their webpage. Also people visiting the agency for different purposes should be extensively told about the possibility of travelling to Tampere and what the package has to offer. The authors suggest inviting travel writers and popular bloggers on to the trip to write about their experiences of Tampere package tour on their blogs as a way of gaining visibility. As an example, a blogger from St Petersburg writing about fashion, lifestyle and travelling would be invited to the tour package to enjoy Tampere and write about the tour and the city. As the guide and contact person of Tour Avia Travel is a student living in Tampere, the task of showing the blogger around the city would be assigned to the guide. This familiarisation of the city would include the best places for shopping, eating and drinking. The blogger could be for example shown the extensive collection of flea markets and second hand shops of the city and the places where to get good food and enjoy nice atmosphere.

8.2 The nature of Tampere city tour

The authors described the nature of tourism services in chapter 2. The mentioned four factors that affect marketing services need to be considered also in the case of Tampere city tour package.

- Intangibility

As services are immaterial and therefore not to be tested before the purchase, selling a new product is challenging especially during times of economical uncertainty. Customers might not feel attracted to a new destination when they only have the possibility of taking one vacation in a year. The destination should be introduced to the customers in an attractive way; the webpage could for example include YouTube -videos of Tampere filmed by the agency's guide and contact person. These videos could be filmed while there are actual visitors with the guide, for example during the walking city tour or on an inland water cruise to Viikinsaari. Seeing actual Russian customers in the videos would convince the customers planning their next trip more than seeing just paid actors

and professionally shot advertisements. Videos of the official Tampere region visitor webpage (www.visittampere.fi) could be shown as well. Also the idea of inviting bloggers to the city tour introduced in the previous marketing mix, would support this.

- Heterogeneity

A package tour as Tampere city tour cannot be exactly the same twice. There are many things travel agencies cannot control, for example the weather or political and social outbursts in the destination. When Tour Avia Travel starts operating the city tours in Tampere, it is not going to have its own staff in the destination. The only person working for Tour Avia Travel is the contact person, but all the hotels and restaurants have their own staff and service the agency has no control over. Therefore it is important to ask and encourage the customers to give feedback of the service they are getting in their hotel to the contact person while they are still in Tampere. This way the contact person can forward their feedback to the staff of the hotel immediately and there is the possibility of receiving some compensation if there has been poor service. It also might be that some destination mentioned on the programme is not accessible during the time of the visit, Särkänniemi can be closed from public for some safety reasons or the center of the city can be going under a construction. These can be a serious setback to the reputation of Tampere city tour, so the staff of the agency must follow the news of the Tampere region actively to find out if something that can affect the city tour happens.

- Perishability

As mentioned above, the authors do not give the agency pricing advice due to the fact they do not possess all the needed information to do so. However, the perishability of tourism products is an important factor to be kept in mind. An unsold customer spot on the city tour is lost forever, so price reductions should be offered if it seems the tour is not sold enough to be filled with the original list price.

- Inseparability

Services are very personalised and often what the customers remember best is the person who served them or sold them the product. Tourism service product such as Tampere city tour is the combination of the performances of many sellers and customer service personnel. The agency's staff sells the package to the customer and the transportation is

taken care of by a driver hired for the job. The guide and contact person of the agency is probably the most important person to the customers, as he/she is assisting them at the arrival and check in, taking them to some of the day trips and giving them the guided walking city tour. It is important to ensure that the person in this position has good customer service skills and is excited about the opportunity of doing his/her practical training for Tour Avia Travel. As mentioned above in the paragraph concerning heterogeneity, the agency cannot control the quality of customer service of the hotels and its restaurant's staff. The customers might leave Tampere with a negative impression of Tampere city tour only because they feel they have not received satisfactory service from the hotel personnel. This is why the agency and contact person need to encourage customers for giving feedback during and after the trip.

