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*Uuden edellä*

# A Travel Plan to Japan for Young Adults

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## A Travel Plan to Japan for Young Adults

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Matkailun koulutusohjelma  
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Opinnäytetyö Thesis  
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### Matkasuunnitelma nuorille aikuisille Japaniin

Vuosi 2014 Sivumäärä 51

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Opinnäytetyön tarkoitus oli suunnitella uusi tuote Helsingissä sijaitsevalle Olympia kaukomatkatuomisto Oy:lle. Työn taustalla oli tutkijan havainnoima tarve suunnitella matka Japaniin nuorille aikuisille. Koska Olympia kaukomatkatuomisto Oy. on erikoistunut eksoottisiin matkakohteisiin ja asiakkaidensa laadukkaaseen opastamiseen, pyrittiin tässä työssä huomioimaan yhdessä elämyksellisyys sekä kasvatuksellinen matkailu eli asiakkaiden tahaton ja tarkoituksenmukainen oppiminen kohdemaan kulttuurista. Ensisijainen tavoite oli suunnitella aivan uusi matkailutuote nuorille aikuisille Japaniin ja toissijaisena tarkoituksena oli laajentaa toimeksiantajan asiakaskuntaa.

Opinnäytetyö toteutettiin laadullisena tutkimuksena, jonka teoreettisen viitekehyksen muodostaa matkakohteen kuvaus, määritelmät elämyksestä ja kaupunkimatkailusta, pakettimatkojen lainsäädäntö sekä kasvatuksellinen matkailu. Työn tutkimuksellinen osio sisältää opinnäytetyön toteuttamisen tutkimusmenetelmien avulla ja niistä saatujen tulosten sekä kehitysehdotusten esittämisen. Tutkimusmenetelmiksi valittiin teemahaastattelu ja osallistuva havainnointi. Haastatteluista kaksi suoritettiin henkilökohtaisina haastatteluina ja yksi sähköpostin välityksellä. Artikkeleiden avulla tutkittiin nykyisiä trendejä ja osallistuvaa havainnointia suoritettiin matkakohteessa strukturoimattomasti.

Teemahaastatteluista saadut tulokset kerrotaan omassa osiossaan ja lopulta ne kootaan yhteen. Haastattelut sekä osallistuva havainnointi yhdistetään luodussa matkailutuotteessa. Matkailutuotteen suunnittelussa otettiin huomioon kasvatuksellisen matkailun teoria, ammattilaisten näkemys ja nuorten aikuisten kiinnostusten kohteet. Tärkeimpänä tuloksena luotiin mahdollisimman vetoava matkasuunnitelma Japaniin.

Matkasuunnitelman kehittäminen on jatkuvaa nuorten aikuisten kiinnostusten kohteiden muuttumisen ja kilpailukyvyyn säilyttämisen vuoksi. Tästä työstä jatkotyömahdollisuutena on toteuttaa suunniteltu matka konkreettisesti ja tehdä palvelun tuotekehitystä asiakkaiden kokemusten pohjalta.

Meri Oksanen

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The purpose of the thesis was to plan a new product for Olympia Airtravel Ltd., located in Helsinki. The thesis was inspired by the researcher's observed need for young adults travel plan to Japan. As Olympia Airtravel Ltd. specialises in exotic travel destinations and their high quality guiding for customers, the purpose was to consider experience and educational tourism together which in this thesis means customers' involuntary and purposeful learning from the target country's culture. The primary objective was to plan a new travel product for young adults to Japan and the secondary aim was to broaden Olympia Airtravel Ltd.'s customer segment.

The thesis is a qualitative study of which the theoretical framework consists of an introduction of the travel destination, definitions of an experience and city traveling, Finnish legislation for package tours and a description of educational tourism. The actual research is based on qualitative methods, the depiction of the results and development proposals. A theme interview and participant observation were chosen as research methods. Two of the theme interviews were conducted personally face-to-face and one by email. Based on different articles the travel trends were studied and the participant observation was carried out in the target country.

The results that were obtained from the theme interviews are presented in their own chapter and are divided into categories. Information from the interviews and the participant observation are put together in the travel plan. The theory on educational tourism, professionals' opinions and young adults' interests were taken into account when making the layout of the travel plan. The most important result was a travel plan to Japan that would attract most customers.

The development of a travel plan is a continuing process as young adults interests are changing and competitiveness has to be maintained. For that reason, in the future study subject, a travel plan can be carried out concretely and product development can be executed on the basis of the customers' opinions.

Keywords: educational tourism, Japan, legislation, tourism product, young adults

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## 1 Introduction

Expand your world and learn while having fun, is this thesis's core. Traveling and education are old concepts, but not much or directly used together by tour organizers. In Finland Japanese popular culture was at first a subculture, however in the past ten years it has risen to be a mainstream phenomenon. Japan has become one of the main past-time producers in Finland. There has been research about young peoples' interest in popular culture in Finland and Japan has always risen to be one of the desired topics. There are tens of thousands Finnish people who have Japanese related hobbies. A million people alone are interested in manga, Japanese cartoons. Japanese popular culture has an impact on complex, materialized and individual world where young people are living in. (Valaskivi 2009, 14, 17.)

The purpose of this thesis is to create an enjoyable and educational travel plan to Japan for young adults in Finland. In addition to the travel experience, the researcher wants young people to learn more about Japanese culture, encourage them to take part in intercultural communication and correct some of the stereotypical thinking among Finnish youths. In the researcher's own opinion there are no good travel plans just for young adults to Japan in the market. The researcher has lived in Japan for several months and has had Japanese culture as her hobby for over ten years. Therefore the researcher used participant observation and documentation as her qualitative research method. Outside opinions about Japan were acquired by theme interviews among tour organisers. The theoretical framework was collected from various literature sources, articles and webpages which were partly translated into English by the researcher.

The commissioner for this research is Olympia Travel Ltd. who has offered package tours for adult customers for several decades. The theoretical background concentrates on different aspects of tourism product, legislation for package tours, educational tourism and presenting the areas in Japan which were included in the final travel plan. This theory and the results, gained with the help of the research methods, Olympia Travel Ltd. can use later on to broaden their markets. The research questions are: What kind of a tourism product could be fun and educational for young Finnish people heading to Japan? What kind of means could the tour organizers use to gain interest in educational aspects through entertainment in their products?

In the future the aim is to test this travel plan by taking a group of young adults to Japan. With the test travelers' opinions this trip can be made more popular. Furthermore by conducting this trip, it is possible to find out how much young Finnish people's ideas about Japan differ after and before travelling. The trends are constantly changing, so the travel plan should continually evolve according to youngsters' interests.

## 1.1 Aims and objectives

This study aims to create a product for those young people, who are interested in Japanese culture and want to put an emphasis on youth culture during their travel. Raatikainen (1992, 31-32) says in the book “Youth that couldn’t stay still”, in Finnish: Nuori, joka ei pysynyt paikoillaan, that youth travel has developed in Finland already in 1950’s when young people started to get discounts from traveling. The boom however started in the year 1972 when inter-rail traveling was born to develop youth movement outside of their home country. Raatikainen continues to explain that youth travel differences can be seen from the lack of timetables and their drive to search new experiences; youth want to do whatever they feel like at the moment. After inter-rail started, it was mainly popular inside of Europe. Later on countries like USA, Asia and South America got more popular when flight ticket discounts for youths got noticed.

According to Raatikainen (1992, 32) another factor in youth travel is motivation. Motivation for young people means hobbies and other interests, such as concerts and sport events. During these motivation driven travels, the main point is not the trip’s cheap price but the fact that you can meet people who share the same interests. The travel plan developed in this thesis aims to motivation and a chance to meet other Finnish people interested in Japan and traveling. Tour organisers generally do not offer packages for young people, and therefore it can be assumed that there is demand for such services in the market.

## 1.2 Commissioner of the travel plan

During the start of this thesis, researcher met tour leader Anja Henttonen, who is one of the Finnish tour leaders in Olympia Air Travel Ltd. She has lived in Japan for most of her life and is definitely the best person to introduce Japanese culture to Olympia’s customers. Through this connection, researcher made agreement with Olympia Air Travel Ltd. to be the commissioner for this research.

Olympia Air Travel Ltd. is privately owned family business, established in the 1952. Olympia got its name from the Olympics arranged in Helsinki that year. Even today three family members are taking care of their father’s much loved business. This travel agency is known for their long haul travels and exotic countries, as far as Antarctic. Olympia is proud of their strong expertise and the quality of their packages. Each tour is accompanied by Finnish tour leader who has deeper knowledge of the country where the travel is arranged. Traveling is made easy, safe and relaxed for customers even though destination countries are more exotic than usual. The travels offered are mostly wide spread, covering many places within the

country or multiply countries in the same trip. Olympia Air Travel Ltd. is specialized in group traveling and many of their returning customers are familiar with the exciting travel experiences. (Olympia Kaukomatkatoimisto 2010; Olympia Kaukomatkatoimisto 2014.)

In addition there are two Japanese Finnish friendship organizations in Finland. Friendship organizations' overall purpose is to get people to know more about different customs and increase interaction between the countries in question (Japania Ry. 2012; Suomalais- Japanilainen Yhdistys Ry. 2013). Researcher's first idea was to work with one of these organizations, Japania Ry. Agreement with them being the commissioner for this research was already done, but due to communication problems and Japania Ry's unstable situation with continuing their activity, researcher saw best to change commissioner to Olympia Air Travel Ltd.

## 2 Tourism product's different dimensions

Tourism product in the field of travel and tourism means that the customers will receive services from the travel company or companies, depending on the travel. Service is defined as an abstract thing, which is experienced from the subjective point of view. The most important quality for service is how it builds up from different processes which are then offered to the customers. Customers use the service at the same time as service provider produces it, which means that the customers are always part of the service's production. Customers might have difficult time to realize what a tourism product is, as it cannot be seen. Tourism service is not leading to ownership of material things and objects. (Grönroos 2009, 79-81.)

However Komppula and Boxberg (2002, 10) mention in their book *Matkailuyrityksen tuotekehitys*, freely translated in to English: *Tourism Enterprise's Product Development*, that service can also include material parts, such as food or souvenirs, which customers can evaluate and try concretely, but only during the travel. They mention that service's supply and demand has the quality of being on its peak at different times. For example production of the travel services depends on customers' own usable time and destination country's weather forecast. With the cheapest travels, demand is usually higher than service production itself.

Komppula and Boxberg (2002, 11-12) say that the most famous and the most often used tourism product definition is coming together from five different components which are: target's attraction factors, services at the target, availability, the images from the target and the price. This model helps to define tourism product a little better, but does not give detailed explanation. From the customers' point of view tourism product is one experience, which begins when the customers start to plan the travel and ends when the customers return back to

their homes. For the customers', tourism product can be whichever destination is planned to be visited, whole country, one area, one town or just one resort.

