



VAASAN AMMATTIKORKEAKOULU  
VASA YRKESHÖGSKOLA  
UNIVERSITY OF APPLIED SCIENCES

Katri Jokilehto

# Finnish travelers' travel motivation

Case: Canary Islands

Tourism  
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## TIIVISTELMÄ

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Opinnäytetyön tavoite on tutkia suomalaisten matkustusmotiiveja Kanarian saarille sekä tekijöitä, jotka vaikuttavat matkustuspäätökseen sekä lomakohteen valintaan. Kohderyhmä tälle tutkimukselle on suomalaiset lapsiperheet ja tarkoituksena on tutkia lapsiperheiden matkustusmotivaatiota, sekä loman onnistumisen kannalta tärkeitä tekijöitä.

Tutkimus suoritettiin kyselylomakkeella, joka tehtiin e-lomake ohjelmalla. Kyselylomake laitettiin Internetiin ja tutkimuksen tulokset analysoitiin SPSS-ohjelmalla. Beard ja Ragheb (1979) Leisure Motivation -teoriaa käytettiin tutkitessa motivaatio tekijöitä, jotka saavat suomalaiset matkustamaan Kanarialle.

Opinnäytetyön teoreettinen pohja koostuu motivaatio-tekijöistä, matkakohteen valinta-tekijöistä, matkustuspäätökseen vaikuttavista tekijöistä sekä Kanarian vetovoimatekijöistä.

Tutkimuksen tulokset osoittavat, että suomalaisten päämotivaationa oli mahdollisuus rentoutumiseen ja jokapäiväisen ympäristön vaihdos. Aikaisemmat matkakokemukset ja hotellin laatu olivat tärkeitä tekijöitä vastaajille matkapäätöstä tehdessä.

## ABSTRACT

Author	Katri Jokilehto
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The aim of the thesis was to study the travel motives which lead Finnish people to travel to the Canary Islands and other factors which impact on the holiday decision process and destination choice. The target group for the research was Finnish people and the aim was to study the travel motives of Finns to the Canary Islands and which factors are important for Finnish people to gain a successful holiday.

The research was conducted by using internet survey and the collected data was analyzed by using SPSS-program. The questionnaire was designed by the program e-lomake. Leisure motivation scale by Bear and Ragheb (1979) was used to research the motivation factors, which make Finnish people travel to Canary Islands.

The theoretical background for the thesis consists of motivation factors, destination choice and travel decision making process and pull factors of the Canary Islands.

The results of the research show that the primary motive for Finnish people to travel to the Canary Islands is the opportunity to relax and get away from everyday life. Previous travel experience and the quality of the hotel were important factors for the respondents when choosing the holiday destination.

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Keywords	Tourism,	Motivation,	Leisure	Motivation	Scale
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### **Appendix 1.** The questionnaire

## 1 INTRODUCTION

The aim of the thesis is to study Finnish people's travel motivation to Canary Islands. In December 2011 almost 300 000 trips abroad were done by Finnish people and from these trips every fourth was taken in Canary Islands. The main motivators to travel to Canary Islands are explored and also the factors that affect the travel decision of Finns and their choice of destination are studied. Furthermore, the factors that influence holiday satisfaction were researched. I chose this subject because I have worked in Spain in previous years and I wanted to research the motivation factors why Finnish people travel to Canary Islands. New travel destinations and trends emerge every year but still Canary Islands are one of the most popular destination among Finns and in this thesis I try to find out why Canary Islands attracts Finns to travel there every year.

Family travel provides an opportunity for family members to strengthen the family bonds and sharing experiences. According to Mayo and Lance (1981, 102) one of the most important motivators for family vacation is the positive benefits of travel to the children for example educational experiences of the holiday. When choosing the vacation destination children have indirect influence to the choice because the parents usually decide the destination by the child needs uppermost in mind. The needs of the children will determine the type of the destination and also has influence on the activities the family might take apart during the holiday (Mayo, Jarvis 1981, 102). Therefore Spain is popular holiday destination among the Finns. According to a research made by MTV3 matkailu, Tourists chose Spain as the best place to travel with children. It is familiar, safe and always sunny. It is easy to access and the journey does not take too much time. It has become a traditional destination among the Finnish people. (L'Ecuyer, Koski, 16.10.11)

Leisure motivation scale by Beard and Ragheb (1979) was implemented in the research to find out the motivation factors. The four categories of leisure motivation scale (intellectual component, social component, competence-mastery and



stimulus-avoidance) were used to find out the motivators of each cluster in which the respondents were divided based on their profession.

## **1.2 Research problem**

The aim of the research was to study what the main motivators are when Finnish people undertake travels to the Canary Islands and what were the main motivators for Finns to travel to the Canary Islands were. Also the importances of different motivation factors for different groups of travelers and impacts of travelers' leisure motivation to the destinations choice on the Canary Islands were studied. The attractiveness of the Canary Islands as a travel destination for Finnish travelers was part of the research problem.

## **1.3 The structure of the thesis**

Chapter 1 is the introduction of the thesis. Chapter 2 gives overview of tourism. It includes the development of tourism from 18<sup>th</sup> century to present time. Travel trends in Finland are also included in chapter 1. Chapter 3 presents the motivation theories in tourism. It includes Maslow's theory of motivation, leisure motivation scale by Beard and Ragheeb, Dann's tourism motivators and determinants which makes it possible or impossible for people to travel. Chapter 4 gives an overview of the destination choice and travel decision making process. It includes the theories of destination image and purchasing process. Chapter 5 introduces travel typologies from Cohen and Plog. Also the segment of families with children is introduced in chapter 5. Chapter 6 gives an overview of Canary Islands and how it became a popular tourist destination. Chapter 7 gives an overview of different research methods, validity and reliability of the research, data collection and how the research was implemented. Chapter 8 consists of the results of the research and chapter 9 gives conclusion of the thesis.

## 2 TOURISM

Tourism is travelling to a destination that is outside of the everyday living environment. The traveling is short-term and temporary. Tourism has two elements, first is the journey to the destination and second is the stay and activities in the destination (Page 2003, 12). *The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business and other purposes* (WTO and UNSTANT 1994, Cooper 2008, 11).

*Tourist* is a person who travels on his free-time and the travel lasts at least a day. The travel should take a part outside of the tourists living environment. The term tourist was adopted in early 19<sup>th</sup> century to refer to people who travel around to visit different sights. The term *Mass tourism* was adopted after World War II when tourism extended rapidly and readymade package trips became popular. (Kostiainen, Ahtola, Koivunen, Kaipela, Syrjänmaa 2004, 11 - 12.) *Package holiday* include everything people might need on a holiday; flights, transport, accommodation, meals and in some cases excursions. Package holidays were one of the factors that created mass tourism in Spain (Kostiainen, Ahtola, Koivunen, Kaipela, Syrjänmaa 2004, 224 - 225).

### 2.1 Background for tourism

People have travelled since the ancient Greece and Roman Empire. People have had the same travel motivations through time for example leisure and education. In 18<sup>th</sup> century upper class youth had a tradition called grand tour. The purpose of grand tours was to travel around in Europe and learn new cultures and to educate. Grand tour created new type of tourism for example inter rail, language course and student exchange. These travels are for youth and the purpose is to educate and learn new things about new cultures. (Selänniemi 2003, 21 - 22).

In 19<sup>th</sup> century the first travel agency was opened in London by Thomas Cook. Railways made the traveling easier and faster. New destinations became available to tourists because of the development of technology.

In the 20th century the First World War gave the less well off sector a curiosity of international travelling for the first time. The development of aviation industry during the Second World War created mass tourism. Flying became faster and cheaper and made it possible for people to travel further away from home. The aircraft became a cheaper and comfortable option for over sea travel and chartered flights boosted the package tour market and led to organized mass tourism. The seaside resorts became popular in Mediterranean and developed mass tourism destinations (Selänniemi 2003, 33 - 34; Chandra, 2007).

After World War II the economic situation in European countries started developing and travelling became possible for all people, before that travelling was only for the rich and upper class.

In 1950's tourism became the most profitable livelihood in Spain. Therefore Spain started to reconstruct its traffic communications. Package trips became more popular and affordable.

In 1960's the Nordic countries began mass tourism in Spain and most popular destinations were Costa del Sol, Canary Islands and Mallorca. Mass tourism in Finland was concentrated mostly to Spain and travelling to the "south" became a popular destination. South meant Mediterranean islands and Canary Islands. Spain has all that tourists are looking for a holiday, sun, beach, warm climate, cheap and easy to access. Travelling to the Mediterranean countries in 1950's were only for wealthy people but in the next decade tourism changed to be more ordinary and affordable for all and also the character of the holiday changed. Earlier holidays to Spain were more cultural and visiting multiple destinations but it changed to be only one destination holiday. Nowadays Mediterranean is the leading mass tourism destination in the world.

Travel trends change rapidly like other trends. New destinations emerge all the time and the development in tourism cursory. Travel agencies offer new exotic destinations for customers each season.