9 CONCLUSIONS

This thesis and research were conducted in order to create a feasible Tampere city tour package for the use of Tour Avia Travel located in St.Petersburg. Tampere is relatively unknown among Russian customers and Tour Avia Travel wishes to be one of the first agencies offering tour packages from St.Petersburg to Tampere.

The authors had an objective of conducting a research in order to find out what the existing customers of Tour Avia Travel would like to experience when visiting Tampere, if they were familiar with the region, if they wished to visit the destination and how much would they be willing to spend on the tour. This information assisted the authors when they were designing the elements of the city tour's programme. The authors also had the endeavour to familiarise the staff of Tour Avia Travel with Tampere and its existing tourism services.

In order to identify the strengths, weaknesses, opportunities and threats of the package the authors conducted a SWOT analysis after planning the tour. The analysis will serve Tour Avia Travel when they are making the decision whether to start operating the tours in Tampere or not. Also tools for the marketing of the city tour were suggested to the agency by the authors.

A survey by using a questionnaire was conducted in order to collect quantitative data, in order to find out what the existing customers of Tour Avia Travel wish to experience in Tampere. The authors also read other studies about Russian tourists in Finland and used the knowledge gained from them as addition when planning the programme. The research took place in the agency's office in June, questionnaires were handed out for the customers visiting the agency. The authors' goal was to gain 50 filled in questionnaires, but 47 were filled in. This was considered to be enough and no more questionnaires were sent out to the agency.

Of the total of 47 respondents, 29 were female. The authors believe this might be because women are usually more prone to participate in research and filling in questionnaires. Majority of the respondents were from the age groups 26 to 30 and from 31 to 40 and the most common occupation of the respondents was employed. Family and friends were the most often chosen option to the question who do the respondents usually travel

with. The average respondent of the study usually stays in the destination for 3-5 days and if visiting Tampere they would be willing to spend 400 Euros or less. The most desired among the respondents activities in Tampere were nature, nightlife and shopping.

The research indicated that most of the customers were not familiar with the Tampere region and the city, but an encouraging amount of 39 respondents out of 47 told they were interested in visiting Tampere.

Based on the information gained from the questionnaires and other studies concerning Russian tourists in Finland, the authors constructed a programme for the visit. Special attention was paid to the fact that Russian customers value good service and according to the questionnaire and the authors' observations they do not generally possess fluent skills in English. The authors also focused on keeping the costs as low as possible, therefore a co-operation with a student in order to have a guide and contact person providing the guests service and assistance in Russian in the destination was suggested to the agency.

The most important things to consider when conducting the programme was offering the customers the activities the respondents named the most interesting ones in the questionnaire if they were to visit Tampere. Therefore a shopping trip to Ideapark was planned as one of the desired activities. Also the first day's walking city tour would show the customers places such as Stable Yards and the Market Hall of Tampere to buy products. As most of the respondents were female, the authors also planned activities such as visiting museums for the male guests who might not be as interested as the women in visiting Ideapark. Palva-aho and Kaikkonen found out in their research in 2011 that Russian customers were very interested in inland water cruises. In order to combine this and the interest towards nature, the authors decided to offer the customers a day trip to Viikinsaari. Other activities were also planned, such as a visit to Särkänniemi for families with children.

The results of the research prove that there is a market for Tampere city tours for Russian customers from St.Petersburg and Tour Avia Travel should consider launching the tour. However, organising the tour will be challenging as the consumer prices in Finland are high and the research indicated that the customers might not be willing to spend

more than 400 Euros on the trip. Tour Avia Travel should make careful calculations and consider the aspects shown in the SWOT analysis when making the decision about the tour. The authors believe that with good planning and budgeting the tour can be executed in a satisfactory way for both the customer and the agency.