As this thesis's aim is to plan a travel service, it is important to go through theory about different sides of tourism product. Understanding service, how product is build and being given to the customers, is the beginning to make one. Researcher will use this theory as a base while planning trip to Japan. It is important to understand that careful planning beforehand is vital as customers will use different parts of the product during the trip. When customers see the trip as a whole, concrete thing, they might get interested in matters they did not think about at home.

In next chapters, tourism product as an experience and uses of Experience Pyramid as a reference will be explained. Experience is a very important part of the thesis's theory, as to experience is closely related with learning processes. Researcher's main goal is to teach about Japanese culture to the young people by having fun and experiencing the unexpected. Later on the researcher will talk about how city can be a product, what is a customer orientation in traveling and go through the Finnish legislation for package tours to create a safe and trustworthy trip.

## 2.1 Tourism service as an experience

Experience is an event, which affects powerfully. Lapland Centre of Expertise for the Experience Industry is defining experience as multisensory, memorable, positive and individual. Experience cannot be ordered, picked up or reserved, like customers could do with an airplane ticket. Experience differs from the other products with being unforgettable and unique. Travel experience is long lasting and it happens through different processes. Traveler has to be physically and mentally present to undergo the experience. (Komppula & Boxberg 2002, 26-28.)

Experience can be divided into different types depending on the level of active participation. There are passive participation and its opposite active participation. Passive participation to experience is mainly happening when taking part in entertainment experiences, like going to the theater, concerts or watching television. People are not taking part of it but absorbing what is happening. These kinds of passive experiences are usually esthetic as the main way to absorb them is through watching. The opposite, active participation, is to experience by being involved. People are actively looking for escape from the reality and the learning processes. This to happen, customers need to take part in the experience. To undergo the best experience

rience does not have to be one or another, it can be a mix of them both. (Komppula & Boxberg 2002, 28-29.)

As experience is a subjective, traveling experiences cannot be produced. To ensure experience to happen, we can only offer conditions for it. We have to offer mental pictures for different kinds of experiences to customers and ensure that service processes are working towards that experience. Repeatedly coming experiences have to become customers' goal. (Komppula & Boxberg 2002, 29-30.)

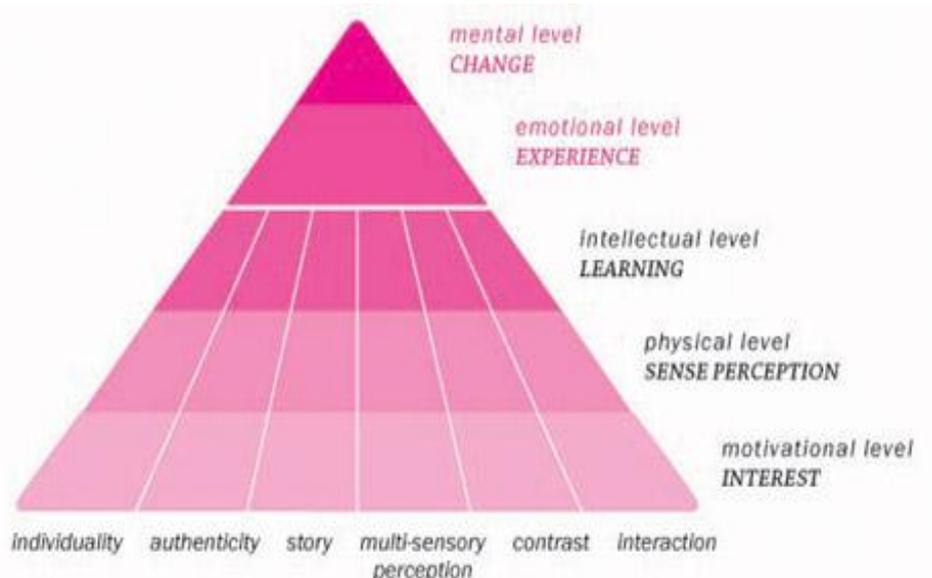


Figure 1: Experience Pyramid. ( Lapland Centre of Expertise 2009a.)

Figure one is a picture of Experience Pyramid, which is a practical tool to analyze, enhance and understand experience based product. It is developed by Lapland Centre of Expertise for the Experience Industry, translated in to Finnish: Lapin elämyksellisuuden osaamiskeskus or shortly LEO. Experience can never been guaranteed, however with the help of six elements: authenticity, individuality, multisensory, story, interaction and contrast, it can be made possible. In the Experience Pyramid there are two perspectives to be considered: elements of the product and the customers' experience. (Lapland Centre of Expertise 2009a.)

Six product elements, which are mentioned in the previous chapter, can be seen at the bottom of the Experience Pyramid. First of them is individuality and it refers to how extraordinary and unique a product is. Same product cannot be found twice. It means that the tour organizer has the potential to tailor the product and give the client flexible service according to the customer's needs and preferences. Second one, authenticity, is a credibility of the product. It is an authentic product if the client thinks that it is genuine and real. At its simplest, authenticity is an existing lifestyle and a culture of the destination. Third one is a story and it is closely related to authenticity. It binds the various elements of the product together

and it makes the experience attractive. The story helps to justify the client, why things are done and in which order. Fourth one is a multi-sensory perception, which simply means that the product can be experienced with as many senses as possible. Customers can smell it, listen to it, touch it and taste it. Senses support the desired theme, but if there are too many stimuli, they can become annoying and overall impact will suffer. Fifth one is a contrast which means differences between customers' everyday life and the experience. Nationality and culture of the customer needs to be considered, as something new and exotic are different to every one of us. The last, sixth element is interaction. It is successful communication between the product, customers and the service providers. The role of the guide and interaction with the customers is important and it has the main role in how well the experience is conveyed. (Lapin elämysteollisuuden osaamiskeskus 2010b.)

On the right side of the pyramid there can be seen different levels of experience. The first level is a motivational level which refers to the interest and awakening of attention. Already in this first stage as many elements as possible should be made meaningful. In other words the marketing of the product should convey something out of the ordinary and catch customers on the personal level. The second level is a physical level, where product is experienced through senses. Physical level should ensure a pleasant and safe experience. Only exception to this is extreme experience, where risks of injuries are an essential part. When physical level is working, customers do not have to think about being hungry or how to get to the toilet, all technical qualities are tested on this level. The third level is an intellectual level or rational level, where customers are forming opinions, learning and thinking. If the product is good, it offers customers the potential to learn new, either unconsciously or consciously. This level decides are the customers satisfied or not. The last two levels are an emotional level and a mental level. Emotional reactions of individuals are difficult to know for other people, which is why it cannot be certainly known how anyone responds on this level. If all basic elements are taken into account and both physical and intellectual levels are working, it is quite certain that individuals' reactions are positive. Important is that meaningful experience makes something to happen on emotional level. Joy, excitement, pleasure of achievement and learning are all positive and significant emotional level's feelings. On mental level, powerful and positive emotional reactions may lead to an experience of personal change. One exaggerated example could be a materialist person who discovers new values during hiking in the wild and due to this wants to start a whole new lifestyle. This is the final level, where the perfection of the product is seen. (Lapin elämysteollisuuden osaamiskeskus 2010c.)

Traveling is all about experience, seeing and doing something new. When planning a travel product it is important to have enough variety for customers' individual interests. It all has to start with a pamphlet presented to them. From that the customers can see what the whole trip is about, what is the story, how it is unique, is it appealing visually and is it giving enough

contrast to their normal everyday lives. Researcher has made a pamphlet to be this thesis's concrete product (attachment 2) for young people to decide would they want to take part in it. When this travel is finally executed for real, other side of the Experience Pyramid, levels of need will become vital to this travel to succeed. Researcher thinks that to reach at least customers' intellectual level, is one of the most important levels to get as it is closest to the educational tourism theory, discussed in chapter 3. Idea of this travel plan is to make a basis for the customers to learn as much as they can about Japanese life and culture by having fun and simply by participating.

## 2.2 City as a product

Hayllar, Griffin and Edwards (2008, 6) are using Karski's definition for urban tourism: it has started already from the 14<sup>th</sup> century pilgrims and later on mainly rich people traveled all over Europe. They were drawn by the urban experience, spectacular towns and cities, which were melting pots of national culture, literature, music, magnificent architecture and urban design. Variety and quality of these attributes created an attraction for these cities and they are on the map still today.

Cities draw in more people to visit, such as friends and family members. They have large populations and are usually developed better for attractions to visit. Cities have larger amount of accommodation options, better transport services and good infrastructure, which makes them easy to access. For tourists' cities offer diversity for the younger and the older: cultural heritage, entertainment, nightlife and major events. Travelers' do not always see cities as a specific attraction itself, bright lights, colors, atmosphere and constant movement represents cities' appeal and makes visiting them experience rather than just location. (Hayllar, Griffin & Edwards 2008, 6-7.)

This thesis's focus is unmistakably many different cities in Japan. Some of them are modern and huge metropolitan areas and some of them are smaller, more valuable in ethnic background and history. Berger (2010, 7-8) agrees with the researcher that the cities are full of culture and Japan is one of the most popular countries for cultural tourism. Tourists looking for Japanese culture will visit cities' museums, castles, shrines, gardens and do shopping in local stores. Japan is difficult country to understand by visiting just one city area, even several visits tend to make travelers even more confused. Researcher has noticed that not understanding Japan is closer to understanding it. The young adults participating in this thesis's travel will see different sides of Japan: Kyoto for its history, Osaka for its culture and Tokyo for its metropolitan technology. Cities are different; they have their own stories to tell and

famous sites to visit. Important part of learning and understanding is to see things from multiply angles.

### 2.3 Customer oriented tourism product

To offer a good tourism product it is important to understand customers' needs and wishes. Tourism product, also called as service, should be planned and shaped according to the customers' needs. Customers buy the service only if they are satisfied by it. A good customer service and customer oriented product should always be the core of the whole organization. Organizations can success in the market better if they are in close relations with the customers. Customer orientation has become more and more important in tourism business as people, stressed out from work and living busy lives have high expectations for vacations. (Albanese & Boedeker 2002, 88-89.)

Customer segmentation is one way to focus a product to certain group of people and shape it to satisfy this group. The researcher's product is segmented from 18 to 28 year old customers. With this clear age distinction it is easier to predict which kinds of things they are interested to see in Japan. Young people in Japan, foreigners and Japanese likewise, have their own ways to spend their free time like in any different countries. One year of observation in Japan has made a clear idea of what kind of hobbies and interest young people have while living there. If the group would have more variation in age, they would be more difficult to satisfy during the trip. Older people are usually interested in different things than younger. (Albanese & Boedeker 2002, 134.)