## **2.2 Tourism in 21st Century**

Tourism changes fast and new destinations emerge constantly. Many factors affect tourism such as socio-demographic changes, political situation, ecological and cultural changes. Socio-demographic changes will create important new customer segments.

A growing segment is senior citizens and active middle-aged persons between 50 – 65 years. Middle-aged persons are looking for new experiences. Also youngsters, singles and young families are important segments in the future. Travel agencies are providing already more tailored packages for different customer segments and more individual services. Travel agencies provide a chance for customers to be more involved when planning the holiday. Individuality is important for people and they want more individual services but still the number of package trips might increase because of the developing countries will come to the market.

Tourists are more educated and experienced and they are more selective and critical. Internal determinants are growing to become more important than external determinants. Nowadays the environmental aspect is important and some travel agencies are providing the possibility to donate a small amount of money for charity to decrease the environmental impact that the travel has. Environmental consciousness is high and people are more aware of the damage that tourism does to environment and they choose destinations that are sustainable and environmental friendly.

Tourists want to educate themselves when travelling and want to be active and participate in activities to gain new experiences which are deeper and meaningful.

Adventure holidays and health holidays might be a future trend in tourism. Youngsters look for adventure and active holidays and older people are concerned about their health and will look for health holidays. Traveling is no longer perceived as a luxury which leads to more last minute decision making and increasing of short term holidays. People will travel near home to save time from long distance travel and to gain more personal time (Vuoristo 2002, 192 - 194).

### **2.3 Travel trends in Finland 2011**

According to Pekka Antila, the product manager of Finnmatkat, the travel trends among Finns in spring 2011 are food, third generation holidays, individualism, higher standards and cruises. Food is an important factor for a successful holiday. Good food and drinks are the experiences people share with friends and colleagues after the holiday. Also all-inclusive holidays are now popular in Finland. Three generation holidays are more common nowadays in Finland. Grandparents are often invited to join the family holiday with their grandchildren. This trend is shown in growing popularity of family hotels. Individualism is important but also the simplicity of traveling is important. Package holidays are now making more individual services for their customers. People are expecting higher standards from their holiday for example they expect higher standard hotels and better service. Cruises are becoming more popular because it is a simple way to travel but in the same time offers versatile and individual experiences for the traveler. Most popular destinations at the moment are Egypt, Canary Islands, Southern Thailand, Archipelago of Greece, West coast of Turkey and Mexico. Egypt is a popular destination right now and it is offering new destinations for tourists. Egypt is attracting also younger customers (Simola 2001).

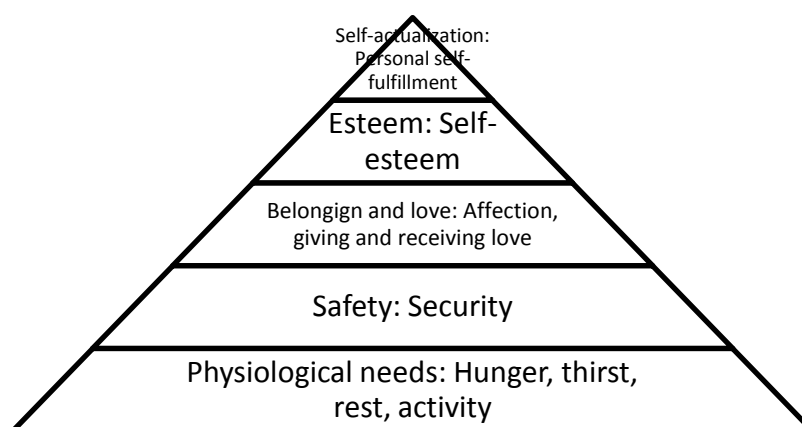
### 3 MOTIVATION IN TOURISM

Motivation answers the question why people travel. Travel decision making process is a complicated activity and it consists of many different factors like motivators and determinants. Motivators can be divided into sociological and psychological aspects which include acquired norms, culture, attitudes etc. A tourist is more likely to be influenced by multiple motivators than just one. Determinants can be divided into two types: factors that make one able to take a holiday and factors which determine the type of the holiday (Swarbrooke, Horner 2007, 53, 63).

#### 3.1 Maslow's theory of motivation

Maslow's hierarchy of needs is a hierarchy of the arrangements of individual needs. The model has five basic needs that individuals want fulfill in order to get to the next level (figure 1). If any of the physiological needs is not fulfilled the physiological needs would be dominating behavior.

**Figure 1.** Maslow's hierarchy of needs (Cooper, Fletcher, Gilbert, Wanhill 2008, 45).



First there are physiological needs like hunger, rest and thirst. The individual tries to satisfy the most important need then it will vanish and be a motivator and the next most important need will appear. The second need is safety, people need to feel safe and secure to be able to travel. The third need is belonging and love, for

some tourist this is the main travel motivation to receive love and feeling of belonging. The fourth need is esteem, individuals need to develop self-esteem. The fifth and final need is self-actualization, personal self-fulfillment. In this stage people want to express themselves and learn and try new things and experiences (Cooper, Fletcher, Gilbert, Wanhill 2008, 45).

Tourist motivations are difficult to research because individual might not feel that their motivations will be seen acceptable for example alcohol and casual sex. Tourist is also often influenced by multiple motivations; they have primary motivation and secondary motivations. Sometimes individual may not recognize his motivations, motivations can be subconscious or unconscious (Peter Smed, Lecture notes 2008).

Maslow's theory of needs is a foundation for several tourism motivation theories for example Leisure motivation scale by Beard and Ragheb and seven elements of Dann's tourism motivators.

### **3.2 Review of tourism motivation theories**

Dann's (1981) seven elements explain tourism motivation. The first element is that tourists are motivated by the desire to look for something that they cannot experience in their home environment. The desire of the tourist pushes him to travel and the destination/attraction pulls the tourist to travel. The trip can also have a purpose like visiting friends and relatives or gain new experiences which can be the main motivator. Motivation depends on numerous factors for example the personality of the traveler, who are they planning to take the vacation with, past experiences and demographic characteristics (Swarbrooke, Horner 2007, 61). Beard and Ragheb's leisure motivation scale (1979) and Dann's tourism motivators (1981) have same elements. Beard and Ragheb divided the motivators in to six parts when Dann divided the motivators in to seven elements. These elements are partly the same in both theories: social, educational, physical well-being and psychological benefits are found in both theories. People travel to meet new people

and be social and also education motive is found in all theories presented. McIntosh and Goeldner (1988) divided the tourism motivation factors into a four-category. This model has been created based on Maslow's hierarchy. First are physical factors that are based on spiritual and physical recreation for example health, sports and entertainment that remove and decrease stress and pressure. Cultural factors for example need to see and know more about cultures, art and different lifestyles. The third factor is social factors like meeting new people, visiting friends and relatives, escaping everyday life surroundings. The fourth factor is gaining respect and status. For example gaining more knowledge, study and feel appreciated and affirming ego. All motivation theories try to answer the question why people travel and all the theories have same conclusions, people travel to fulfill their need and wants (Cooper, Fletcher, Gilbert, Wanhill 2008, 46 - 47).

### **3.4 Leisure motivation scale**

Leisure satisfaction is an important concept since satisfaction is what people get when taking part to an activity. From leisure activities individuals gain for example enjoyment, achievement or improved health (Iso-Ahola, 1980, 330). Leisure satisfaction is "the fulfillment of certain personal needs through leisure activities". Bread and Ragheb 1979 ( Glendon, Ryan 1998) created leisure motivation scale to measure leisure satisfaction. Leisure motivation scale is based on Maslow's theory and it divides the motivator into six parts: psychological, educational, social, relaxational and aesthetic. Bread and Ragheb also created shortened version of the motivation scale in which the motivators are divided in to four types; Intellectual component, social component, competence-mastery and stimulus-avoidance. In this thesis the shortened version is used and examined. Shortened version of leisure motivation scale is a potential alternative to the full length leisure motivation scale but when researching the individual's scores full length scale presents more precise measures. (Iso-Ahola 1980, 336 - 337, 344 - 348).