The aim of this thesis was to create a desirable and feasible tour package of Tampere to the travel agency Tour Avia Travel and offer it some tools to start the marketing of the tour package. The authors feel they have succeeded in that. The thesis project was started relatively late in May 2012 and the goal was to offer the agency the ready programme in early autumn. In order to create a package attractive to a Russian customer, questionnaires were sent to the agency's office to be handed out to its customers. The questionnaire was planned by the authors and written originally in English. One of the authors, Ekaterina Botina, translated the questionnaire into Russian. The data of 47 filled in questionnaires was considered to be enough. The process of collecting data was not challenging, as the authors were able to reach Russian customers easily.

The authors read other studies about Russians as customers and feel that they had a good overall idea of the needs and wishes the customers might have for a city tour. The authors are satisfied with their work and believe Tour Avia Travel will find it useful as well when implementing the Tampere city tour.

REFERENCES

Book references:

Brotherton, Bob, 2008. *Researching Hospitality and Tourism; A Student Guide*. London: Sage Publications Ltd

Finn, M., Elliott-White, M., Walton, M. 2000. *Tourism & leisure research methods. Data collection, analysis and interpretation*. Harlow, England: Pearson Education Limited.

Holloway, J.C. 2004. *Marketing for tourism*. 4th edition. Harlow, England: Pearson Education Limited.

Holland, B., Youell, R. 2008. *Introducing Travel & Tourism*. Travel And Tourism Publishing.

Kolb, B. M. 2006. *Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists*. Taylor & Francis Ltd.

Käkelä, Juuso 2012. *Venäläiset matkailijat Suomessa: Kulttuurierot ja niiden merkitys matkailualalla*. Bachelor's Thesis, University of Applied Sciences, Rovaniemi.

Matkailun Edistämiskeskus, IPK Internation. 2006. *Countryside holidays in Finland. Market study for Russia. Part 3*. Helsinki: Matkailun edistämiskeskus.

Potapova, E. 2012. *Russian consumer behavior in Finland*. Saimaa University of Applied Sciences. Degree program in Tourism. Bachelor's thesis.

Palva-aho, Anna-Maija and Kaikkonen, Minna 2011. *Development of Tourism Services for the Russian Customers in Tampere region*. Bachelor's Thesis, University of Applied Sciences, Tampere.

Syratt, G., Archer, J. 2003. *Manual of Travel Agency Practice*. 3rd edition. Taylor & Francis Ltd.

Viitala, Riitta and Jylhä, Eila. 2008. Liiketoimintaosaaminen, Menestyvän yritystoiminnan perusta. Helsinki, Edita Publishing Oy.

Electronic references:

Aamulehti: Näin hurjasti pomppasivat Tampereen hotellihinnat 31.7.2012. Read from: www.aamulehti.fi/Kotimaa/11947758115383/artikkeli/nain+hurjasti+pomppasivat+Tampereen+hotellihinnat.html

Helsingin sanomat. 2012. Number of Russian visitors to Finland is increasing steadily. 22.03.2012. Read 27.7.2012

<http://www.hs.fi/english/article/Number+of+Russian+visitors+to+Finland+is+increasing+steadily/1329103667268>

Helsingin sanomat, 2012. Up, up and away (again): pump price of 95E10 gasoline climbs back to EUR 1.70 per litre. 21.08.2012. Read from:

<http://www.hs.fi/english/article/Up+up+and+away+again+pump+price+of+95E10+gasoline+climbs+back+to+EUR+170+per+litre+/1329104652299>

Helsingin sanomat. 2011. Tourism from Russia has become a billion-euro business. 27.09.2011. Read from:

<http://www.hs.fi/english/article/Tourism+from+Russia+has+become+a+billion-euro+business+/1135269579806>

Ideapark: www.ideapark.fi/info/

Literature review. Susanne Becken. 2010. The importance of climate and weather for tourism. <http://www.lincoln.ac.nz/PageFiles/6698/WeatherLitReview.pdf>

MTV3: Suomen hintataso on euromaiden korkein. 28.06.2012. MTV3-STT.