Generally used theory for customer satisfaction, tells us that the direction and power of it depends on two elements: pre-expectations about the organization and the customer's experience. If the customer feels that the organization cannot meet the expectations, he or she will be disappointed. Or if the customer is happy or positively surprised, the organization has met the expectations or went beyond them. This is why the organization should always concentrate on making the customer expectation level and quality of the experience better. It is a challenge to keep one step ahead of customers and market rivals. Travel organizations should have something exceptional to offer. (Albanese & Boedeker 2002, 89-90; Williams & Buswell 2005, 13.)

As this travel product is new, customers do not have previous expectations of it. This is why the travel plan, the story behind it and how this all is presented in the pamphlet (attachment 2) is important to make appealing. Researcher has to be careful not only with the route decisions, but with the level of activities and every detail included. Every small part is affecting

to the customers opinions. This travel plan is made customers in mind and the researcher is determined to exceed expectations about Japan and offer fun and educational traveling for everyone taking part of it.

#### 2.4 Finnish legislation for package tours

This thesis's product is a package tour and to understand all the aspects of package tours in general, it is important to understand a legislation behind them. Laws are usually hard to comprehend and heavy to read, which is why emphasis has been put on matters which are seen the most important for the travel plan. Researcher is aware that at the time, when this product is going for sale, the whole law has to be taken into consideration. These next chapters are referred from the Finlex's Internet pages, found in the reference sheet, where reader can see this law as a whole. All chapters are referred only from the Finlex pages as it is solely trust worthy Internet page for matters in legislation.

This law is applied for package tour marketing and for package tour contract when travel services are not organized randomly and the trip must take place for over 24 hours or include accommodation. Package tour means pre-organized trip which includes transportation and accommodation or either one of these with other important travel service which cannot be associated with transport, accommodation or peripheral service to these two, such as eating, leisure or meeting arrangements. (Finlex 2012.)

A package tour needs people to run them and in this chapter there are described three most important terms: tour organizer is a person who plans and executes package tours and offers them by himself or through a second party. Tour retailer is a person who provides contracts on the account of the organizer. And finally, a traveler is a person who has made a contract with the tour organizer or the tour retailer or has the right to participate in a package travel on the basis of a contract concluded by another person or corporation with the organizer or the retailer. (Finlex. 2012.)

Before the travel, the organizer must tell a traveler about a possible risk included to the trip and remind that there is a traveler's own responsibility about safety, insurances and that in a foreign country safety is primarily responsibility of a country's own authorities. The organizer takes care that the traveler gets all the information needed before concluding the contract. All the information must be handed to the traveler written down or electrically. After that the organizer is bound to this given information. However information can be changed, if the organizer has reserved the right for change of details and made this clear for the traveler before closing the contract. (Finlex 2012.)

If a travel brochure exists for the travelers, it has to state the dates when it is valid, the organizer's name, the contact information and also some facts about the travel, such as a price, services included to the price and possibly not included fees. It also has to tell to which country the trip is made, are there tours for the other cities inside the country, how much time is spent in each city and how long the trip takes in overall. It has to be clearly stated when and where the departure and the return are conducted and which kind of transportation travelers are using during the trip. Accommodation type, its place and the level of facility have to be mentioned too. Travelers are ought to know about insurances; do they need to consider taking a voluntary travel insurance or has the organizer or the retailer already included insurance for their participants. Lastly it has to be stated if there is a minimum amount of participants required, and if so, when is the latest date for cancellation due to too few participants. (Finlex 2012.)

As mentioned above, the tour organizer has the right to cancel the trip if there are not enough participants, but also due to overpowering obstacle, such as, a natural disaster, war acts, a strike or other similar kinds of situations which might endanger the travelers' life or health. Traveler has the right to cancel the contract: if he or she believes in justifiable reason own life to be in danger. Tour organizer has essentially raised the price of a trip, or otherwise changed the contract. Or traveler has prevented to participate due to a sudden and serious situation. Customer is not bound to contract before the trip is paid by the last date set by the tour organizer. If payment is not disbursed, the trip is cancelled. (Finlex 2012.)

Customer has the right to cancel the contract before the trip, if the organizer changes the terms in the travel program or other travel arrangements in an essential matter. Customer can cancel the contract in any time if the trip seems to be so gravely faulted that the travel does not correspond to its original purpose. However, if the customer has had any benefit from the travel, he or she has to pay to the organizer an amount in proportion to the benefit incurred. If the contract cancellation happens during the trip, organizer has to arrange the return trip, if necessary, by the organizer's own expense. During the travel, organizer has a duty to help and assist the customers, in case of accidents, crimes or other damages. Organizer has to take care of needed hospital care, pre-return transportation or other needed acts to clear the situation. (Finlex 2012.)

Even with the written contract and the law, there is a possibility that the travel organizer makes a mistake with one of these fields: the trip is not arranged as it was agreed with the customer. Organizer has neglected to give all the needed information to the customer and this can be assumed to affect to the traveler's decision about the travel. Or organizer has failed to comply with the duty to offer assistance. Organizer's mistakes have to be taken care

of immediately with the organizer's own expense. Organizer can however decline to rectify a fault if this would give rise to unreasonable costs or unreasonable inconvenience. If the fault is not rectified without delay, customer has the right to have a price reduction in proportion of the fault. However, minor mistakes or lacks in travel arrangements which are reasonable for the traveler, shall not be deemed to be mistakes. Customer does not have the right to invoke a fault, unless he or she informs about it without undue delay. Exception to this is customer's right for complaint if the organizer has acted in a grossly negligent manner or in a manner incompatible with honor and good faith. (Finlex 2012.)

This legislation for package tours is used in this thesis's travel plan as a guiding line. It brings safety to the customers and to the service provider, in this case, for this thesis's researcher. No travel service can be sold without certain guidelines and the law. Researcher is aware that to sell the trip, it has to be done through an official tour organizer, such as Olympia Travel Ltd. They have many years of experience in selling tours, their own regulations and their own travel insurance policy. It is much easier for the researcher to sell this trip in co-operation with steady and skilled organizer than to start everything from the beginning.

### 3 Educational tourism

Education can be defined as a conscious, planned and systematic process dependent upon learning strategies and objectives (Ritchie 2003, 4). It should be understood that education during a travel is often happening while people are enjoying themselves, usually not even realizing it. Term educational tourism can be weighed with tourism first or education first concepts, which will be explained further on in coming chapters. The thesis's travel plan has been done educational tourism theory in mind and it plays a very important part in this research.

Educational tourism is defined to be a program, where participants travel to a destination country as a group and their main purpose is to learn about different kinds of cultures through experiencing. Destination can be a domestic place or a foreign country. Educational tourism makes concrete learning possible for those elements that one cannot learn from books. Travelers' values and attitudes can be changed when they are exposed to the different cultures during the travel. Educational tourism combines leisure and learning. Best change what this kind of traveling can do, is to wake up the travelers' interests to develop and do lifetime learning. (Patterson 2006, 182.)

Educational tourism is not a new concept. It is broad and complicated area, which is why tourism industry has largely ignored this field. Concept of educational tourism started during

the seventeenth, eighteenth and much of the nineteenth centuries by movement called the Grand Tour. It was the beginning of cultural and educational tourism and was undertaken by scholars and aristocratic British youths. The purpose of the Grand Tour was to teach and civilize young nobles through study tours which lasted up to several years in European destinations. Participants were taught languages, horseback riding, dancing and foreign affairs. These participants were eventually known as tourists. (Ritchie 2003, 9-10.)

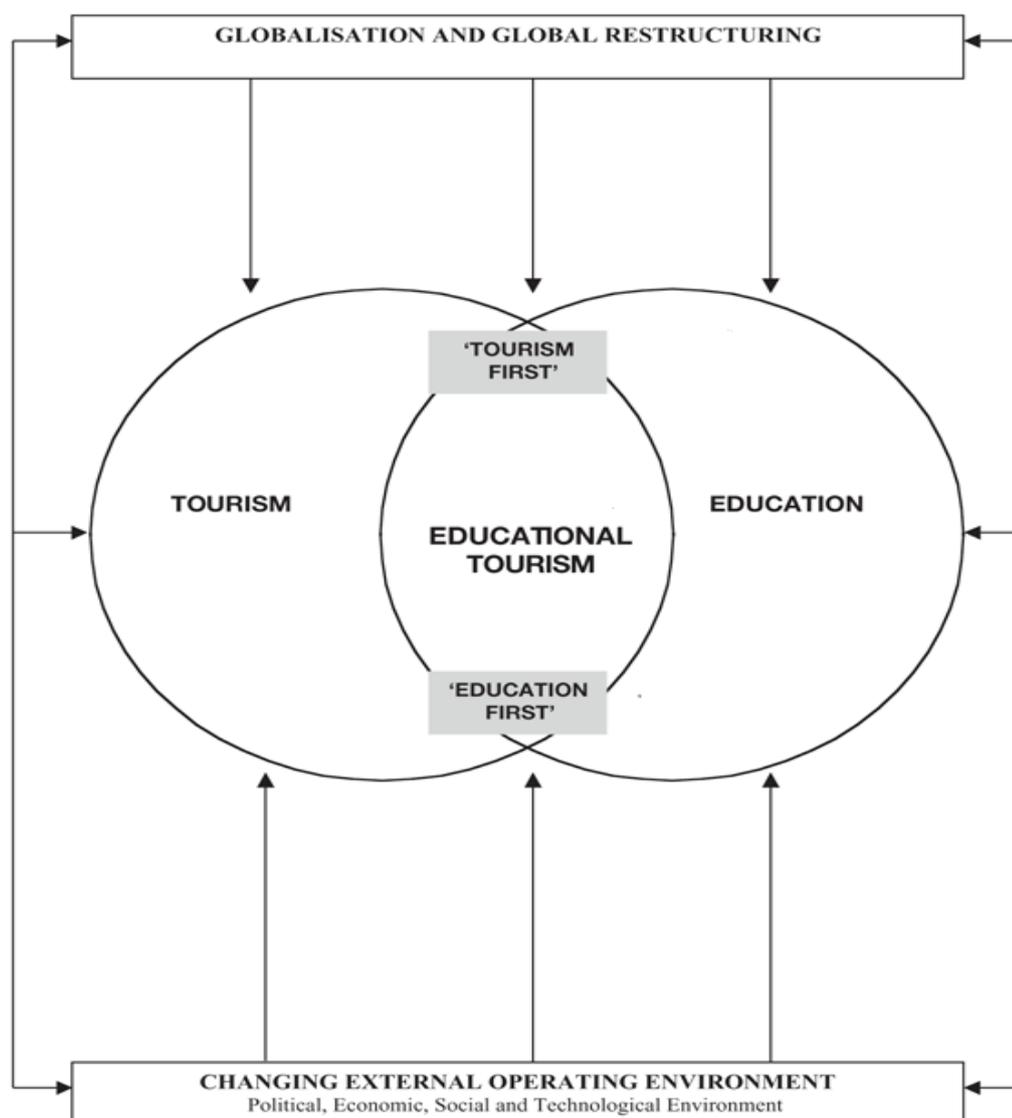


Figure 2: Educational tourism: a segmentation approach. (Ritchie 2003, 13, modified by Oksanen.)

