

Helsinki as a City Break Destination for Viennese Students

Supply and Demand of Tourism

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Statutory Declaration

I declare in lieu of an oath that I have written this Bachelor paper myself and that I have not used any sources or resources other than stated for its preparation. I further declare that I have clearly indicated all direct and indirect quotations. This Bachelor thesis has both been submitted at the IMC University of Applied Sciences Krems and the Haaga-Helia University of Applied Sciences and has not been handed in elsewhere for examination purposes.

Krems, 06 05 2016

Signature

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Abstract

This bachelor paper II aims to identify the diverse characteristics of the behaviour of the city break travellers and their needs. Specifically, the purpose of this study is to explore the attractiveness of Helsinki from the point of view of Viennese students and find out if Helsinki meets the demands of students from Vienna as a city break destination. Additionally, the study aims to examine what Viennese students do want from a city break, what Helsinki can improve to attract more Viennese students and finally, which cities would be more attractive than Helsinki in the opinion of Viennese students.

In order to find solutions to the stated questions, the study is conducted with the help of primary data and secondary data. The primary data is collected through online survey and the secondary data is retrieved from academic books, e-books, journals, governmental statistics, websites and articles. The survey revealed new information of the phenomenon being studied, whereas the existing data created the basis for this study.

The key findings of this research are that Helsinki can meet partly the demands of Viennese students, but has potential to develop and improve its performance. Furthermore, it is found that Helsinki possesses overall positive image among Viennese students. With the results of this research it can be said that Helsinki does not possess a strong position as a city break destination, where Viennese students are more likely willing to travel.

This study can act as a basis for further research. A qualitative method is recommended if willing to gain more in-depth data of the travelers who have visited Helsinki. A comparative image research among the Scandinavian capitals, would be new approach to find Helsinki's position as a competitive city break destination.

Keywords: Helsinki, Viennese Student, Consumer Behavior, Demand

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List of Abbreviations

UNWTO = World Tourism Organization

LGBT = Lesbian Gay Bisexual Transgender

1 Introduction

The introduction chapter reviews the research done for this bachelor paper II. This chapter gives an overview of the background of the study and research problem, additionally it outlines the research questions and the purpose of the study. Furthermore the methodology and construction of this bachelor paper II are defined.

1.1 Background of the Study and Problem Definition

In this following chapter the background of the study is discussed. Furthermore the research gap is defined. In order to understand and follow the results of the study it is essential to know the background of the study as well as the basis for the following research.

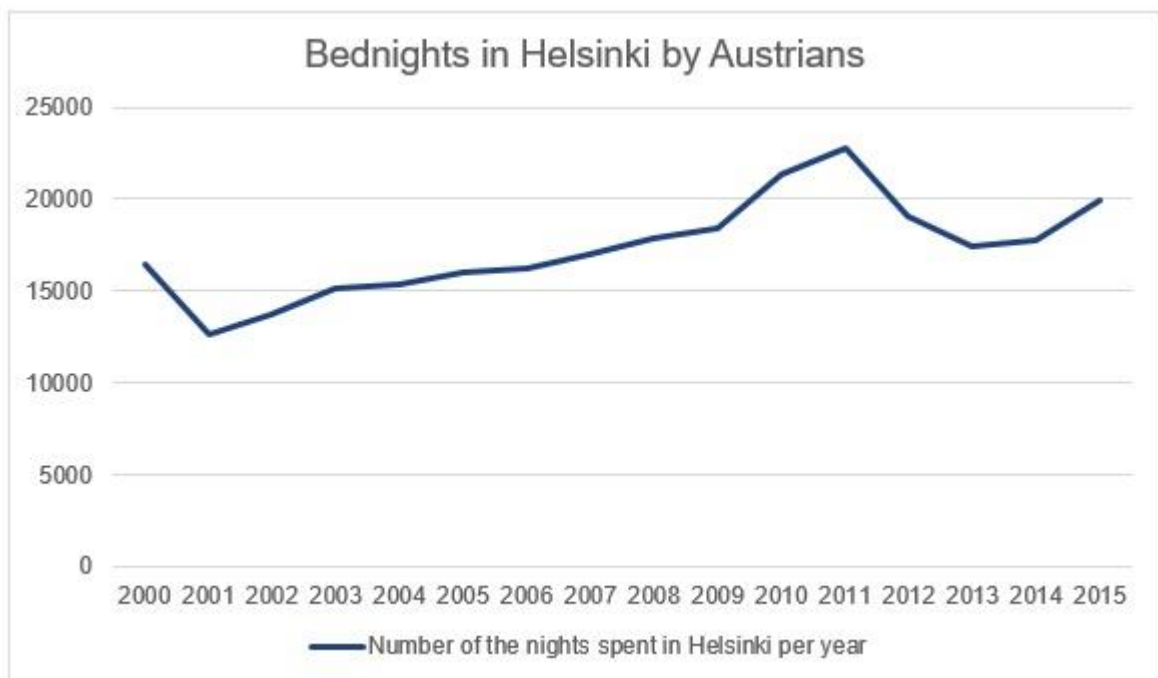
The study aims to identify the variant characteristics of the behaviour of the city break traveller and their needs. Specifically, the purpose of this study is to explore the attractiveness of Helsinki from the point of view of Viennese students and find out if Helsinki meets the demands of students from Vienna as a city break destination. To illustrate the concept of the research for the reader, it is essential to define the terms used. When referred to the Viennese students, the term Viennese stands for people who currently live in Vienna, despite their country or city of origin. Moreover the term student is restricted to a person who studies on a bachelor, master or PhD level. In favor of understanding the research the term of a city break has to be familiar to the reader. The concept of city break is discussed later in the chapter of Urban Tourism (2.1.1). Shortly, the city break is understood as a short holiday or weekend getaway in a city for pleasure (Dunne, 2009).