Read from: www.mtv3.fi/uutiset/kotimaa.shtml/2012/06/1572696/suomen-hintataso-on-euromaiden-korkein

YLE uutiset. 2012. Sharp rise in the number of Russian tourists. 21.05.2012. Read 20.07.2012

http://yle.fi/uutiset/sharp_rise_in_the_number_of_russian_tourists/6103886

YLE uutiset. 2012. Russian tourists a boon for worried retailers. 06.08.2012. Read 07.08.2012 http://yle.fi/uutiset/sharp_rise_in_the_number_of_russian_tourists/6103886

YLE uutiset: Vihaiset linnut lentävät pankkikortteihin Venäjällä. 29.05.2012.

Read from:

www.yle.fi/uutiset/vihaiset_linnut_lentavat_pankkikortteihin_venajalla/6141023

Yle: Suomalaiskorkeakoulut houkuttelevat yhä enemmän ulkomaalaisia. 08.08.2012.

Read from:

www.yle.fi/uutiset/suomalaiskorkeakoulut_houkuttelevat_yha_enemman_ulkomaalaisia/6247093

The Russia Federal Agency for Tourism. Read 22.08.2012

<http://www.russiatourism.ru/>

Simply psychology. 2012. Maslow's Hierarchy of Needs.

<http://www.simplypsychology.org/maslow.html>

Statistics Finland. 2012. Nights spent by foreign tourists in Finland up by 7 per cent in May 2012. 19.07.2012. Read 20.07.2012

http://www.stat.fi/til/matk/2012/05/matk_2012_05_2012-07-19_tie_001_en.html

Särkänniemen liput voi ostaa nyt Siwasta, Valintatalosta tai Euromarketista.

20.04.2012.

Read from:

www.valintalo.lahikauppa.fi/fi/tietoavalintatalosta/ajankohtaista/?articleID=2421&otsikko=Särkänniemen-liput-voi-ostaa-nyt-Siwasta,-Valintatalosta-tai-Euromarketista

Särkänniemi ticket prices: www.sarkanniemi.fi/fi/liput-ja-hinnat/liput-sarkanniemeen

Suomen virallinen tilasto (SVT): Suomen kansalaisuuden saamiset (verkkójulkaisu).

ISSN=1797-7142. 2011. Helsinki: Tilastokeskus.

Read from: http://www.stat.fi/til/kans/2011/kans_2011_2012-05-10_tie_001.fi.html

Tampere Citybike: <http://www.tamperecitybike.fi/index.php>

Telegraph Travel. Do we still need travel agents to book our holidays? 23.11.2011.

Read from: <http://www.telegraph.co.uk/travel/travelnews/8910460/Do-we-still-need-travel-agents-to-book-our-holidays.html#>

Travel daily news. 2011. The Russian tourists are the leaders in Finland. 30.08.2011.

Read 20.07.2012

http://www.traveldailynews.com/pages/show_page/45035-The-Russian-tourists-are-the-leaders-in-Finland

Tilastokeskus, Tieto&Trendit: Suomen Korkeakoulut vetävät kiinalaisia. Aku Alanen, 5.7.2012. Read from: www.stat.fi/tup/tietotrendit/tt_06_06_ulkom_opiskelijat.html

Viikinsaari Island timetables and prices: www.hopealinjat.fi/sivut/viikinsaari.htm

Visit Tampere Tourist Information. 2012. <http://www.visittampere.fi/>

World footprints. 2012. Russian Tourists at Ski Resorts – Reckless but Generous.

24.01.2012. Read from: <http://www.worldfootprints.com/russian-tourists-at-ski-resorts---reckless-but-generous>

APPENDICES

APPENDIX 1. Questionnaire in English

Dear traveler,

We are students of Tampere University of Applied Sciences, Finland. This questionnaire is a part of the Bachelor's Thesis about developing Russian tourism to the Tampere region.

Please take some time to answer these questions. Your opinion is important to us.