The intellectual component contains individuals who are motivated to join activities which contain learning, exploring and discovery. The social component con-

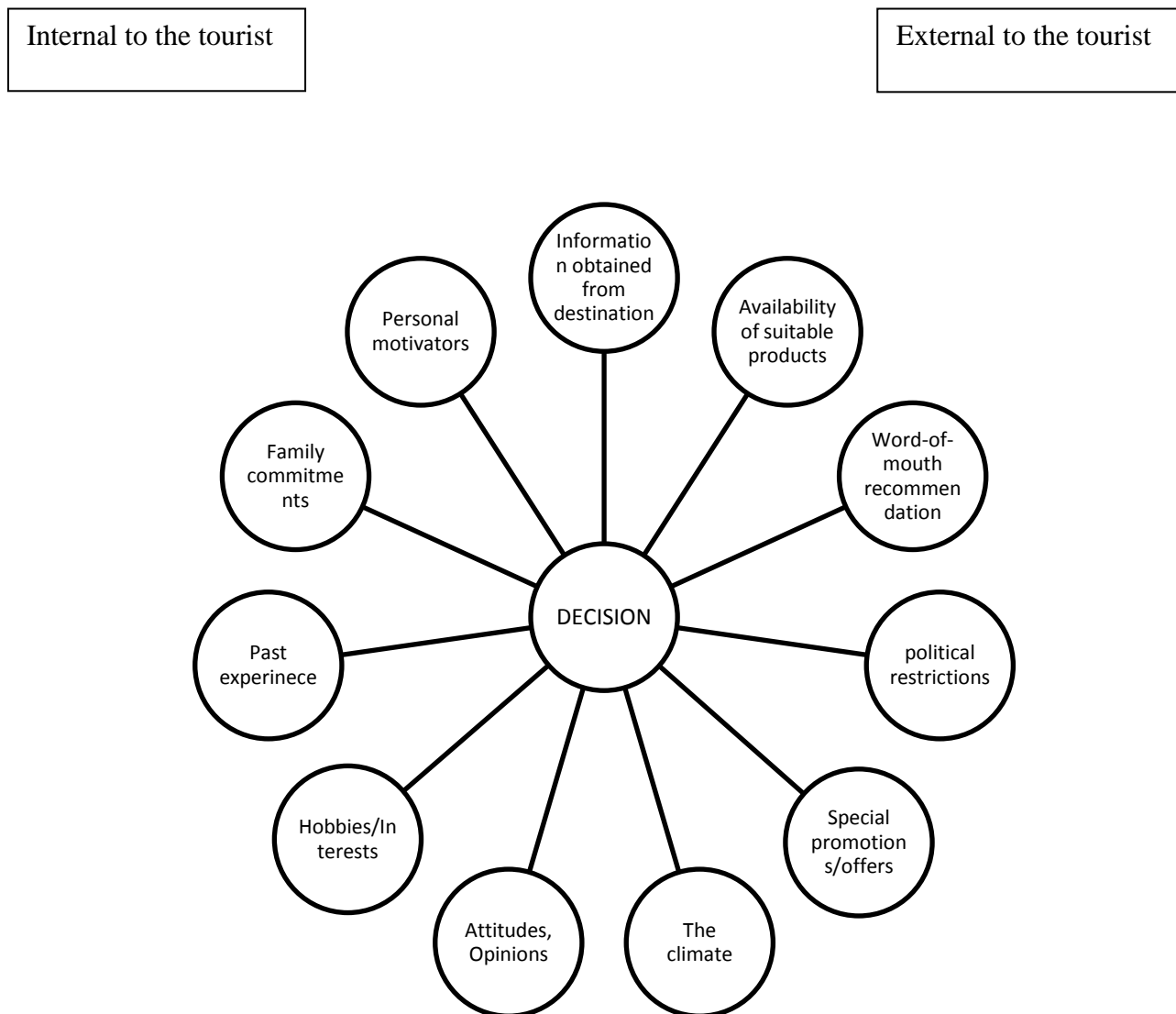


tains individuals who join activity for social reasons like need for friendship. Competence-mastery contains an individual who joins leisure activities for mastering, achieving, challenging and competition. Stimulus-avoidance contains individuals who want to escape and avoid social contacts and for others to seek rest and relaxation (Swarbrooke, Horner, 2007, 54 - 55). Demographic characteristics, national and cultural differences also affect the motivators. For example museums attract tourists who want to learn something new, feel the nostalgia and raise their status if it is an internationally famous museum (Swarbrooke, Horner 2007, 54, 60). A shortened version of leisure motivation scale was used in this thesis because it created a clear base for the questionnaire and made it possible to divide the respondents into groups.

### **3.5 Determinants**

Determinants of demand are factors that make it possible or impossible for the individual to travel. It includes factors which are personal for the tourist and external to the tourist (Figure 2). For example lifestyle, income level, health and education are factors that are individual. Past experiences, information from friends and relatives, the individual's interests and hobbies influence on the decision. Economical factors like price level in the destination and political factors like stability are not dependent on the individual but are important factors when choosing to travel. The tourism industry has an important part in determinants that affect the tourist behavior. Tourism industry creates tailored packages that suit certain target group for example offering the chance to pay the holiday in two periods. It is targeted for people with limited budget. Determinants impact on decision making process and last minute purchases (Cooper, Fletcher, Gilbert, Wanhill 2008, 97, Swarbrooke, Horner 2007, 62, 68, Ryan 2003, 91).

**Figure 2** Factors influencing the holiday decision (Swarbrooke, Horner 2007, 75)



### 3.6 Pull factors

A pull factor explains why some particular destination attracts tourists. Pull factors are reasons that affect the destination choice (Hemmi, Vuoristo 1993, 137). Most common pull factors are climate, environment, nature and culture. One destination does not have much impact to the push factors but pull factor is a matter that the destinations can impact. Pull factors can be divided in many ways for example continental based, country based or destination based. The attraction of the destination is formed from physical environment, population and society based factors. These factors determine the attraction of the destination (Hemmi, Vuoristo 1993, 54, 76, 82; Vuoristo 2002, 65 - 66, 68).

Hemmi and Vuoristo (1993, 76) categorize the destinations pull factors in four main factors:

- geographical factors
- cultural factors
- economical factors
- political factors

Geographical factors consist for example from climate and environment which are important pull factors. Also body of water, flora, coast and topography belong to geographical factors (Hemmi, Vuoristo, 1993, 76; Vuoristo 2002, 29). Culture is an important pull factor in tourism. Globe is divided in distribution of cultures in grand districts. The borders of these districts have faded among years because of immigration and refugees. Therefore it is nowadays possible that many different cultures are found close together in the same geographical districts (Vuoristo 2002, 34). Many countries and cities are now multicultural. This makes it possible for people to travel more free since the rules and cultures are not so bound to countries anymore (Hemmi, Vuoristo 1993, 80.) Cultural pull factors are all that man has made and adapted like history, build environment, archaeology, events, values, ideology, life style, religion and art. Economical factors effect to the tour-

ist's destination choice. The destination has to have functional urban structure Infrastructure has to be functional so that the destination is able to receive and handle tourists (Vuoristo 2002, 66 - 68). Political environment is also an important pull factor because political circumstances affect international tourism and its expansion. The destination's domestic and foreign politics must be settled enough for the traveler to feel safe to travel to the destination (Vuoristo 2002, 35).

### **3.7 Push factors**

Push factors explain why people places in the world travel in their free time away from their everyday living environment. Push factors usually concern the individual's internal and social needs that the traveler wants to satisfy (Aho 1995, 105). Crompton has divided push factors in seven sosiophysiological types which impact to the traveler's destination choice:

- Escape everyday routines:  
Holiday has to be physically and socially different than permanent living environment.
- Self-examination and evaluation:  
Holiday provides opportunity to the traveler to find new qualities of himself.
- Relaxation:  
Relaxation can be active or passive.
- Social competence:  
Need to improve social status.
- Recession:  
Holiday makes it possible to do things that people cannot do in everyday life surroundings.
- Bouding of the family:  
Holiday can bring a family closer to each other and reaffirm family bounds.
- Build new social contacts:  
Holiday gives opportunity to create new relationships and contacts (Hemmi, Vuoristo 1993, 137).

## **4 DESTINATION CHOICE AND TRAVEL DECISION MAKING PROCESS**

Choosing a travel destination is probably the most important decision that the traveler does. Motivation and determinants affect the individual's decision process. Attitudes, image, perceptions and motivators are individual and they are important factors when choosing the destination.

### **4.1 Destination image**

Image is one of the critical factors when choosing a destination and the most important is the image, that the traveler has about the destination whether it is true or not. Gunn 1972 (Cooper, Fletcher, Gilbert, Wanhill 2008, 54) identified two levels of image; organic and induced image. Organic image is the image that the individual creates based on reports, television, Internet, advertising, books, word of mouth and magazines. Induced image is formed by the portrayal and promotion of numerous tourism organizations. Induced image is easier to control when organic image is harder to influence.

There are four stages in development of holiday image. The traveler first forms a fantasy type of image of the destination in his mind from advertising and word of mouth. In this point the traveler has not yet thought seriously of taking a holiday. Second the traveler makes the decision of taking a holiday. At this stage the holiday image is clarified. The third stage is the holiday itself. At this stage the correct image reinforces and the invalid elements are removed. The fourth stage is the after image of the holiday, did the holiday fulfill the needs (Cooper, Fletcher, Gilbert, Wanhill 2008, 54).

### **4.2 Purchasing process**

The purchase of a vacation can be a major event for a traveler. The choice can also affect close members of the family or friends. That is why friends and family have a major effect on the destination choice and the travel decision. Purchasing a

holiday is usually a long-term decision and it is hard to predict where you want to travel in the future.