Figure 2 is a model of educational tourism market segments and about the relationship between tourism, education and changing environment. It is simple way to see what educational tourism consists of and what facts are affecting to it. Researcher has made own interpretation of the figure so that it is less complicated and more understandable for the reader. The first concept is Tourism First, which means that some form of learning or education is im-

portant and motivating part of the tourism experience. This concept is usual with general travel and adult or seniors' tourism. The second one is Education First concept, when the travel is done from the educational aspect. Usually a student is traveling to study at language school or as an exchange student and tourist experiences may become secondary. This is why Education First concept is usually connected with young, rather than older travelers. In both concepts, although tourism or education may be primary or secondary motives, both groups can be considered tourists. They have distinct tourism related needs and impacts to the environment. (Ritchie 2003, 12-14.)

As seen, educational tourism can be examined from different kinds of angles depending on the traveler's age, origin and a way of looking the world. This thesis is clearly done from the tourism first concept. Motivation is a need to travel to Japan and learn from its culture. Education First concept is generally for younger travelers, but researcher has decided to use this same group for Tourism First traveling. Reason for this is that there are not many tours to Japan done only for younger customers. In the next chapters nature and cultural educational tourism are being explained and how educational tourism is seen from the student's perspective and what is the possible future for educational tourism.

### 3.1 Nature and cultural educational tourism

Cultural tourism and nature tourism, which are defined as ecotourism, have emphasis on interaction with the natural environment. These two definitions are also known as special interest tourism or serious leisure. It happens when people travel because they have a particular interest in a particular destination. The total travel experience is planned around this special interest. In this thesis main concentration is in cultural tourism. The tour planned is going to be a culturally active holiday, where nature is going to be a part of it, but not as a main purpose. People who travel under the category of special interest tourism, usually have the same hobby or they are concerned to exercise the same profession. (Ritchie 2003, 28.)

Cultural heritage is a culture that is transmitted from the generation to the next as it is valued by the society. Cultural tourism is a small, educational and well-managed, usually involving some ethnical exchange, arts or music. Museums and cultural heritage site's role is to conserve and protect cultural objects and display them to people. Problem with this is that even though tourism ability to educate about a culture is well known, many heritage managers do not think themselves being in tourism business. However it may be, education is fundamental, so that people can experience and learn about our cultural background and preserve it in the future. Cultural tourism is often associated with certain social groups as museums are often visited by the people who understand their content. However some authors

believe that all tourism is a cultural experience and can be experienced by everyone. Cultural heritage can consist of many products: tangible products such as buildings and intangible products such as traditions and customs. Cultural heritage tourism is important to the tourism industry and it plays a major part of importance to tourists. Seven years earlier, before Ritchie's definition, American travel agency Agrotours specialized in international tours for farmers, so that they could learn about agronomy in other parts of the world. Farmers from different age groups travelled to learn special farming techniques and to these tours were added some general cultural immersion and sightseeing. It can be seen that the cultural educational tourism has been used to some degree already in the 90s and especially for the learning purposes. (Ritchie 2003, 44-45, 56; Holdnak & Holland 1996, 75.)

This thesis is not putting emphasis on the nature tourism, as stated above, it is however important for reader to understand. Ritchie (2003, 32, 34, 39) defines the nature tourism or ecotourism as a travel which involves visiting and experiencing quality natural heritage sites and protecting them from destruction. Term ecotourism has arisen from the general interest of the consumers and the government because of the negative natural impacts of mass tourism. Ecotourism is conducted ecologically and socially, its purpose is to stir awareness and appreciation towards the nature. Educational part of the ecotourism distinguishes it from adventure travel and sightseeing as it enhances understanding of ecological processes and natural environments. Goals to teach ecotourism to the people are to foster awareness and concern about social, economic and ecological interdependence between the rural and the urban areas. The second goal is to provide everyone with opportunities to acquire knowledge, commitment, skills and attitudes needed to protect the environment. Last goal is to create new ways of behavior among individuals and society towards the environment. In *Journal of Sustainable Development*, Wang (2010, 262) reminds us that the ecotourism's education should include the entire nation, not only travelers, but the managers as well. She (2010, 262) also mentions that planning and education of ecotourism is important for high quality and for correct information passed on to the travelers.

Travel destinations for the researchers travel plan has been decided so that the travelers could see as many sides of Japan as possible in two weeks' time. All the cities have multiple cultural places to visit which are decided by the researcher. These destinations are mainly inside the city areas, but few have natural aspect to them as well. In addition it is possible for the travelers to visit multiply destinations in their free time, outside of the travel plan itself. It can be believed that as well as the motivation of the travelers, another important role for this trip to succeed is a guide. He or she has to have enough knowledge and interest in Japan to educate these youngsters while visiting destinations. It would be an excellent idea to find out stories behind some cultural buildings and areas, so that the education could happen more integrated to the travel itself. As this travel plan is both educational and cultural,

it is quite important to understand some theory behind the facts and use this information to help to mold this travel plan more professional and appealing.

### 3.2 Student's educational tourism

School student's educational tourism encompasses student exchanges, domestic and international trips. There are two different types of school trips, the first one is a curriculum-based one, which is directly linked to the lessons taught at school and is either extension of the formal learning or an integral part of learning experience. The second one is extra-curricular excursion which is done outside of a curriculum plan and is not directly linked to a particular class. Majority of students attend to general vacations or English courses. Alongside learning, tourism activities and destination itself are important factors. (Ritchie, Carr & Cooper 2003, 130.)

Education and learning can offer learning opportunities which allow individuals to experiment how theories and concepts work in reality. International mobility makes new learning experiences possible and potentially can offer higher quality education than in one's home country. As said in the previous chapter field trips can set affective goals to the young students such as developing new attitudes for personal, social and environmental perspectives. It should be remembered that different age groups learn in different ways and take it into consideration before planning an educational trip. (Ritchie, Carr & Cooper 2003, 131, 159; Carr 2003, 191.)

In Finnish Anime Magazine (2009) Uusitalo has published a research by Tampere University that Finnish youngsters are still interested in Japan and learning Japanese language. The biggest rise of fans was few years earlier, but it still shows steady rising. As much as 30 percent of Finns are in different ways interested in learning about Japan. What has changed over the years is that the interest in organized union activity has lessened and instead informal activity has been born. This Tampere University research endorses this thesis's product and research that there is a growing number of Japan fans in Finland. Worth to mention is also Olympia Air Travel Ltd.'s (2013) special anime trip to Japan. This proves that the tour organisers have seen the potential growth of Japan among young.

This thesis concentrates on young between the ages 18 and 28 year old, which is why the focus is put mostly on older students. Ritchie, Carr and Cooper (2003, 130) remind us that language schools are not only restricted to the children. Actually the majority of language school participants appear to be adults. As seen from this statement, it can be learned that this age group is perfect for this thesis, even though language education is not its main purpose. Ritchie with Cooper (2003, 131) and Carr (2003, 191) continues, that overall, schools' tourism is a poorly understood and researched segment. Views from students and why parents are

willing to support their children's traveling have not been researched. From this thesis's point of view, reasons for traveling and why parents are eager to send their children away, is not relevant. More important from this theory is to understand how educational tourism is normally conducted with young adults and with this information plan the perfect travel. It would be interesting in the future to research reasons for traveling and education from students' and parents' point of view before and after the travel.

### 3.3 Future of educational tourism

Future is always hard to predict. Ritchie (2003, 258-259) believes that in the future tourism industry has to work more closely with educational providers, such as language schools, to develop social activities and better field trips. Problem is that most museums and universities are not seeing themselves as part of the tourism industry. Educational tourism consists of many market segments and is a specialist area consisting niche markets, careful product development and packaging is required to keep it going. If this tourism cooperation will succeed it will mean more innovation sharing and resources, which will make the educational tourism better developed, marketed, researched and managed. Researchers at The Association of Youth Travel Accommodation (2012) agree with Ritchie and suggest that a trend toward the travel educating will change the tourism industry in the future.

Ritchie (2003, 256) continues that the major impact on educational tourism will be growing use of technology. The Internet is cheap to use and it offers a chance to communicate with other nationalities. Still the Internet does not give possibility to experience life or to visit in another country, which leads to a poorer quality learning experience. Stalling (2001) agrees that most of the learning and communicating in the future will be done at a distance. Ritchie (2003, 257) however gives more consideration to what we still do not know, like to what level technology is going to impact the visitor experiences. There is not only a problem of sitting consumers at home by their computers, but also to what extent does use of technology turn museums into a theme parks to form more leisure experiences than educative experiences. We are left to wonder can entertainment and education live together in the future.

Future of educational tourism is full of problems and questions. Sustainability has become a traveling trend and knowledge for it is given through educational tours. Problem is that growing number of people puts more pressure on environment. Travel agencies already increase offers to dolphin, whale and turtle watching and also some other specialized ecotourism experiences to put focus on visitors learning. Another problem is a growth of ageing population which makes a growth of seniors' educational tourism market bigger than youngsters'. This problem of ageing population is not however in an instant future, which is why the researcher

is not seeing it as a problem for the travel plan. Facts about still growing interest in young people's traveling and Japan are reassuring for this kind of travel's need. (Ritchie 2003, 253; The Association of Youth Travel Accommodation 2012.)

Even though there is a worry for technology usage by consumers, entertainment and education can coexist. Keeping traditions is important and researcher agrees with Ritchie that turning museums into a complete leisure experiences is not necessary for better educational purposes. Leisure, fun and more serious visits at traditional museums, shrines and statues can be integrated to the whole experience. Important is to balance it all together. A group of young people traveling to another country will see their interest in learning about the culture grow weak if it is only told by galleries and long lectures. Ritchie's book is clearly focusing more on Education First aspect while discussing about the future. At schools, education is formal and compulsory which makes learning while traveling more serious for Ritchie. Remembering this makes his argument about entertainment and education coexisting more understandable. The reader should understand that this thesis's travel plan is not part of any school's curriculum and it is planned from Tourism First aspect. Sustainable travel is being taken seriously into account and by using local restaurants, hotels and shops, it is overseen that the money used is not all going to the package tour organizer. Attention is paid to the regular rules while visiting sites and travel group is kept well informed and educated about sustainable aspects while traveling.