1. Your gender
 - a) female
 - b) male

2. Your age
 - a) 18-25
 - b) 26-30
 - c) 31-40
 - d) 41-50
 - e) 51-60

3. Your occupation
 - a) employed
 - b) retired
 - c) student
 - d) unemployed

4. What is your family status?
 - a) family with children (what age? _____)
 - b) family with no children
 - c) married/in relationship
 - d) single

5. Please indicate your command of English
 - a) none
 - b) poor
 - c) fair
 - d) good
 - e) excellent

6. What is the average length of the stay when you travel?
- a) 1 - 2 days
 - b) 3 - 5 days
 - c) 6 days or longer
 - d) other _____
7. Who do you usually travel with? (you may choose two options)
- a) children
 - b) family
 - c) friends
 - d) spouse
 - e) work associates
 - f) other, who? _____
8. Have you visited Finland before?
- a) no
 - b) yes, where? _____
9. What is your usual purpose of visiting Finland? (you may choose two options)
- a) business
 - b) leisure
 - c) nature
 - d) shopping
 - e) visiting family or friends
 - f) other, what? _____
10. Are you familiar with the Tampere region?
- a) no
 - b) yes
11. Are you interested in visiting Tampere?
- a) no
 - b) yes
12. If you were to visit Tampere, what would you be interested in? (you may choose three options)
- a) activities with children
 - b) amusement park
 - c) culture
 - d) nature
 - e) nightlife
 - f) shopping
 - g) sightseeing
 - h) other, what? _____

13. How much would you be willing to spend on a 3 day visit to Tampere?
- a) 200-300 €
 - b) 301-400 €
 - c) 401-500 €
 - d) other, how much? _____

APPENDIX 2. Questionnaire in Russian

Здравствуйте,

Мы студенты Университета города Тампере, Финляндия. Данная анкета является частью дипломной работы о развитии русского туризма в регионе города Тампере. Пожалуйста, потратьте немного времени чтобы ответить на вопросы. Ваше мнение важно для нас.

1. Ваш пол ?
 - c) женщина
 - d) мужчина

2. Ваш возраст?
 - f) 18-25
 - g) 26-30
 - h) 31-40
 - i) 41-50
 - j) 51-60

3. Ваш род занятий?
 - e) работаю
 - f) на пенсии
 - g) студент
 - h) безработный

4. Ваше семейное положение?
 - e) семья с детьми (возраст детей? _____)
 - f) семья без детей
 - g) в отношениях
 - h) не состою в отношениях

5. Ваш уровень владения английским языком
 - f) не владею
 - g) элементарный
 - h) средний
 - i) вышесреднего
 - j) продвинутый

6. Какова средняя продолжительность В аших путешествий?
 - e) 1 - 2 дня

- f) 3 - 5 дней
- g) 6 дней и дольше
- h) другое _____

7. С кем Вы обычно путешествуете? (можно выбрать два варианта)

- g) дети
- h) семья
- i) друзья
- j) супруг(а)
- k) коллеги по работе
- l) другое, что? _____

8. Посещали ли Вы Финляндию прежде?

- c) нет
- d) да, какие места? _____

9. Какова обычно Ваша цель посещения Финляндии? (можно выбрать два варианта)

- g) бизнес
- h) отдых
- i) природа
- j) посещение магазинов
- k) навещание семьи/друзей
- l) другое, что? _____

10. Знакомы ли Вы с регионом Тампере?

- c) нет
- d) да

11. Заинтересованы ли Вы в посещении Тампере?

- c) нет
- d) да

12. Если бы Вы собирались посетить Тампере, что бы Вас заинтересовало?

(можно выбрать три варианта)

- i) развлечения с детьми
- j) парк развлечений
- k) культура
- l) природа
- m) ночная жизнь/ клубы
- n) посещение магазинов
- o) осмотр достопримечательностей
- p) другое, что? _____

13. Сколько Вы готовы потратить на трехдневное посещение Тампере?

e) 200-300 €

f) 301-400 €

g) 401-500 €

h) другое, сколько? _____