The buying process of a holiday starts from a need which leads to involvement. Traveler invests time and effort to the decision making and looks for information. Traveler also evaluates alternatives and makes comparisons among the products. Tourism products are intangible which makes the decision making harder. Traveler might ask friends for advice. Travel agencies and travel programs can also give information to the traveler before making the choice. The second stage the traveler makes the decision and purchases the product. At this stage the traveler selects accommodation and transportation. After the purchase comes post-purchase behavior and at that stage the traveler experiences the feelings of the experience. In the end of this transaction the consumer does not own anything which means that the purchase will have only emotional meaning to the consumer. Usually decisions involving tourism products are made in advance. The traveler can change his feelings about the holiday and that also makes the decision harder and well thought. Internet bookings, all inclusive resort holidays and last minute purchases of holidays are rising and that has not been taken into consideration in purchase decision models and it is one of the major weaknesses that these models have (Cooper, Fletcher, David, Stephen 2008, 55; Swarbrooke, Horner 2007, 70 – 77; Kotler, Armstrong 2001, 203).

## 5 TOURIST TYPOLOGIES

Tourist typologies are necessary for to explain and predict tourist behavior. Tourist typologies explain the reasons why individuals decide to travel and why to a certain destination (Mehmetoglu 2004, 70). Tourists are divided into different categories, in which motivations and characteristics effects to the destination choice. Based on this division is created mass tourism and individual tourism. The destination's pull factors and facilities affect the division of where and how different tourist typologies are travelling to different destinations. Tourist typologies help to understand the destination choices that tourist makes (Vuoristo 2002, 36 - 37).

### 5.1 Cohen's typologies

The research of motivation and why certain people travel to a specific destination created tourist classification. One of the best known is Cohen's (1972) classification (Page 2003, 74). In this classification the tourist is affected by curiosity and need for new experiences and also safety and familiarity. Based on previous factors, different roles are created which Cohen divided into four types (Page 2003, 74; Vuoristo 2002, 48.)

First type is organized mass tourist. Organized mass tourist favors readymade package holidays, familiar and safe destinations with minimal contact with the host community. The second type is individual mass tourists. This type also favors readymade package holidays but is more open and willing to visit other sights. The third type is an explorer. The explorer organizes and plans his holiday by himself and wants to experience the cultural and social lifestyle of the destination. The fourth type is a drifter. Drifter is seeking new destinations and new experiences and wants to live with the host community (Vuoristo 2002, 48 - 49). Cohen also classified the tourist experiences into five categories: recreational, experiential, experimental, existential and diversionary (Mehmetoglu 2004, 71).

## 5.2 Plog's typologies

Plog 1974 (Vuoristo 2002, 42 – 43) divided tourists to psychographic types. The classification was based on his research of factors that affect aviophobia, the results were later expanded to concern also tourists. Plog divided tourists psychological to psychographical types, which has two main points, psychocentric and allocentric. Psychocentrics prefer easy package holidays and passive activities like sunbathing, sightseeing and also save and familiar destinations. Psychocentrics tend to have low activity level and absence of foreign atmosphere. Psychocentrics usually travel to destinations which have been visited several times before and are well known, for example the Canary Islands. Allocentrics are the opposite of psychocentrics. Allocentrics are independent travelers who are looking for new and exciting destinations and prefer non-tourist areas, enjoying new experiences. They are active and interested in new cultures and meeting new people. Allocentrics are also adventurous and outgoing (Vuoristo 2002, 42- 43, 47; Page 2003, 75; Mayo, Jarvis 1981, 117, 119; Smeds lecture notes 8.11.2008).

Between psychocentrics and allocentrics are midsentrics which have both attributes. The majority of the tourists are midsentrics. Midsentrics can be classified to be pleasure seekers. Midsentrics travel to destinations which are foreign but visited many times before by other tourists for example Thailand. Different psychographic types travel to different destinations that are suitable for their attributes. New destinations emerge when allocentrics travel to new destinations and make the destination known and secure for others to travel (Vuoristo 2002, 47; Mayo, Jarvis 1981, 119).

According to Vuoristo, Cohen's tourist classification has same attributes as Plog's psychographic classification. Organized mass tourist is close to psychocentrism, while individual mass tourist is midsentrism, explorer is near to allocentrism and drifter is allocentrism (Vuoristo 2002, 42).



## 6 CANARY ISLANDS

Canary Islands consist of seven islands: Tenerife, La Palma, La Gomera, El Hierro, Gran Canaria, Lanzarote and Fuerteventura. Canary Islands are located in the northwest of Africa's coast. Canary Islands belong to Spain but the islands have autonomy. The Islands have quite steady temperature around the year and therefore Canary Islands are popular tourist destination year-round. Tourism, agriculture and fishing industry are important industries in the Islands. The islands are volcanic and there are a few natural parks where people can go and see the volcanic nature for example in Lanzarote, Timanfaya Natural Park. The Island's food culture is influenced by Africa, Arabia, South-America and continental Spain. Tapas, paella and sangria are typical dishes in Spanish food culture and they are popular also in the Canary Islands (Kanariansaaret – Aurinkomatkat, 2012).

Tenerife is the largest and best known Island of the Canary Islands. The island is visited by over ten million tourists a year. Tenerife has 350 kilometers of coast, tropical forest and a volcanic mountain, Teide which is the highest peak of the country. In the capital city Santa Cruz de Tenerife travelers can experience the authentic Canarian life (Tenerife Travel Information and Travel Guide - Canary Islands - Lonely Planet, 2012). The island of Fuerteventura is located closest to the African coast. Fuerteventura is known for its long sandy beaches and always sunny weather. Fuerteventura has lots of attractions that were built for tourist like golf courses and different villages (Fuerteventura, Iltalehti matkailu, 2012). The island of Lanzarote is located next to Fuerteventura and its capital is Arrecife which is also the center of traffic of the island. Lanzarote has warm climate all around the year as well as other Canary Islands and the high season to travel to Lanzarote is from autumn to spring when the weather in Southern Europe is not warm enough to spend a beach holiday. Lanzarote has versatile nature which makes it attractive destination for hikers (Tiesitkö tämän Lanzarotesta? - MTV3.fi – Matkailu, 2012) Gran Canaria is the third-largest island in the archipelago after Tenerife and Fuerteventura. The landscape of the Island is versatile from green

forests of the north to the desert in the south. In Gran Canaria tourists have opportunity to go hiking, sunbathing on the beaches or visit the capital Las Palmas and visit museums and enjoy the culture (Introducing Canary Islands, 2011). In December 2011 almost 300 000 trips to abroad were made by Finnish people and from these trips every fourth was taken in Canary Islands (STAT - Suomalaisten matkailu, 2011).

## **7 RESEARCH METHODS**

To study the travel motives of families with children I performed a research to collect information and data about the travel decision motives to Canary Islands. Social science research is based on people and their social behavior. In this thesis motives of travel behavior are studied. The social world is changing fast so the results of a certain research are not the same if the place and time are changed and the same research is made again (Veal 1997, 2 - 3). There are three types of research: descriptive, explanatory and evaluative research. Descriptive research is about finding out things and describing patterns and behavior. It is used in leisure tourism area. Explanatory research goes further than descriptive; it explains the patterns that were found. It explains why and how things are like they are and based on the knowledge it can be used to predict things. Evaluative research is used to evaluate programs, like customer satisfaction (Veal 1997, 4). In this thesis descriptive method was used. Leisure tourism was studied and also patterns of travel behavior were explained.

### **7.1 Qualitative research**

Qualitative research is unstructured and it is based on small sample of people, creating more insight and understanding of the topic. The information usually does not include numbers. The methods collecting qualitative information are observing, informal interviews and group interviews. In observing the researcher becomes a participant of the subject being studied (Veal 1997, 71). In informal interviews small amount of individuals are interviewed. The interview is guided by a checklist and it does not need formal questionnaire. Usually these interviews are recorded by tape and later written down. This kind of interview can take from half an hour to several hours. This method allows large amounts of information to be collected from small amount of people. Group interviews are similar as informal interview but it is held in a group. Qualitative method is flexible and allows respondent's express themselves better. Qualitative method can be used in situations where formal research is not possible or needed. The researcher chooses what

questions he wants to ask and which the most important issues are and therefore qualitative research might predetermine the researcher's view of the case. It is said that qualitative method is personal and the results are easier to read for people who are not statistically trained (Veal 1997, 129 - 130, 132).

## **7.2 Quantitative research**

Surveys are usable in leisure and tourism research when the objective is to reach a large number of people. For example how many tourists visit certain sight in a year. The data collected from questionnaires can be re-evaluated by others and the questionnaire can be repeated annually which makes possible to study the change over time (Veal 1997, 72, 145 - 146). Respondent completed survey means that the respondent will read and fill the questionnaire by himself. This method can be quicker than interview-completed but also people may choose not to respond or has hard time understanding the question and therefore are not able to respond. On the other side the questions in the questionnaire are structured and some have fixed-response alternatives the data collected can be impersonal. A questionnaire based survey can be affected by a respondent's own attitudes and behavior. Respondents might be unwilling to answer if the question is sensitive (Veal 1997, 72, 147).