### 3.4 Young adults as target group

Youth travel has not been seen in a good relation for international travel very long. Nevertheless growing travel longing and power to spend money has created more attention for youth tourism. Youth tourists are considered adventurous and keen to experience as much facets as possible. These stereotypes are slowly coming to an end. (Richards & Wilson 2005, 39.) In press conference by World Tourism Organization, also called as UNWTO (2012), youths are described to be positive and a promising group for the future travel. Young travelers are environmentally aware, interact more closely with communities and tend to make longer stays. This said youth has shown to give a rising movement towards the sustainable and responsible tourism. By discovering new cultures, youths give a chance to UNWTO to set better goals to achieve, such as, money going to the local businesses and by waking up more interest in voluntary work. Youths are enriched by the travel experience and in this way can make a huge difference in understanding culture.

In addition World Tourism Organization with the help of Wyse Travel Confederation (UNWTO 2011, 6.) has made a future forecast for the youth travelers. They believe that from today's

estimate of 190 million youth travelers there will be almost 300 million by the year 2020. Reasons for this are several, but to mention few from the many, young people are less likely to cancel their trips because of terrorism, diseases, natural disasters or any other unrest and they have better opportunities and knowledge to use new technology. World Tourism Organization recognizes that youth travel is a form of learning, innovation, a way to meet other people, getting to touch with other cultures, source for career- and self-development and most importantly part of identity. "You are where you've been" (UNWTO 2011, 6).

Serious consideration is given to the growing market of youth travelers. There is very little research material on youth educational tourism itself but the numbers talk for themselves. Data for growing youth customer segment and the steady interest in Japan as mentioned several times in earlier chapters gives reason to believe that there is a very good potential for this thesis's product and idea to be a hit in the market. Theory in this chapter and potential for young people traveling more is agreeable. Young people are interested in other cultures and possible sources for future career plans.

#### 4 Research approach and methods

Qualitative research method is for describing real life, where research object is human life. Everyone is interpreting life in different ways, which means that the researcher needs to be objective and collect information in natural conditions comprehensively. Researcher's work is to bring up opinions from the people who are part of the research and not to have own influence on the research. Researcher is not the one deciding what is important and what is not. When the research is being done, the plan for the research comes clear usually on the way. The researcher must be prepared for changes and flexibility. (Hirsjärvi, Remes & Sajavaara 2004, 152-155.)

Qualitative research is trying to understand the whole picture and bring up examinees' interpretation of the condition and intuitively analyze told information. Indicators such as meter system are not used with qualitative research but there are different methods to get deeper information from the researched phenomenon. If phenomenon at hand does not have many previous publications, qualitative research method is perfect. When spoken about orientation of philosophy of science, terms such as phenomenological and hermeneutical are used for the qualitative research. (Rosqvist 2003.)

The most common ethical problems for qualitative research can be related to data collection, rules about examinees' confidentiality and researcher's own responsibility for analyzing and adapting results. Ethical problems are always related to values, either researcher's own or

common values. Ethical questions are not stable but changing depending on the world's situation at the moment. Researcher must take into account professional ethics and follow them for common good. Researcher needs to be responsible, obliged and understand own and examinees' rights. (Helakorpi 1999, 74-75.)

Ethical problems can be avoided when enough information about the research is told to the examinees and they all volunteer to be part of the research. They need to be informed that their rights are protected and that all the data collected is confidential. Researcher should also know own and professional values; what is the most ethical way to proceed in different situations. It is easier to protect other people when the researcher has a clear picture of own rights, what is the research about and how it is best to defend it and do it. (Helakorpi 1999, 74-75.)

This thesis's project is to create a travel plan and find out information what kind of traveling experience would be educational and entertaining at the same time. In Japan photographic documentation and observation was used for data collecting methods, which are best handled with qualitative means. Most problematic situation with going through the data from Japan is the researchers own closeness to the topic. It is hard to objectively decide which would be the most interesting places to visit and how to bring Japan out to the readers. In Finland theme interview was conducted to collect information from professionals about Japan related matters and overall information how to make a legal package tour.

#### 4.1 Theme interview and participant observation

Interview as its simplest is interaction with the examinee. Interview usually clarifies and deepens already collected answers. It gives possibility to treat human beings as subjects, who can freely and actively give answers to research questions. Interview as a method is a practical way to make a research, particularly if there are few people eager to take part in it. Face to face is harder to not to give answers. (Hirsjärvi, Remes & Sajavaara. 2004, 194-195.)

Theme interview or half structured interview is a method of research where some of the facts are set, but not all of them. For the theme interview researcher has collected knowledge about the matter to be researched and interviews are planned by using an interview frame. Theme interview differs from the other interviews because the interview itself is focused on the certain themes which are discussed about. This kind of interview makes an assumption that all individual's experiences, ideas, beliefs and feelings can be researched with this method. Important is to highlight interviewees' world of experience and their definitions from different situations. (Hirsjärvi & Hurme 2001, 47-48.)

At fairly early state of research and data collection, focus interview was chosen for the research method. Later on, when the questions were made, it could be seen that the theme interview was closer to the done question frame. Theme interview do not have a structured form, but it is not as freely done as focus interview (Hirsjärvi etc. 2001, 48). Research questions are put under four themes: tourism product and Japan, educational tourism and the Finnish legislation for package tours. Questions will be asked depending on how widely interviewees' will answer at given time.

In addition to the theme interview, researcher has done participant observation during exchange year in Japan. In this kind of observation, researcher takes part in examination target's actions in their terms. Usually this kind of research is always field research. Participant observation can be divided into two parts, depending on how much researcher is taking part during the observation. There is possibility to do complete participation or take part only as an observer. Complete participation can cause ethical problems in the research as the researcher should collect information and at the same time try to live as naturally as possible. It should be considered can the researcher inform about the research to anyone without breaking the natural behavior amongst the research targets. As an observer researcher can inform examinees at the beginning that there is a research to be done and after that come in to good terms with the examinees. Researcher takes part in examinees lives' and might ask questions during the observation time. Overall with these methods researcher should be careful not to mix own feelings with the scientific observations. (Hirsjärvi, Remes & Sajavaara 2004, 205-206.)

The result in this thesis will be a planned trip for young adults to Japan. Previous observation, experience and the information from the various books, hobbies and friends are collected to this travel plan. Ethical problems with the observation time are not valid for this research as only previously collected information is used to plan an entertaining travel to Japan for young Finnish people. There was no idea of this thesis while being in Japan. Researcher took completely part in Japanese lives at the time and has strong feelings towards examined country. However this can be seen as an asset; with this thesis a small part of the exchange year experience can be given to the other young people.

#### 4.2 Reliability and validity

Reliability means that the results of the research can be repeated and nothing happened coincidentally. If another researcher will make the same kind of research or measurement, the result should be approximately the same. Validity in test results means its competency. Im-

portant is that the researcher is researching correct facts. People tend to think differently and in questionnaires there is a possibility to understand one question in many ways. This might lead to uncertainty in the answers given in a same way as thought originally. (Hirsjärvi, Remes & Sajavaara 2004, 216-217.)

With qualitative research methods reliability and validity are hard to ensure. Circumstances during the research, used materials, questionnaires and processes in itself should be explained to the readers in detail so that the research could become as reliable as possible. When there are more people taking part in the research itself, it helps to clarify the validity. More people analyzing the research make it possible to notice mistakes easier. While doing a thesis it is understandable why it is made together with a client. Student can get real professional aspects and there is more than one person supervising upcoming results. In quantitative research methods there are own set ways to make sure that the research is valid and reliable, such as different kinds of statistical methods and indicators. (Hirsjärvi etc. 2004, 216-218.)

Research method for this thesis is theme interview as mentioned before. It has been made as valid and as reliable as possible. Trustworthy sources have been used for interviews. As used research method is purely qualitative, it is hard to conduct exactly the same way by another researcher and get the matching results. Reader should understand that while doing the theme interview, interviewees' and researcher's own personality and way of thinking are somehow affecting to the given answers. Researcher understands that her closeness to the research phenomena and acquaintance with one of the interviewee's, made it harder to act neutrally in interview situation and writing the analyze. Interview analyze has been written with sincerity and as valid and reliable as possible. Research topic is clearly explained to the interviewees and the readers.

#### 4.3 Interview analysis and key results

After each interview, data should be analyzed as fast as possible. In this way the material is still fresh in the researcher's mind (Hirsjärvi & Hurme 2001, 135). In this thesis theming is used as an analyzing method. Eskola and Vastamäki (2010, 43) in Aaltola's and Valli's book for research methods, mention that theming is putting the data in order by set themes. Strength in this is that step from material to analyzing is not that high than often with the qualitative research. Four themes were decided upon, which are: Japan and tourism product, educational tourism and the Finnish legislation for package tours. Interviews have been done so that the questions are under these individual themes and answers were written accordingly. In this way constructed idea of the material is easier to handle and each added interview modifies it again until all are done.

Researcher interviewed representatives from two different companies who have professional information about traveling in Japan. Those two companies are Olympia Air Travel Ltd, which is this thesis's commissioner, and JTB Finland. Recorder was used in both interview situations and it was made clear to both representatives that this interview is used as a research method and a way to collect information for this thesis to Laurea University of Applied Sciences. Interviewees were informed that the thesis will be seen in public at Theseus repository. Both interviews were conducted in Helsinki. First one was in JTB Finland's office in April 8th 2014 with the company's Japan travel consultant Pesonen and the second was held at the home of Olympia Air Travel's tour leader Henttonen in May 6th 2014.

Pesonen from JTB Finland (2014) starts the interview by saying that Japan is still a must visit place for many customers and that they have many different kinds of reasons why they want to go there. Some have special requests usually including interest in own hobby, culture or nature. Good infrastructure and flight bargains are also making it easier to travel further away. As for theme traveling in Japan, spring is more popular from the seasons. Autumn travels are still under work for JTB. Travelers for are varying from different age groups, there is not any set customer segment. JTB Finland plans travels just how customers want them. There are however some ready packages available. How the flights are available and what kind of prices they have are influencing to the final plan. There is some stereotypical thinking amongst the customers that Japan is complicated place to visit because of their writing system and people think it expensive. \*However it seems that there is still interest for Japan\*, Pesonen says.

Olympia Air Travel's Henttonen (2014) agrees with Pesonen that there is interest for Japan among Finnish people. She says that culture and food, like sushi, are important factors why people travel to Japan. Spring time is still the most popular time to travel because of Japan's beautiful gardens and cherry blossom. Henttonen agrees with the researcher that the later autumn time and maple leaves should have more awareness from customers; autumn is less expensive for the shopping and flying. Usual customers for Olympia are pensioners who have time and have seen quite a lot of the world. Despite the fact there are sometimes youngsters traveling with their grandparents or couples going for their honeymoon. Henttonen adds that city traveling in Japan is extremely easy for Finns. Attractions and places are well marked by signs and there are loads to see. Everything works and it is safe to roam around.