When it comes to defining the research gap, there is not much information available of tourism from Austria to Finland. Visit Finland has invested more to explore outbound tourists of countries such as Germany, Russia (St. Petersburg) and China instead of Austria, which can be concluded by browsing all the research made by Visit Finland (Visit Finland, 2015). Visit Finland has also investigated non-resident visitors to Finland and their behavior. However, they did not include Austria as their

own in the research. Austria was listed in other countries –sector (Visit Finland, 2014).

According to Helsinki Tourism Statistics the overnights by Austrians in Helsinki haven't been stable as it can be seen in the figure below. The figure presents the yearly number of bednights in Helsinki by Austrians between the years 2000 and 2015. From the year 2011 to 2013 the number of overnights has been decreasing after an upswing period of 10 years (Visit Helsinki, 2016). Hence it is relevant to find out if Viennese students find Helsinki attractive, and if not, what are the reasons why. A bednight is a hotel industry measure of occupancy, which is understood one person for one night.

Figure 1: Bednights in Helsinki by Austrians



Source: Author's chart, based on Helsinki Tourism Statistics (Visit Helsinki, 2016)

“UNWTO estimates that around 20% of the 940 million international tourists traveling the world in 2010 were young people” (UNWTO & WYSE Travel Confederation, 2011, p. 2). As the present students were born on average between the years, 1981 to 2000, they are the so-called Generation Y, also known as Millennials (Hammill, 2005; McCrindle Research, 2012). Generation Y is technological savvy; internet us-

ers, social media users and furthermore they are mostly students and frequent travelers. These youth travelers are seeking freedom and authenticity. Since Generation Y is reaching their peak earning years and the field of youth travel is growing fast, the youth travelers are getting more and more important for the tourism worldwide. This study intends to identify if Helsinki can meet the demands of Viennese students, in order to reach its share of the youth travelers. (Amadeus, 2013; Cooper, et. al., 2008; UNWTO, 2008; UNWTO & WYSE Travel Confederation, 2011)

There is plenty of data concerning the main factors of the problem. Nonetheless the unconsciousness of tourism from Vienna to Helsinki is the research gap to be filled. Overall Finland lacks information about Austrian outbound tourists. There is no specified data of the needs and desires of Viennese students when it comes to tourism and perception of a city break destination.

“Only if the perception of the need and attraction match will consumer be motivated to buy the product” (Holloway, et. al., 2009, p. 60).

All in all, as stated earlier, the problem statement in this research is that there is not enough information to develop tourism from Austria to Helsinki. This study tries to differentiate itself from already existing research by concentrating on the population of the research. The stated problem, associated with Helsinki as a city break destination and the demand of Viennese students, is a new approach for a research. As a result of the research, it can be possible to draw conclusions of Viennese students' perception towards a city break destination and possibly to develop Helsinki to be more attractive to students from Vienna.

1.2 Objectives and Scope of the Research

This chapter describes the aim and the scope of the bachelor paper II. The main objective of the study is to find out the key factors of travelling habits focusing on city break tourism among Viennese students. The study is restricted to students who live in Vienna.

The research intends to investigate consumer behavior of the Viennese students, in more detail, their consumer needs in tourism and its connection to the attractiveness

of a travel destination. This study tries to discover if Helsinki as a city destination fulfills the needs of Viennese students. By this research it can be concluded what Viennese students want and need from a city break. The city of Helsinki or as well as other similar cities could perhaps be able to improve their performance from the factors found in this research. This research won't be executed as a case study or connected with Visit Helsinki or any other specific company, nevertheless this research will present an overview on the stated topic.

After defining the research problem and studying the existing literature, it is possible to shape the research questions. The research questions are leading the study in order to give an answer to the desired questions (Kananen, 2010). Hence the foremost objective of this bachelor paper II is to give an answer to the main research question, which is presented in the next chapter (1.3 Research Questions) among the sub-questions of the research. Furthermore as a major objective can be found giving an answer to the sub-questions, which include as well the analysis of the Viennese students as a city break travelers; what do they perceive important when choosing a travel destination. Nonetheless, the purpose is to explore the desires and preferences of the Viennese students when it comes to the city break trip and compare the results with the offering of Helsinki. The comparison is to come across the result whether Helsinki fulfills the needs and desires of Viennese students as a city break destination or not. Therefore it might be also possible to clarify the factors that Helsinki lacks as a city break destination.