In this thesis respondent completed survey was used. It made it possible to reach homogeneous and large number of respondents in a short time. It was also anonymous so respondents were able to answer honestly. Electronic survey is easy to conduct and it can reach a large group of respondents in a short time. The reliability of the responses is questionable because anyone can answer the questionnaire and respondents might not be honest with their responses. I tried to study what motivates people to participate to travel to Canary Islands and how those motivations impact to the satisfying experience. The purpose of the research is to study the relationship between the motivation to travel to Canary Islands and the satisfaction of the holiday. The target group for this research was Finnish people. I decided to conduct a quantitative research because I needed to collect data from a

large number of people. Higher number of respondents gives more valid and accurate results. A structured questionnaire was used since it corresponds to the aim of the research well. Internet questionnaire was conducted. The respondents are “untrained” people which mean that they do not have experience or perhaps the knowledge to read statistical data and therefore the questionnaire must be clear and simple to fill for the respondent. Usually people are not willing to spend a lot of their time to fill in questionnaires. Therefore the design of the questionnaire is important. The questionnaire primarily consists of closed questions, so the respondents can answer by ticking a box. The questionnaire is based on leisure motivation scale theory by Beard and Ragheb. In this thesis the shortened Leisure motivation scale was used because the questionnaire had questions related to travel motivation and satisfaction but also questions of travel behavior.

### **7.3 Questionnaire design**

Leisure motivation scale divides motivator factors into four types: intellectual component, social component, competence-mastery and stimulus-avoidance. Shortened leisure motivation scale contains four items from each subscales mentioned above. The item selected from each subscale has to correspond with the subscale factor and the items should maintain the content of the subscale (Iso-Ahola 1980, 344). Shortened version was needed because the questionnaire included questions related to motivations but also open ended question. Based on this division I try to find out what are the major travel motives, holiday satisfaction and why people travel to Canary Islands. Leisure motivation scale provides theoretical connection to the Maslow's theory. The information received from the questionnaires was new information and therefore primary data. I used secondary data to dissolve the primary data and to analyze the results.

The questionnaire was pilot tested for a small sample of people to indentify errors and eliminate problems before the actual study. From the respondent's feedback the errors were corrected and small changes were made to the layout. The question choice of profession was lacking the option pensioner and it was corrected to

final version of the questionnaire. The questionnaire was set to five different Finnish travel and tourism forums on the internet. The questionnaire was done in Finnish because the target group for the research was Finnish people. Each of the travel forums was different and had different customer base and that made it possible to collect diverse data. The aim was to collect a large amount of information from heterogeneous group of people. The data was collected during four weeks and the results were set to SPSS-program.

## **7.6 Implementing the research**

The questionnaire was executed in the internet. Internet survey was chosen because it made it possible to gain diverse data from heterogeneous people. Diverse data was needed for comparison. The target group for the research is Finnish people. Diverse data was needed for making comparisons. Internet survey also reached large group of people which made it possible to collect large amount of responses. The questionnaire was made by the program called e-lomake. E-lomake had clear layout for the questionnaire and it was possible to have “closed” questions in which the respondents could answer easily by ticking a box and also there was three “open-ended” questions where the respondents were able to leave comments. The questions in the questionnaire were put in proper order and the questionnaire’s format, spacing and positioning was done by the program e-lomake. The questionnaire needed to be easy to answer, therefore closed questions were necessary. The questionnaire should not consume too much time or the respondents might not finish answering all the questions. E-lomake program made it easy to transfer the collected data to SPSS-program which was needed analyzing the data. The questionnaire was executed only in Finnish because the target group for this research is Finnish people therefore other languages were not needed. This also made outlining the questions for the questionnaire possible. The cover letter was done only in Finnish as was the whole questionnaire as well. In the cover letter the aim and the purpose of the research was explained.

The first part of the questionnaire includes demographic information and previous travel experiences to Canary Islands. This was done in order to understand the previous travel patterns and to measure the destination loyalty. Also demographic information was needed to collect data for comparison. The second part of the questionnaire includes likert-scale items that relate the use of 16 leisure motivation scale items from the four categories: intellectual component, social component, competence-mastery and stimulus-avoidance. This was done to understand the travel motivations and the leisure satisfaction. The last part consisted of likert-scale which shows what factors are important having successful holiday according the respondents.

## 8 THE RESULTS OF THE QUESTIONNAIRE

After collecting close to a hundred responses of the questionnaire, the data was collected and the questionnaire was removed from the forums. The respondents were divided into clusters based on the respondent's profession. Based on this division the analyzing was possible to conduct in clusters and the comparisons between families with children and other groups were possible. The different clusters are employees, managerial employees, young people (students), empty-nesters and senior citizens. The division of the respondents also made it easier to analyse the leisure motivation scale based questions and understand the results. Analyzing the questions of leisure motivation scale correlations was used.

### 8.2 Demographic information of the respondents

From the hundred respondents 65 were female and 35 were male. The youngest respondent was 19 years old and the oldest respondent was 71 year old. The average age of the female respondents was 45 years and for male respondents 48 years. The average age for all respondents together was 46 years.

**Table 1.** Demographical information of the respondents

Gender	Age Range	Average Age	Marital Status
66 Female 35 Male	19 - 71	46 Years	57 Married 20 Single 12 Co-habiting 11 Divorced

68 of the respondents do not have under-age children and 30 of the respondents have under age children. Ten of the respondents were students, 33 were employees, 16 were managerial employees, 13 were senior citizens and 26 of the respondents answered the question of the profession that they are "other" than mentioned above. The average age for the cluster students was 28 years while the average age for the cluster employee was 45 years. The average age for managerial



employee respondents was 47 years and for senior citizen it was 64 years. The cluster “other” the average age was 43 years. The average age for the respondent with children was 40 years.

The question of profession was executed poorly and the choices of profession turned out to be misunderstood by the respondents. Therefore respondents choose the option “other” instead of employee. The Finnish word “toimihenkilö” turned out to be confusing for the respondents and they did not recognize that “toimihenkilö” actually means same as employee.

Most of the respondents (38 percent) came from smaller cities which have under 20 000 inhabitants. The students lived in bigger cities than other groups of the respondents. The population of their residence was over 50 000 in all answers. This can be explained by the fact that in Finland universities tend to locate in bigger cities and therefore students have to move to larger cities for their studies. Half of the employees lived in a town that had under 20 000 inhabitants (49 percent of the employee respondents). Also 54 percent of the senior citizen respondents came from a town which had under 20 000 inhabitants. The employee and senior citizen respondents were from smaller cities than the rest of respondent groups. 56 percent of the managerial employees were from cities which had over 100 000 inhabitants. 39 percent of the respondents that had chosen for profession “other” came from a city that had under 20 000 inhabitants but this group had respondents in cities from under 20 000 inhabitants to 100 000 inhabitants.

### 8.3 Previous travel experience to Canary Islands

The majority of the respondents (52 percent) have visited Canary Islands more than four times. Most of Employee, Managerial employee respondents and senior citizens have visited the Canary Islands more than four times.

**Table 2.** Previous travel experience

#### How many times have you visited Canary Islands?

		How many times have you visited Canary Islands			Total
		1 - 2	3 - 4	More	
Profession	Student	7	1	2	10
	Employee	7	5	20	32
	Managerial employee	3	3	10	16
	Senior citizen	3	2	8	13
	Other	9	7	10	26
	Total	29	18	50	97

The average student respondent has visited the Canary Islands one to two times when 29 percent of the respondents had visited the Islands one to two times (Table 2). 18 percent of the respondents had visited Canary Islands three to four times. Based on these results the majority of respondents travel to Canary Islands repeatedly. One of the respondents commented that he has visited Tenerife over 16 times so the scale to this question could have been larger. Based on mean of the scale managerial employees has visited Canary Islands more than other respondents (2, 44) also employees came second with 2, 41 mean. Respondents who belong to the group employee, managerial employee and senior citizen are in average older than respondents who belong to group students and therefore they have had more time to travel and this is shown also in the results. Also respondents in working life have higher income level than students and therefore have more money to travel.

#### **8.4 Most popular destination among Canary Islands**

Most visited Canary Islands were Gran Canaria and Tenerife. Over 85 percent of the respondents had visited Gran Canary and 64 percent had visited Tenerife. Third most popular destination is Lanzarote, 39 percent of respondents had visited the island. Least visited islands were El Hierro, La Gomera and Las Palmas. Only one respondent had visited El Hierro. These three islands are the smallest and less known of Canary Islands which explains the small amount of visitors. Gran Canaria has versatile attractions and there is something for everyone. The capital Las Palmas provides good shopping and cultural attractions like museums and theatre possibilities. Melonera offers golf courses and five star hotels. Maspalomas is well known for huge sand dunes and Playa de Ingles for the night life. Gran Canaria has water parks and zoos for children and lively nightlife for young adults. Gran Canaria was the most visited island for all clusters and there is something to offer for each cluster. Tenerife has better outdoor activity possibilities than Gran Canaria but otherwise Tenerife provides similar attractions than Gran Canaria, there is also something for all ages.