Educational tourism is not a familiar term for Pesonen (2014) or to Henttonen (2014). In both interviews researcher explained the term to the interviewees. Pesonen thinks that basically educational tourism is affecting to any travel they arrange. JTB has done some co-operating with schools that have brought customers for exchange in Japan. Furthermore hobby groups such like karate clubs have gone to practice in authentic cultural situation and motorcycle

group went to visit factories and museums to learn more about their interest. It seems to the researcher that most of the educational traveling for JTB is from education first aspect, where people travel to Japan to educate themselves and traveling comes as secondary interest. Pesonen agrees that the educational tourism could have more potential when people want to civilize themselves. Henttonen (2014) says that she has used integrated cultural learning through story telling in places like Osaka's Nijojo castle. Olympia travel however has not taken educational tourism into account in their travels directly. They are offering educating package tours, each one having some interesting facts about target country and tours introduce ecological awareness for customers. However educational tourism term is unfamiliar. Henttonen has, like the company, used tourism first approach with her groups without realizing it herself.

When organizing a travel one must make it safe and official by following the Finnish legislation for package tours. For JTB (Pesonen 2014) most of the travels follow this law. There are some exceptions like other nationalities that might need to apply for visa before traveling to Japan. Fortunately JTB has good contacts to Japanese embassy. Company has practical rules, regulations and hints for traveling and about vaccinations for their own customers. Flights under package tour legislation are slightly more expensive. There are campaign flights available with cheaper price, but by choosing them, customer is taking an intentional risk that there is no right to cancel the travel later on. Pesonen says that it is rather rare to need the package legislation. In cases where customer gets hurt before traveling or natural disaster occurs, it is needed. The law is developing in the future more and more to the customers favor. By the side of the legislation, good contacts are important in Japan. They are used to help customers and for getting fast knowledge about how typhoons are developing. Technology is so developed that it is possible to get sudden information by text messages. Furthermore the travel leader has own instructions how to act if something special would occur. Natural disasters have sometimes worried parents when under aged children travel in student groups.

Henttonen (2014) knows less her company's usage of legislation for package tours. She is carrying a ready package of numbers for emergency cases. Henttonen and local agent are taking care of the customers together. Overall good rule is to safe receipts from everything bought, so it is easier to handle problems with customer's own insurance company. Local authorities and the staff from different businesses are the ones who are trained and will give guidance about where to go and how to act. It is important for tour leader to inform the group beforehand about possible situations. Henttonen and Pesonen (2014) are both agreeing that it is important to have good contacts in Japan before taking a group there.

Both face to face interviews were successful and with some explanation from the researcher all questions were understood. Educational tourism as a term is so new, that there is little

information about it. It is vast area, which is why it was hard to explain to the interviewees. Researcher cannot be sure was she understood completely with that topic. With Henttonen the interview was more difficult because of the researcher's personal relationship with her. Answers tended to go off topic and it was difficult to get back on track. There were no such problems with Pesonen, who researcher met first time. Researcher emphasizes that the interviews were successful and all the given answers from the tape were understood. Both interview rooms were quiet and opposite to the group interviews it was easy to hear one person's speech.

In the beginning the researcher had third company's interview for this research. They however, due to lack of time, answered through email and the researcher decided to discard it. When examining the questions (attachement 1) it can be seen that most of them are quite hard to understand if the researcher does not have a chance to explain them face to face. It could be seen from the answers in the email, which were short, some had question marks and some had been skipped altogether. According to the results of the questionnaire, two companies were enough to give needed information to create a travel plan.

## 5 Pre-research on tourist destinations in Japan

According to Jussila (2007, 7) Japan is an appealing country for Finnish people in many ways. For some reason Finnish and Japanese have unexplainable compatibility, we understand them better than many other in European countries. For this same reason, Japanese find Finland somehow familiar place to visit. This compatibility is seen in many levels in life: in bathing culture, eating raw fish, keeping silence as a value and people's honesty. Many Asian countries are fascinating to us, but we have a solid reason to get to know Japan better.

When eight years ago researcher got interested in Japanese culture, it was not popular in Finland as it is today among teenagers and young adults. Many people might think that it is enough to get oneself satisfied, but on the contrary, the more you know about the Japan the more confused you are and want to know more. It feels home, but foreign can never forget being an outsider, *gaijin*, as Japanese call us. Stenberg (2011, 8) in her book, *Vuosi Japanissa: Opas arkeen ja elämään vieraassa kulttuurissa*, freely translated into English as *A Year in Japan: Guide to Everyday Life in a Foreign Culture*, says that after 21st century Finns have gotten more and more interested in Japan. Through the years anime, manga, movies, street fashion and bands have stuck as a part of Finnish culture and peoples' interests have gotten even deeper. When books about history, movies or Internet are not enough anymore, we do not have other choice but to fly to this eastern island.

Japan as we know is an island country between the oceans: The Pacific Ocean to the east and two oceans in the west, separating it from the Asian continent, the Sea of Japan and the East China Sea. Japan consists of many small islands and four bigger islands named Honshu, Hokkaido, Kyushu, and Shikoku. Japan is slightly bigger country than Finland, yet there lives about 127 million people. Japan's invincible beauty comes mostly from its mountains as 80 percent of the land is mountainous. The most famous and highest mountain is Mt. Fuji with 3776 meters. (Kanagy 2004, 5-6.)

Japan is of course much more than just beautiful scenery and old history of samurai. Japan is today a blend of western society and its own old culture as seen in picture 1. Travelers can consume whatever they wish for, from pair of jeans to a traditional cotton kimono, yukata, or a cup of powdered green tea to a cup of latte. As Japan has four vivid seasons, all of them beautiful and weather never too cold, travelers can find a different looking country every time they visit. (Kanagy 2004, 3-4; Japan Fact Sheet 2012, 3.)

In these next chapters more detailed information will be told about the cities which are planned to be part of the trip for this thesis. Japan Rail Pass is included to the trip price so it is convenient to visit cities which are a bit further away from each other. It gives a chance to see more of Japan and travelers will see more than they would by traveling alone. Researcher believes that traveling is supposed to be controlled adventure, relaxing and some unexpected things are welcome to happen. Purpose is to see Japan and destination cities through youthful eyes and learn from the experience. Picture 1 and the rest of the pictures in the city introductions are taken by the researcher. First trip to Japan was photographed in 2009 and the second time throughout the whole exchange year in 2010 and 2011. Collected photographs are used as part of the research method, to give Japan its deserved image to the readers. Documentation helps researcher to remember details from the previously made travel and makes the travel plan look more appealing for the potential customers. Pictures help to describe what kind of culture Japan is and support the writing in this research.



Picture 1: Part of the Imperial Palace and the City behind, Tokyo. (Oksanen 2009.)

### 5.1 Metropolis Tokyo

The World's biggest metropolitan area Tokyo is inhabited by nearly 40 million people and it comes together with the huge city parts and the smaller villages which have merged together. Its size gives travelers much to see for weeks. Today it is a capital to whole Japan but it did not start as one. Until year 1868 Kyoto was the capital city and Tokyo, at that time called Edo, started as a fisherman village. Even the names of these two cities point out their place in Japanese history, Kyoto meaning the western capital and Tokyo the eastern capital. Now while traveling to Tokyo none of the old history is to be seen. It has survived from the great Kanto earthquake in 1923 and the Second World War bombings; now this city is all about fashion, hi-tech machines and great skyscrapers. (Stenberg 2011, 194; Burbank, Kazuko, Mansfield & Swinnerton 2010, 34.)

Tokyo is full of sightseeing places and there is a lot to see, however the most important thing is to experience the city. It seems familiar at first, western like, but after wondering around in the busy center of Shibuya, eating dinner in a bar-restaurant izakaya, seeing a small battered alleyways and a very different looking youth culture, as seen in the picture 2, travelers start to realize how little they understand the Japanese culture. It is a peculiar feeling, somehow familiar and still not. Tokyo has something for everyone to see and experience. Valkama (2010, 11-12) in his book *Mondo Travel guide, Tokyo*, reminds us about an old phrase: when you have lived in Japan for a week, you want to write a book about the country. When you have lived there a month, you want to make a magazine article. When you have lived there a year, you are so confused that you do not want to write anything. It is in-

evitable to fall in love with the country and still feel confused about it. It is the reason why people keep returning to Japan and its biggest city Tokyo.

Tokyo is a paradise for young travelers. All the places to shop are close together and fluent infrastructure makes it easy to travel to the outskirts of the city if needed. Japanese youngsters hang around bigger city centers, each one wearing fancier fashion and hair style. Tokyo is famous for its high fashion sense and even the weirdest styles are lost in the masses of people crossing the roads. For every young people interested in Japan, Tokyo is a must see place. There is not a thing you cannot find from the list of souvenirs you have. After a hectic day, it is nice to sit and relax in nearby coffee shops and watch the flow of the people. Food in Japan overall is quite cheap for European travelers and it is best to try as many different types of foods as possible. Tokyo will not leave any traveler cold or hungry for more, it overwhelms and leaves a promise for something more for the next time.



Picture 1: Youth culture in Japan: decoration picture booth, Purikura. (Oksanen 2010.)

## 5.2 Historical Kyoto

The old capital, where even the Japanese come to learn how to be a real Japanese and tourists want to see a piece of feudal samurai times, Kyoto is said to be the cultural heart of Japan. It is inhabited by approximately 1, 5 million people and it is located in between the mountains, which makes Kyoto's summers humid and hot and winters cold. Even though the area is surrounded by mountains from three sides, Kyoto itself is relatively flat and easy city

to visit as the whole center is rectangle, even the locals say the city is a bon-chi, the tray land, which makes locations easy to find. Kyoto was long time a residence of the Imperial court, which drew the finest artisans and the craftspeople to visit. Today Kyoto is a home to the finest of arts and one of the best cities for education, there being 37 different universities and colleges. (Rowthorn 2008, 28, 35-37, 40.)

In the alleys of old town Gion, tourists can walk in between the original Japanese architectural houses with paper made sliding doors, bended roof corners and tatami floors. With a bit of luck traveler can see a maiko, geisha apprentice, to hurry from teahouse to another (picture 3). There are a few magnificent temples that one should not leave unvisited, even if traveler has seen many in other cities. Fushimi Inari Taisha's fox sanctuary, for example, is a temple where thousands of red wooden torii-gates lead to the top of the mountain, where the city center can be seen. *Memoirs of the Geisha* movie has been filmed in Kyoto, definitely a recommended film to watch before traveling for understanding some of the history of Kyoto and to get a sneak peak of the fantastic scenery. Visiting Kyoto is like stepping to a different world, old is mixed with new 21st century metropolitan feel so skillfully that a traveler still feels the samurai spirit lingering. (Stenberg 2011, 208-210.)

Kyoto is a total opposite from the Tokyo. It is less crowded, buildings are not as high and area is lush with green mountain forests. Today's young people are interested more in nature, history and culture than they used to. This interest is probably rising from today's problems like the world is fast getting into worse condition by human interference and on the positive side the Japanese popular culture is introducing stories in anime and manga from the areas such as Kyoto. Stories from gods, ghosts and other supernatural beings have always interested young people. In Kyoto traveler can visit places where many of the stories got their beginnings. For contrast to nature, Kyoto also has its compact town center, where youngsters can find anything from newest things to old samurai time objects and clothes. In the newer part of the city, there is a fairly new manga museum, which is a must see place for younger visitors.



Picture 2: Geisha apprentices, maiko, in Kyoto. (Oksanen 2010.)

### 5.3 Trendy Osaka

Osaka is Kansai's economic center, Kansai including cities such as Kyoto, Nara, Hyogo, Shiga's and Wakayama's prefectures. It is the biggest and the leading areas in western Japan. Osaka city has 2, 6 million residents and the whole Kansai area all together 25 million people. Osaka has most of Japan's foreign residents and its plan for 21st century is to become a city of international cultural exchange. Osaka people are known for their impulsive nature, practical mind and love of new things. It is no wonder that the best and the most popular comedians in Japan are originally from Osaka. Their strong sense of business and innovation skills have led to a saying that karaoke was first invented in Osaka and it is very popular hobby for Japanese even today. (Jussila 2007, 205; Kanagy 2004, 263-264.)

Osaka has its own long history, even when compared to a really close by city of Kyoto. The feeling, however, when walking down Osaka's busy streets, is totally different than that of in Kyoto. Osaka is a perfect place to visit especially for younger travelers as there are some of the best places to sing karaoke and spend the night time fun in neon light streets of Namba. It is interesting just to watch fashionable host boys trying to hit on girls for their clubs and after that go to eat famous food for this area, such as takoyaki, fried dough rolls filled traditionally with octopus (picture 4). For anime and manga fans there is Denden town, equivalent for Tokyo's Akihabara, center for all electronic devises and noisy small shops filled with the most

interesting products. As Osaka is the second biggest city in the Japan there is much to see from green Osaka castle area to the busy streets of the city center Umeda and the Universal Studio's amusement park. (Kanagy 2004, 267; Jussila 2007, 212-218.)



Picture 3: Famous food from Osaka; Takoyaki octopus rolls. (Oksanen 2010.)

#### 5.4 Exiting Fuji-Q Highland Amusement Park

Fujigoko region, also known as the Fuji Five Lake region is located at the northern base of the Mount Fuji and is surrounded by the five lakes, from which the area has gotten its name for. The lakes are Kawaguchiko, which is easiest to access and the most developed for tourism, Saiko, Yamanakako, Shojiko and Motosuko. Fujigoko is known as a resort area, where it is popular to do some hiking, snow sports, fishing, camping and other outdoor activities. It is also known for its hot springs and Japan's most popular amusement park; Fuji-Q Highland. (japan-guide.com 2013.)

Fuji-Q Highland appeals as the most popular amusement park with its intense thrilling rides, such as roller coasters which can speed up to 172 km/h in 1.8 seconds and drop 70 meters, picture 5. This amusement park has enjoyed enormous popularity since the year 1996, when it opened for the first time. Fuji-Q Highland competes in the Guinness Book of World Records with its roller coasters and builds a large-sized coaster in every five years in order to make a new record. On top of the fast rides, Fuji-Q offers other attractions for adrenaline rush, like Super Scary Labyrinth of Fear 4.0 haunted hospital, where visitors have to walk one hour tour through an old hospital building. As any good amusement park area, Fuji-Q Highland has places to relax and enjoy the scenery of Mount Fuji towering above. There are over ten different places to eat, do some shopping and for those who still have not tried hot spring bath can en-

joy one just next to the park. (Japan National Tourism Organization 2013; Fuji-Q Highland 2013.)

Why Fuji-Q Highland is a must see place for young adults is quite obvious, it being a huge amusement park area. Rides and attractions are much higher quality and thrilling than in many other European places. Researcher has planned the trip so that there is time to spend at the park for the whole full day as travelers please. In addition outside area is beautiful for its nature, temples and surrounding mountains, by the lake traveler can join short boat cruise to see the area better. Kyoto had its own stories of old and now Fujigogo area has its own unique ones for travel -sensei to tell. After the Tokyo and the Fuji-Q park, relaxing day by the lakes and popping into a hot spring is a refreshing way to continue experiencing Japan. For the most active youngsters there is a possibility to climb up the Mt. Fuji in their free time and perhaps see the sun rising from the top.



Picture 4: Fuji Q Highland, Mt. Fuji at the background. (Fujikyu Corporate Site 2010.)

## 6 Results: Travel Plan for Young Adults to Japan

The researcher started to plan this trip to Japan by deciding which of the many great cities would be included in it. First problem was the time limit of two weeks. It is good to have as much time in one place as possible but not too long to get too used to it. Following cities were finally decided: Osaka, Kyoto, Tokyo and Fuji Mountain's amusement park Fuji-Q and the surrounding area called Fujigogo. Facts about these cities and areas are discussed in the chapter 4, Japan and urban destinations. Researcher is trying to give the travelers many different kinds of experiences inside of the two week period. It has been taken into account that people are interested in different kinds of things and possibility to customize the trip is possible while traveling.

Next, researcher planned the daily schedule for the cities. There is free time and planned excursions for everyone's taste. Researcher has quite a vast knowledge what are the liked

past time activities in Japan among non-Japanese youngsters. Some might think that museums, castles and shrines are first left out from young adults travel plan, but on the contrary, many Japanese anime and manga series partly evolve around some of these famous places. In addition Japanese ghosts and gods are often spoken topic among young people and there are many interesting stories to tell in different parts of Japan. Researcher wants to educate travelers in a subtle way of storytelling, so that the learning is mostly happening in educational tourism means by having fun. The point is to make young Finns aware of Japanese youth culture.

In the travel plan (attachment 2) the reader can see that there are some example prices shown for the entrance fees and food. The purpose is to do this trip with as little money as possible, in a same way a young person would do, when planning a travel individually. Places to sleep in, restaurants and attractions are planned with customers' ages in mind. Brochure (Attachment 2) is the researcher's conclusion for this research. It is made keeping educational tourism theory in mind and as visually pleasing as possible. According to Lammi (2009, 23-24) material which is made visually rich, surprising and pleasing is easily understandable and helps people to absorb information. Used pictures aid to get into the mood of the travel and visual look has been made appealing for the young travelers.

## 7 Conclusion

After the interviews researcher gave consideration to contacts in Japan. There is not any official ones to handle the matters inside Japan, thus why this travel plan, when conducted, needs an official travel organizer to make it happen. Outside of the research questions, researcher got some good hints from the JTB (Pesonen 2014) to take into account when planning a travel. For two weeks trip it is best to have as few sleeping places as possible to avoid unpacking and packing too often. For traveling it is best to use trains, Japan rail pass is paying itself back when used for round-trip between Kyoto and Tokyo or similarly between other cities. Customers are usually disappointed if they have not taken the rail pass. The cities which the researcher chose to use in the travel plan are good ones. JTB has offered Fuji Q amusement park in their travels, but it did not have the wanted attention. Even though hearing the tip, researcher wants to keep it in the plan. Not having the personal experience of the amusement park is not a problem as there have been positive interests from Finnish young people already. There is every reason to believe that the young customers would enjoy the day in the thrilling rides.

As said in the beginning of this thesis, all cultural interest started from the Grand Tour in seventeenth, eighteenth and much of the nineteenth centuries. Young aristocrats were sent to

Europe to learn manners and all the things they would need later on in their lives. These young people were later on known as tourists. Today young peoples' interest in foreign cultures is still there. Young travelers are intrigued to talk with locals more easily and get to know their culture. It is good for ecological awareness when the next generation is interested in how the world works. Researches show that the youth travel is an important market. It can generate economic benefits and it can make a difference to the destinations' cultural and the social life and the development of the cities. (Ritchie 2003, 9-10; UNTWO 2011, 21.)

Japan is for the first time visitors a difficult land to visit. Rarely anyone knows English and the city areas are relatively huge. If a traveler does not know where to go, it might take a long time to reach the intended destination. For these reasons at least for the first time travelers it is recommended to travel through some organization. It is easier to get inside of Japan with a guide. Researcher got answer to the first research question which was: What kind of tourism product could be fun and educational for young Finnish people heading to Japan? The data was produced from the interviews and from the various literature and electronic sources. Usable hints were found for making the travel plan as appealing as possible. As for the second research question: What kind of means could the tour organizers use to gain interest in educational aspects through entertainment in their products? Researcher found it hard to establish any specific answer. Problem with this was how new and unknown the educational tourism is. Many people in the tourism business in Finland have not heard about it nor do they know how it would benefit their travel sales. More importantly it is valuable to know that there is an open market place for educational tours in Finland, which makes researcher's travel plan open for a bright future.

It would be interesting to know how popular this travel plan would be in the future. Groups of young people interested in Japan might be difficult to find as organized Japan fandom is turning more into non-official meetings between friends. This research however indicates that there is a market and interest in Japan and cultural learning. Later researches will reveal us just how important youth traveling is to our country and have these kind of travel plans reached the top of the markets.

## 8 Own work and learning process

The process of this thesis started in the winter of 2012 by deciding some interesting ideas of what to do. Clear plan was to do something Japan related and creative. Planning a travel for the young people to Japan, was a perfect combination for creativity and a way to use my knowledge of Japan. I decided to take contact to the people in Helsinki, who I know through my Japanese circles. After some problems it was decided that Olympia Travel Ltd. is going to be the commissioner and Japan tour leader Anja Henttonen will mentor as much as needed.

However after getting to know Olympia's travels more closely it was clear that this thesis's result, the travel plan, is not going to be something they are offering to their customers normally. It could have potential to sell by co-operating with magazine travels, something what Japan Pop -magazine has offered already with Olympia. Even when learning that Olympia is not making much profit from my work, I decided to keep them as a commissioner.