Most visited islands among the cluster students was Gran Canaria with seven out of ten student respondents had visited the island. Second was Lanzarote with six out of ten respondents had visited there. Third most visited island among students was Tenerife with five visitors. One students respondent had visited the island La Gomera. From the cluster employee the most popular destination was also Gran Canaria (85 percent) and the second popular destination was Tenerife with 72 percent. This cluster visits mostly the same destinations repeatedly. Gran Canaria is a well known destination and tourists can find services in their own language which makes it possible for everyone to travel the destination. The cluster managerial employees had mostly visited Gran Canaria (81 percent) and Tenerife with 62 percent of the respondents had visited there. This cluster had visited in every island in Canary and therefore tried most different destinations. The senior citizens had mostly visited Gran Canaria (92 percent) and Tenerife with 69 percent of the

respondents. The cluster senior citizens uses travel agencies when booking holidays and travel agencies offer multiple holidays to these destinations and this can be seen in the results. Gran Canaria offer Finnish restaurants, bars and hotels for Finnish travelers and it is an easy destination for senior citizens to travel. Also the cluster “others” had visited mainly Gran Canaria and Tenerife. Gran Canaria, Tenerife, Lanzarote and Fuerteventura were most popular destination among all respondents and one reason for this might be that Finnish travel agencies sells mostly holidays to these destinations. Smaller islands in Canary are not well known in Finland and travel agencies do not sell holidays to them yet.

### **8.6 Destination choice**

For students the price of the holiday had fairly small impact on the destination choice with 40 percent of the respondents. This question of the impact of the price to the destination choice, divided the opinions of the cluster between no impact at all (20 percent) to major impact (20 percent). The impact of the previous travel experiences on the destination choice divided the opinions too, 40 percent said it has no impact at all and in the other hand 40 percent of the student respondents said it has significant impact. The recognizability of the travel agency then again had no impact at all to the destination choice by 60 percent of the respondents. The impact of friends and relatives and their recommendations had significant and major impact on the holiday destination choice.

The cluster employees said that the price of the destination is quite important, 54 percent of the employees respondents agreed with this. 27 percent of the respondents from this cluster said that it has significant impact to the destination choice. 33 percent of the respondents said that previous travel experience has major impact to the destination choice and 30 percent it has significant impact. 21 percent said that previous travel experience has small impact to the destination choice. 42 percent of the respondents said that the recognizability of the travel agency had small impact to the destination choice and 33 percent said that it had no impact at all on the destination choice. 45 percent of the respondents said that the recom-

mendation of friends and relatives has small impact on the destinations choice while 30 percent said that it has no impact at all.

50 percent of the respondents from the cluster managerial employees said that they price of the holiday has small impact on the destination choice. 38 percent said that it was significant impact to the holiday destination decision. The previous travel experiences had major (38 percent of the respondents) and significant (31 percent) influence to the destination choice. 44 percent of the respondents from this cluster said that the recognizability of the travel agency had fairly small impact on the decision of the destination. The rest of the respondents (54 percent) had divided opinions, it had no impact at all and also it had major impact on the destination choice. 43 percent of the respondent said that recommendations of friends and relatives have small impact to the destination choice. 31 percent said it has no impact at all on their decision.

46 percent of the respondents from the cluster senior citizen said that the price has significant impact to the destination choice when 39 percent said it has small impact on the destination choice. 15 percent the price has major influence to the destination choice. 77 percent of the respondents said that previous travel experiences have significant influence to the destination choice. 39 percent thought that the recognizability of the travel agency has significant impact to the choice of the holiday destination, while 23 percent said it has no impact at all. 46 percent of the respondents said that the recommendations of friends and family have no impact at all to the destination choice and 30 percent said it has significant influence to the decision.

The cluster “others” had a division in the opinions of the respondents. 35 percent of the respondents said that the price has significant influence on the holiday destination. On the other hand 23 percent respondents answered that the price has no impact and all and also 23 percent answered that price has small impact on the holiday destination choice. The previous experiences had also similar effect on the decision making process, 35 percent said it has significant influence to the desti-

nation choice and 23 percent answered it has no influence at all also 23 percent it has minor influence on the decision of the destination. 43 percent of the respondents from this cluster said that the recognizability of the travel agency has no impact to the destination choice and 30 percent said it has minor influence on the decision. 23 percent answered that it had significant impact to the destination choice. 58 percent of the respondents said that the recommendations of friends and relatives has no impact at all on the destination choice when 27 percent said it has minor influence to the destination choice.

The mean showed that for the cluster students the price was the major impact to the destination choice. The cluster employees the previous travel experiences had the significant influence to the destination choice as well as for the managerial employees and “others” too. For the cluster senior citizen the mean showed that price and previous experiences had equal impact on the destination choice.

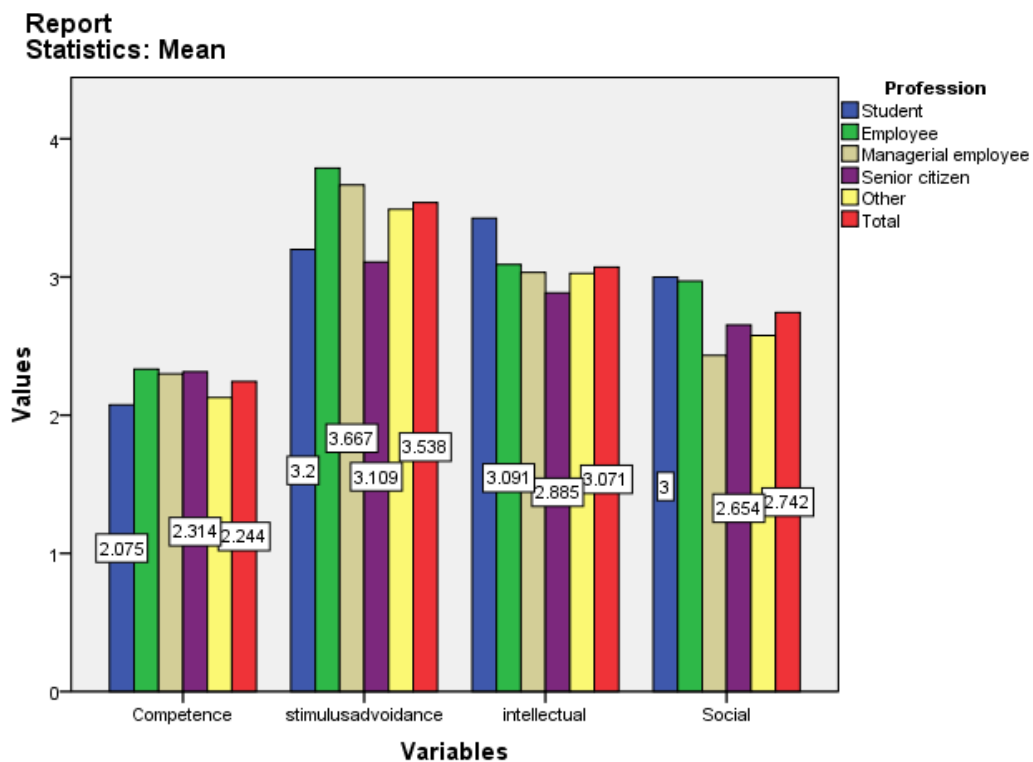
Canary Islands are an inexpensive destination to travel and therefore it attracts heterogeneous people. The respondents had visited Canary Islands previously and they have previous experiences of the islands and that makes it an easy destination to travel over. Several respondents commented that the climate and reasonable flight time are an important reason why they choose Canary Islands for their holiday destination. Also one respondent commented that his own experiences are the reason why he travels there. In figure 2 (Factors influencing the holiday decision, 12) there were internal and external factors that influenced to the holiday decision. Word of mouth, special promotions and climate were mentioned as external factors. The respondents did not think that word of mouth had major impact on the destination choice but relative small. The climate was important factor for the respondents. Also past experience was a significant factor for influencing the holiday decision. It is shown that both external and internal factors had impact on the respondent's choice of destination. The fact that travel agencies had minor impact on the destination choice shows that the internet has become a more popular way to book holidays and travel agencies has small impact on people when they

choose destinations. People can find information faster from the internet than visiting travel agencies. This is why travel agencies sell now more individual services and more services in the internet.

### **8.7 Motivation and Leisure motivation scale**

Leisure Motivation Scale by Beard and Ragheb (1983) is conducted from Maslow's work. "Individuals participate in leisure activities to satisfy and meet certain needs" (Iso-Ahola 1980, 45). Leisure motivation scale is based on four motives which determine the satisfaction that is gained from leisure activities. These four motives are intellectual component, which include mental activities like learning, exploring, discovering and imagining. Social component includes two basic needs; need for friendship and need for self esteem of others. In Competence mastery component individuals look for mastering, challenge and competition. Stimulus avoidance component includes escape from everyday life and for some individuals need to avoid social contact, seek for calm conditions while for others it is rest and relaxation. The shortened version of leisure motivation scale was used in this study to define if linkages exist between the above mentioned clusters based upon this scale and Canary Islands.

To analyze the results of leisure motivation scale coefficient of correlation was used. It measures the strength of the linkage between variables. If the coefficient of correlation is positive the value of the variables is changing in same direction. If the coefficient of correlation value is close to zero there is no linear connection between variables (Holopainen 2002, 233, 245-255). In this case if the value of coefficient of correlation is positive the respondent's opinions are similar but if the value of coefficient of correlation is negative the respondents have different opinions. If the value is close to zero there is no agreement or disagreement.

**Figure 3.** Leisure motivation scale and components

Students got highest value in intellectual component (figure 3). Second highest value was in stimulus avoidance component and third was social component. This shows that the main motivation for students to travel is to learn new things and explore and discover new places. Also interacting with others and meeting new people are secondary motives for travel. Canary Islands responses to the student respondents needs by offering good possibilities to explore new places, the islands have versatile nature. Canary Islands offer versatile activities for different needs. There are cultural attractions like museums where people can learn new things and also there are a lot of other travelers so interaction with other people is easy. Most visited Canary Islands among students were Gran Canaria and Lanzarote. The landscapes of these two islands are very different from each other. Gran Canaria has very versatile nature with sand dunes and mountains while Lanzarote



is a volcanic island and the flora is bare. Both islands have equal possibilities to satisfy the needs of the respondents.

The clusters employee, managerial employee, senior citizen, families with children and “other” got highest value in stimulus-avoidance component, the second was intellectual component. The respondents in the clusters mentioned above travel to Canary Islands to get away from everyday life and to relax. Also to explore new things and learning new things are motivating these respondents to travel. Canary Islands offer good possibilities to relax mentally and physically. Every island offers all inclusive hotels where people can eat all meals in the hotel and join the hotel entertainer’s activities for free. All inclusive package includes the hotel room, meals and activities. Canary Islands also have spas and golf courses where people can go and relax. The responses indicate that employees, managerial employees, senior citizen and “others” derive more satisfaction from the relaxational aspects of leisure activities than students. On the other hand students derived more satisfaction from intellectual activities than the other respondents did.

**Table 3.** Mean scores on Holiday motivation scale

	Mean	Std. Deviation
Discover new places and things	3,99	,855
Relax mentally and physically	3,99	1,026
Rest	3,58	1,083
Relief tension and stress	3,47	1,142
Learn things around me	3,21	1,018
Avoid hustle and bustle of daily life	3,18	1,273
Meet new and different people	3,14	1,116
Interact with others	2,92	1,037
Build friendships with others	2,63	1,016
Learn about myself	2,61	1,086
Keep in physically good shape	2,54	1,128
Use my imagination	2,51	1,008
Develop my physical fitness	2,38	1,089
Be socially competent and capable	2,36	1,015
To improve my abilities doing	2,34	,905
Challenge my physical abilities	1,73	,958

Table 3 represents the main motivators for having a holiday for the whole sample of respondents. The motivators are listed in the order of importance. Those items associated with intellectual and stimulus avoidance needs are ranked highly by the total sample. The competence-mastery competence was not important to the whole sample of respondents. The motivation to keep physically in shape and improve abilities scored low but hill walking was mentioned as an important factor for some respondent. Competence-mastery got the lowest ranking on the list and therefore can be said that most respondents are not looking for physical activities or interested to develop their physical skills when travelling to Canary Islands.

The results of the leisure motivation scale indicate that the respondents travel to Canary Islands to relax and to get away for everyday life surroundings. The escape motivation is present and so is the pull factor of the destination. Canary Islands' most important pull factor is the climate.

### 8.8 Factors affecting holiday satisfaction

Image of the destination is important when making a travel decision. After the holiday is over comes the after image of the holiday and whether the holiday satisfied the consumer. The respondents were asked how important some factors that can affect the experienced holiday satisfaction are.

**Table 4.** Factors affecting holiday satisfaction

Profession	Price of the holiday	The ease of holiday booking	The recognizability of the airline	Transportation to the destination	The location and quality of the hotel	The quality of the hotel room	The activities of the destination	The possibility to try something new	Interaction with others	The possibility to relax
Student	2,20	2,50	2,20	2,00	3,00	2,56	2,20	2,30	2,40	3,50
Employee	2,24	2,55	2,36	2,22	3,09	2,94	2,27	2,18	2,15	3,48
Managerial employee	1,94	2,38	2,50	2,38	3,31	3,19	2,38	2,25	2,06	3,50
Senior citizen	2,46	2,15	2,23	2,15	2,77	2,38	1,92	2,00	2,00	2,77
Other	2,19	2,69	2,12	2,31	2,73	2,38	2,08	2,08	2,00	3,31
Total	2,20	2,50	2,29	2,24	2,98	2,72	2,18	2,15	2,10	3,35

The possibility to relax (3, 35) was the most important factor for a successful holiday among the whole sample of respondents. This confirms that most of the respondents belong to the stimulus-avoidance component and relaxation is the main

motive for them to travel Canary Islands. The quality and location of the hotel and hotel room (2, 98/ 2, 72) were also important factors for the sample of respondents. The quality of the hotel was important to sample respondents which can be connected to stimulus-avoidance component and the motive to relax. The ease of the holiday booking (2, 49) had effect to respondents for having a successful holiday. Holiday booking is nowadays fast and easy when using the internet. Travel agencies offer many holidays to Canary Islands in the internet and booking a holiday by using travel agency services in the internet is easy. The recognizability of the airline (2, 30) had fairly small impact to achieve a successful holiday. The transportation to the destination had fairly small impact to the successful holiday (2, 24) which can be explained by the fact that in Canary Islands public transportation is easy to use and effective and also it is quite cheap to use. The activities in the destination (2, 19) had fairly small impact to gain a successful the holiday. Based on the results gained the respondents travel to Canary Island to rest and avoid stress and therefore the activities in the destination are not important for the respondents. The possibility to try something new (2, 16) and to interact with others (2, 12) had lowest score in the scale of factors that are important to gain a successful holiday. Social component is not a important factor to the respondents and the sample respondents are not looking for social connections when travelling to Canary Islands.

For the cluster students the opportunity to relax was the most important factor for a successful holiday (3, 5). The quality of the hotel, hotel room and the location of the hotel were second important factors for successful holiday (3/ 2, 56). The easiness of booking the holiday was third (2, 50) and interaction with others was the fourth most important thing for gaining successful holiday (2, 40). The opportunity to try something new was also more important than the price of the holiday. The price of the holiday, recognizability of the airline, the transport to the destination and the activities of the destination were fairly important factors for gaining successful holiday with the mean 2, 20. Important factors to gain successful holiday is to have a good location and good quality of the hotel. This makes relaxation

easier and possible for this cluster. The easiness of booking the holiday was important for the cluster. It shows that students do not have so much time to plan the holiday and often choose to travel with last minute trips which usually demands smaller budget from the traveler. The cluster students ranked highly in the intellectual component and the opportunity to try something new got relative low score in the list of factors that influence the successful holiday. Based on these responses students want to have an easy holiday and meet new people and build new relationships.

Respondents in the cluster employees got the highest mean on the factor opportunity to relax (3, 48). The location of the hotel and the quality of the hotel and hotel room were the second important factor for this cluster. The easiness of booking the holiday (2, 55) and the recognizability of the airline (2, 36) were third important factors for successful holiday. The activities of the destination were also ranked relative high on the list (2, 27) which can mean that the cluster employees want to join activities on their holiday. The lowest mean had the factor interaction with others (2, 15). The cluster employees do not want to meet new people or build new relationship on their holiday. They want calm conditions and seek for rest.

Managerial employees ranked the opportunity to relax as the most important factor for a successful holiday with mean 3, 50. Second important factors were the quality of hotel and hotel room and the location of the hotel (3, 31). The recognizability of the airline was the third important factor for gaining a successful holiday. The easiness of booking the holiday, the transportation to the destination and the activities of the destination all had the mean 2, 38 and had fairly important impact on gaining successful holiday. The price of the holiday had lowest mean 1, 94 and therefore the price does not have major effect on the holiday. Among all the respondents managerial employees ranked the price of the holiday lowest which means it does not have effect on the holiday satisfaction. Managerial

employees might have higher incomes than the rest of the respondents and therefore the price does not affect their holiday behavior.

For senior citizens the opportunity to relax and the location and quality of the hotel were equally important factors for a successful holiday with the mean 2, 77. The second factor was the price of the holiday (2, 46). The third was the quality of the hotel room (2, 38). The recognizability of the airline (2, 23) and the easiness of booking the holiday (2, 15) and transportation to the destination (2, 15) were fairly important factors for this cluster. The activities of the destination were ranked lowest on the list with 1, 92 mean which shows that senior citizen travel to relax and are passive travelers on holidays. Senior citizen do not have as much money as the other clusters and therefore the price of the holiday is important for the respondents on this cluster.

The cluster “others” had similar results to those of employees and the factor opportunity to relax (3, 31) was the most important factor to gain successful holiday. The location and quality of the hotel (2, 73) was second important factor and the easiness of booking the holiday was third important factor with mean 2, 69. The quality of the hotel room (2, 38) and transportation to the destination (2, 31) were more important factors than the price of the holiday or the airline. The lowest mean was 2 for the factor interaction with others. This cluster does not want to meet new people and are looking for calm environment and avoiding social contact with others.