After the topic and the commissioner were decided, I started to plan the index, writing theory and planning the travel at the same time. It was quite difficult to start working, but when I got started, it got easier. Internship in Lapland got writing into hold and getting the thesis done got delayed. There was no timetable for writing, which did not make it easier to continue later on. This helped to understand that throughout the work, will it be some thesis or own professional work, it is good to have planned timetable to avoid delays. The purpose of this thesis was to plan an educational travel for young Finnish people. Educational tourism side for this work was developed from theoretical background. Student travelling, my Japan knowledge and how to experience while learning, added some ideas how to plan an educational travel. One year in Japan helped a lot to use my observations and documentation effectively in the travel plan. Observation gave loads of innovative ideas how to travel in Japan by experiencing it and to enable some learning at the same time.

The most challenging for this work was to make a research and put it together with the travel plan. I had many ideas and interests what to research about which were in the end not about the topic. It was difficult to get answers and ideas from the interviews how to plan a travel. In addition educational tourism is a new concept and many professionals in the tourism field have not heard about it. Educational tourism itself and this travel plan have potential for later on researches. This travel can be prepared for pilot trip, from where the customers' opinions can be collected. Educational aspects can be developed and the whole trip can be updated by collecting opinions from customers and tourism professionals. More facts about educational tourism should be collected more from the outside of Finland as it was difficult to find any information at all from the literature or by interviewing. All in all the work was of little help to the commissioner, but I learned a lot from it. Own professional knowledge of tourism field was developed hugely. I got lifelong interest in educational tourism and realized that my future work could be with younger travelers. Making this thesis was an educational process, not at all easy, but time-consuming and taught a lot about perseverance. I am happy with my travel plan and it came out to be much more ready than I believed in the beginning. Work was interesting and surely helpful for the future use.

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## Attachment 1 Theme interview questions

### Tourism Product/Japan:

- What is the customers' motive to travel to Japan? Why do you think it is so?
- What kind of country Japan is as a tourist attraction?
- What kind of attractions do you have inside of Japan? (Osaka, Kyoto, Tokyo, Fuji)
- What is Japan's city tourism like? (Ask if not said with the earlier questions)  
-Why?/Why not?
- What kind of customer segments do you emphasize?  
-Can you give me a reason to this?
- What kind of themes do you have for tours in Japan?  
-What is the purpose of these themes?  
-What kind of opinions your customers have had?

### Educational Tourism:

- How do you understand educational tourism as a concept?
- What is the meaning of educational tourism for you and in tour organizer's production?
- Has Olympia/Laatumatka/Kaleva taken educational tourism into consideration in their products?  
-If have: how does it impact on tours?      -If haven't: why?

There has been done some research that interest in educational tourism has been growing.

- Has travel agencies considered this possible growth of interest?  
-If they have/haven't: why and how?

### Legislation:

- How the legislation impacts on Japan's tourism production?  
-Why?
- What kind of special guidelines or rules are there?
- Are these rules and legislations influencing on the travel prices and demands?
- Has the current legislation taken everything into account?  
-If not: What would make it better/any change propositions?
- Living example where legislation has helped the customer?
- Free comments or anything to add?

Attachment 2 Travel plan: Expanding Japan -brochure



8.4-21.4.20\*\*

Expanding  
Japan

Exciting trip to Japan with youth-  
ful travel-sensei who knows best  
places to explore!

Guided tour for youths  
between 18-26 years old

## Day to day adventure guide:

### Helinki, Friday: CULTURE CLASH!

Departure from Helinki- Vantaa airport (Finland). Direct night flight to Osaka.

### Osaka-Kyoto, Saturday: DANGER LOW DOORI!

Arrival to Osaka International Airport (KIX) in the morning. From there we transfer by bus to Kyoto where we check in to our local inn, Japanese style ryokan. These inns are decorated as an old house in Japan would be and are famous for their hospitality and services. After some rest we are going to eat welcome dinner with Japanese style.

### Osaka, Sunday: HANDSOME OSAKA BY FOOT!

In the morning we will find our way to historical Osaka castle, which is built by one of the famous warlords, Hideyoshi Toyotomi, castle being the beloved symbol of Osaka. Lunch will be enjoyed in the busy center of Umeda and after that we will take a slow paced walk from Umeda all the way through Shinzaidashi to Namba. This long busy street is perfect place for taking pictures in punku photo booths and visit close by shops. Evening time is best to walk around our final destination, Namba, as there is 100% guarantee that you can see handsome host guys doing their job and enjoy Osaka's youth culture.

### Kyoto, Monday: MONKEYS OF THE STORM MOUNTAIN!

In the morning we visit Kyoto's one of the fourteen World Heritage sites Arashiyama (Storm Mountain). There are lots of small authentic shops and great views for photographing. Those who wish can climb up to small Arashiyama mountain and go see wild monkeys which you can feed at the top. After lunch from Arashiyama we continue to Kiyomizu Temple which is most visited temple in Kyoto. Built up a hill it gives spectacular view to Kyoto central. Evening time we explore old and new Kyoto downtown, when it is possible to do some shopping and exploring of your own.

### Osaka-Kyoto, Tuesday: EXPLORING KANSAI!

Free time for whole day. There is a possibility for visiting and exploring Osaka or Kyoto. With your travel-sensei, you can also visit close by Nara or Hiroshima for a whole day trip. \*





**Tokyo, Thursday:**  
**COLORFUL FASHION AND SKY-SCRAPERS**

First in the morning we head towards tall skyscrapers in Shinjuku, which is known for its busiest train station in the world, 2 million people passing through it every day. Shinjuku houses business, entertainment and shopping for everybody's taste and is a must see attraction in Tokyo.

We will not linger long in Shinjuku though as there is famous Shibuya waiting just behind the next door. Shibuya is the home of Hachiko dog, who still waits for its master next to the train station, the greatest Shibuya crossing with its huge TVs and 109 shopping center. Shibuya will easily take your breath away and dazzle you for the rest of the day.

**Kyoto-Tokyo, Wednesday:**  
**TOKYO, KAKKOIII**

We take bullet-train from Kyoto to station to Tokyo and check in to our hostel. Afternoon there is free time to get to know surroundings and set in to our new location. Evening, when it gets a little bit dark we visit Tokyo City View in Roppongi, which is a perfect place for taking pictures of the whole city and Tokyo Tower.



**Tokyo, Friday:**  
**SOMETHING OLD AND SOMETHING GOLD**

Something old for the day is at the Tokyo Imperial Palace which is home to the head of state, and the Imperial Family. Filled with gardens, ancient stone bridges, and museums, the Tokyo Imperial Palace is a beautiful, historical, and important cultural landmark in Japan.

Next to the castle is the most expensive part of Tokyo, Ginza. It's not wise to shop in Ginza but it is definitely place to visit with its high class shops and chic city view. Definitely something gold worth for window-shopping.

**Tokyo, Saturday: IT'S PARTY TIME!**

We can take late morning sleep on Saturday. At noon after lunch we visit Akihabara, which is best place for seeing and shopping electronic and anime/manga fan stuff. In the evening time there is possibility to go to club and spend the night dandng (Club recommendation: Atom at Shibuya). Those who don't want to go dubbing can reserve a karaoke box and try one of the Japanese favorite things or just go eating to Japanese equivalent of a pub, busy Izakaya.\*

**Tokyo, Sunday: OUTRAGEOUS YOUTH!**

After rough night dubbing we are going to sleep late and eat late breakfast. Afternoon we will visit fashion center Takeshita -street in Harajuku and dose by Yoyogi -garden, where Japanese young spend their free time playing in bands, dancing and cosplaying.

**Tokyo-Mt. Fuji & Hakone, Monday:**  
**FIRE GODDESS FUJHI, HEART OF HAKONE!**

In this lovely Monday morning we hop on bullet train and travel at the heart of Mt. Fuji. We drop our belongings to the hostel and spend the day enjoying the spectacular nature of Hakone Natural Park. There is possibility to take boat ride at lake Ashi, ride up the mountain Komagatake with cable car or enjoy hot springs and relax from busy Tokyo.



**Fuji Q amusement park, Tuesday.  
GOING WILD @ FUJI**

We will spend the day at the Fuji Q amusement park, which is located right under the mountain! Enjoy wild rides and the feel of big amusement park, such you haven't seen in Finland.

**Mr. Fuji-Tokyo, Wednesday.  
CITY OF THOUSAND POSSI-  
BILITIES!**

We leave relaxing Mt. Fuji area and travel back to busy Tokyo, where you can spend free time. A good opportunity to buy souvenirs from hundreds of shops and shopping malls. Your travel-sensei will help you to plan one day trips to those who are interested. There is also a possibility to visit dose by Yokohama with your travel-sensei. Later at evening we enjoy departure dinner in Japanese style restaurant.

**Tokyo-Helsinki, Thursday.  
HOME SWEET HOME!**

After breakfast we transfer to the Narita airport and have a straight flight to Helsinki.

**Days of travel: 8.4.-21.4.20\*\***

**Price:** (changes depending on flight rates etc.) (Flight, tourist taxes and other public authority fees are included to the price)

Extra fee from the single room is charged.

**Included to the price:**

- Direct flights in economy class
- Airport transports
- Transfers, tips and guided tours mentioned in the brochure with entrance fees
- Japan Rail Pass with ticket
- Housing in hotels and tents in rooms for two.
- Breakfast and welcome/ departure dinner

Travel price is based on currently valid fares and exchange rates. Final price is decided by the rates valid 6 weeks before traveling. Passport should be valid 6 months after returning from the trip. Please check the dates in your passport.

Travel **pass** is taking part in extra secur- sions when there is minimum of \*\* seven- days.

**Enrolment and payments:**

Enrolment to the trip is through \*\* your operator. Phone: (09 123\*\*\*) We will send invoice for advance payment and final payment during the enrolment process. Advance payment is \*\*€ and due week after enrolling. If the trip is booked through our website, advance payment is due right after the enrolment. Final Payment is due 35 days before beginning of travel.

Month before the trip we will send action plans and other useful information to get- ready. Travel insurance is recommended.

**Cancellation terms:** (Depending on current prices)

During the travel Finnish legislation for package tours is applied. They can be found from your operator's Page: [www.helsinki.fi](http://www.helsinki.fi)

## Fee examples:

1€ = 141yen

Entrance fee to Osaka castle: 600yen = 5€

Entrance fee to Monkey mountain: 500yen = 4€

Entrance fee to City View: approx. 1500yen = 12€

Entrance fee to Fuji Q park: 5200yen = 37€

(Included to the price)

Low cost lunch + dinner approx. 2500yen = 19€

Hint: There is no point in climbing up the Tokyo Tower itself, but climb higher at the Tokyo City View and take a picture with Tokyo Tower at the background!



## ATTENTION!

\*As there are different kinds of choices for activity during our trip, your travel-sensei will join whichever activity has the biggest number of people. (Minimum of \*\* participants)

Breakfast is served every morning and is included to the trip.  
Dinner will be served for free on the first day and on the departure day.