The combining factor between the whole sample of respondents and different clusters was the opportunity to relax. The respondents travel to Canary Islands to relax and get away from everyday life. Location of Canary Islands is convenient for Finnish travelers and many of the respondents commented that the flight time is appropriate and the climate is a major pull factor for the respondents. Push and pull factors had an effect on the respondent’s travel destination. Canary Islands are an attractive destination for different clusters since the main motivation that drives the whole sample of respondents to travel to the destination was the oppor-

tunity to relax. Canary Islands have the climate, nature and culture that attract the tourist to travel to the destination and offer the possibility to relax. For Finnish tourist the climate seems always warm and sunny which makes it easier and possible to leave the everyday life at home and relax and enjoy the holiday. Spanish culture is more relaxed and slow paced than the culture in Finland which also helps the tourist to relax.

For some of the respondents travelling to Canary Islands has become a tradition and some respondents own a week share of apartments. Canary Islands are seen as a safe destination to travel and the currency is convenient and was mentioned as one factor why respondents choose to travel to Canary Islands. All the respondents agreed that previous travel experiences had most impact on the travel decision. Most of the respondents said to travel to Canary Islands because it is always warm and sunny. All respondents have visited Canary Islands before and therefore the destination choice and travel decision making process is easy for the respondents and makes Canary Islands an even more attractive destination. Managerial employees had visited Canary Islands more than other clusters. The financial situation for this cluster might be better and therefore they have more money to travel. This study confirmed that determinants have major effect on the travel decision making and travel behavior. Profession, income level and marital status effect the travel decision. Canary Islands have wide range of different type of hotels and therefore all the respondents, no matter which cluster they belong to, can travel to the destination and have a satisfying holiday. All respondents said that the quality of the hotel and hotel room is an important factor for a successful holiday and it can be seen in travel trends. People are looking for better quality for their holiday and good quality of the hotel is one way to receive it. Family hotels are also a growing trend and one of the respondents commented that Canary Islands offers hotels that are suitable also for extended families.

## 9 CONCLUSIONS

The aim of the thesis was to study the travel motives which lead Finnish people to travel to Canary Islands and other factors which affect on the holiday decision process and destination choice.

*Validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied.* The empirical research is affected by respondents' attitudes and behavior and the information is collected from respondents' own reports and therefore validity of the data collected might not be certain. *Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date with the a different sample of subjects.* Social situations change rapidly and repeatedly and therefore reliability is social sciences is not certain. Time and place when the research was made is an important factor which should be taken into consideration when making empirical research (Veal 1997, 35 – 36).

The research was implemented with an internet questionnaire and a hundred responses were collected. If the number of responses had been larger the quality of the research could have been higher since then the collected data could have been analyzed with different kind of statistical tools. The results of the research are directional. More data could have been collected to have more reliable results. The opinions and attitudes of the respondents affected the results gained from the questionnaire. The questionnaire had a question about the profession which was confusing to the respondents and it created misunderstandings. The validity of the research however was accurate since the questions in the questionnaire were related to the aim of the thesis. The Leisure motivation scale was used in the research to resolve the motivation factors why people travel to Canary Islands.

The Travel motives answer on the question why people travel. People travel to satisfy their individual needs that are formed for example by their own attitudes, culture and norms. The main travel motives why Finnish people to Canary Islands



were the opportunity to relax and get away from everyday life. Most popular destination was Gran Canaria. The quality of the hotel and hotel room and the location of the hotel were most important factors among the whole sample of respondents to have a successful holiday. The easiness of booking the holiday was an important to the respondents to have successful holiday. The activities of the destination were a significant factor for families with children but other respondents did not think it was important. The climate and location of the islands made it an attractive destination for the respondents to travel and satisfy their needs. Also the opportunity to explore new places and learn new things motivated the respondents to travel to Canary Islands. Previous travel experiences were an important factor for the respondents when deciding the travel destination. Canary Islands are a suitable destination for all the respondents since it can satisfy their different needs and is also a familiar destination for the respondents.

Travel agencies could sell more individual services for different clusters. For the respondents the most important reason to travel to Canary Island is the relaxational motive. Travel agencies could expand their selection of hotels and services to respond the needs of the customers. For example more hotels and spas from different price groups for different type of travelers. Also the smaller islands of the Canary Islands are not well known among Finnish travelers and it could be a good opportunity to attract new customers to travel to new destinations in Canary Islands.

This thesis gives a basic overview of the study why Finnish people travel to the Canary Islands. The motivation factors could be studied further and with a larger number of respondents. An improved questionnaire could be used in further research when studying Finns' travel motivation to different destinations.

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## APPENDIX 1 The Questionnaire

Tämä on kyselylomake suomalaisten matkailumotiiveista Kanariansaarille. Jos olette käyneet Kanariansaarilla, voitte osallistua kyselyyn. Valitse vastaukset vaihtoehdoista, jotka sopivat sinulle parhaiten. Kyselyn tulokset käsitellään luottamuksellisesti.

### Kyselylomake Kanariansaarien matkailijoiden matkustusmotiiveista

Lomake on ajastettu: julkisuus alkaa 29.2.2012 12.00 ja päättyy 29.3.2012 21.00

Olen matkailualan opiskelija Vaasan ammattikorkeakoulusta ja teen opinnäytetyöni suomalaisten matkailumotiiveista Kanariansaarille. Tämä kyselylomake on osa tutkimustani, jossa pyrin selvittämään miksi suomalaiset matkustavat Kanariansaarille. Tämä kysely on vain Kanariansaarilla lomailleille.

Täyttämällä tämän kyselylomakkeen autatte minua merkittävästi tutkimukseni kanssa. Kiitos!

#### Sukupuoli

Olen

☐

Mies

☐

Nainen

#### Ikä

(Kirjoita ikäsi vuosina oheiseen laatikkoon)

#### Siviilisäät

☐

Naimaton

☐

Naimisissa

☐

Avoliitossa

☐

Eronnut

#### Ammatti

☐

Opiskelija

- ☐ Toimihenkilö
- ☐ Ylempi toimihenkilö
- ☐ Eläkeläinen
- ☐ Muu

**Asuinpaikka**

Asun paikkakunnassa, jossa on asukkaita:

- ☐ alle 20 000
- ☐ yli 50 000
- ☐ yli 75 000
- ☐ yli 100 000

**Talous**

Montako perheenjäsentä on taloudessanne?

Montako alaikäistä lasta perheessänne on?

**Aiemmat matkakokemukset**

Kuinka monta kertaa matkustitte lomamatkalle ulkomaille viime vuonna?

- ☐ 0
- ☐ 1 - 2
- ☐ 3 - 4
- ☐ enemmän

Oletteko aiemmin vierailleet Kanariansaarilla?

- ☐ Kyllä
- ☐ Ei

Jos olette aiemmin vierailleet Kanariansaarilla, millä saarilla olette vierailleet?

- ☐ Gran Canaria
- ☐ Fuerteventura
- ☐ Lanzarote
- ☐ La Palma
- ☐ El Hierro
- ☐ La Gomera
- ☐ Teneriffa

Kuinka monta kertaa olette vierailleet Kanariansaarilla?

- ☐ 1 -2
- ☐ 3 - 4
- ☐ useammin

### Matkakohteen valinta

Mitkä seuraavista tekijöistä vaikuttavat teidän lomakohde valintaan?

	Ei merki- tystä	Jokseenkin merkittävä	Merkittävä	Todella merkittävä
<b>Hinta</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Aiemmat kokemukset kohteesta</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Matkatoimiston tun- nettavuus</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Ystävien tai perheen- jäsenten suositukset</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Jokin muu, mikä?

### Aktiviteetteihin osallistuminen

Syyt, miksi yleensä osallistun matkalla vapaa-ajan aktiviteetteihin..

	Ei pidä paikkaansa	harvoin totta	jokseenkin totta	usein totta	aina totta
<b>Haastaakseni fyysiset oimi- naisuuteni</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>levätäkseni</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>oppia asioista ympärilläni</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>olla vuorovaikutuksessa muiden kanssa</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>tutkia uusia asioita ja paikkoja</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>tavatakseni uusia ja erilai- sia ihmisiä</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>välttääkseni jokapäiväistä hyörintää ja pyörintää</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>pysyäkseni fyysisesti hy- vässä kunnossa</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>parantaakseni taitojani ja kykyjäni tehdessäni</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

lievittääkseni stressiä ja jännitystä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
oppia itsestäni	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
käyttääkseni mielikuvitustani	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
rakentaakseni ystävyys-suhteita muiden kanssa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ollakseni sosiaalisesti pätevä ja taitava	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kehittääkseni fyysistä kuntoani	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
rentoutuakseni fyysisesti ja psyykkisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Tyytyväisyys

Mitkä seuraavista tekijöistä ovat Teille merkittäviä loman onnistumisen kannalta?

	Ei merkitystä	Jokseenkin merkittävä	Merkittävä	Todella merkittävä
Loman hinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
varauksen teon helpous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lentoyhtiön tunnettuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kuljetukset kohteeseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hotellin sijainti ja laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hotellihuoneen laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kohteen aktiviteetit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mahdollisuus kokeilla jotain uutta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
vuorovaikutus muiden ihmisten kanssa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
mahdollisuus rentoutumiseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Kommentteja:

### Tietojen lähetys

Kiitos ajastanne!



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