1.3 Research Questions

Considering the aims of this bachelor paper, the main research question is formulated as follows:

Does Helsinki meet the demands of Viennese students as a travel destination?

These other research questions are acting as sub-questions. The sub-questions are as follows:

What do Viennese students want from a city break?

What can Helsinki improve to attract more Viennese students?

Which cities would be more attractive than Helsinki in the opinion of Viennese students?

1.4 Research Method

In this bachelor paper II two kinds of data will be applied; primary and secondary data. Primary data is viewed as data, which is completely new and gained by the author of the research, who is also considered as the first user of the data. Secondary data of this research study is already existing data retrieved through academic books, e-books, journals, governmental statistics, websites and articles (Veal, 2006).

In favor of getting the answers to the research questions stated in the previous chapter, the literature of the topics was studied with the help of a secondary data in chapter two. Moreover the empirical factor of the research, the primary data, was reached by means of a survey, described more specifically in chapter 3.2 Survey. Combination of the primary data and the secondary data assure a great base for the research analysis of Helsinki as a destination for Viennese students.

This bachelor paper II is following the rules of quantitative research and certainly the method used, the survey, to collect the primary data is quantitative approach. This research method is proper for studying a numerous amount of population and it contributes comprehensive data, instead of individual data (Malhotra, 1993). In order to find out the main factors rather than one individual's opinion, the quantitative data is ideal, as in this research study.

1.4.1 Literature Review

Hart (1998) defines the literature review as *“the selection of available documents (both published and unpublished) on the topic, which contain information, ideas, data and evidence written from particular standpoint to fulfil certain aims or express certain views on the nature of the topic and how it is going to be investigated, and*

the effective evaluation of these documents in relation to the research being proposed” (Hart, 1998, p. 13).

This bachelor paper II is based on a wide literature review, which is considered as a secondary data. The literature review includes existing data of the background information of the main topics of the bachelor paper II. Academic books, e-books, journals, governmental statistics, websites and articles were used to gain relevant data. By studying the existing literature, it provides a solid base for the entire research.

“The literature review is fundamental for the realisation of academic research” (Hart, 1998, p. 13). In order to create the design of the questionnaire, the existing literature behind it has to be known. The research gap has to be filled by the answers of the questionnaire. Hence it is important to realize what information is needed to reach desired results. (Finn, et. al., 2000; Veal, 2006)

The chapter two, presents the concepts of the main topics of this bachelor paper II; different travel destinations, Helsinki overall and as a city break destination as well as tourism demand focusing on destination image, consumer behavior and their needs are clarified and furthermore the attractiveness of a travel destination is discussed.

1.4.2 Online Survey

In favor of gaining better understanding towards the topic, the quantitative research was implemented as a survey. Hence the data was collected by action of an online questionnaire. The questionnaire was created and the results were analyzed with the help of an e-survey platform named Webropol.

The questions on the questionnaire are created in view of the literature review and research questions in order to fill the research gap with the results. The questions are shaped in a way that all of the research questions can be answered. The questionnaire is simple and clear without any leading questions. *“The accuracy of what*

respondents say depends on their own powers of recall, on their honesty and, fundamentally, on the format of the questions included in the questionnaire” (Veal, 2006, p. 231).

The goal is to get a broad variety of responses in favor of assuming the results to be reliable. As the target group of the survey is Viennese students, the questionnaire was distributed online with the help of Facebook, since Generation Y, as stated earlier in the chapter 1.1 Background of the Study, is a population of heavy internet and social media users. The questionnaire was available in English, in order to reach also non-German speaking students.

1.5 Structure of the Bachelor Paper II

The chapter outline for the bachelor paper II is presented in this chapter. The chapters are structured in a coherent order and the study follows the guidelines of a structure of a standard paper. The paper consists of five chapters.

First of all, in the introduction chapter the topic of the bachelor thesis II is outlined as well as the background of the study and problem definition. Moreover the chapter presents the aim of the study, including the objectives and the scope of the research as well as the research questions. Furthermore, the research methods are defined among the literature review and the online survey. Besides giving an overview of entire research study in chapter one, finally the chapters of the bachelor paper II are outlined.

Secondly, the literature review applies data to support the background of the study and defines the main characteristics in order to gain better understanding of the topic. The key factors of the study are tourism and tourists, especially focusing on city break tourism. These features are combined with relevant data of tourist behavior and their needs, as well as the destination image and perception of the attractiveness of the destination. This is an essential part of the study and fulfills the basis for the research.

Thirdly, the chapter of the methodology discusses the methods for conducting the research, such as the action of data collection, features of the sampling and the

questionnaire design used for the survey. Furthermore, the reliability and validity of the research are defined. Later on in chapter four, the results of the research are revealed and analyzed. Finally in chapter five, the conclusion and discussion is represented as well as further recommendations for the future. Furthermore, the limitations of the research are also discussed.

2 Literature Review

In this section of the bachelor paper II, the existing data of the study is presented. All the main characteristic and definitions of the phenomenon being studied are described. As the key factors of the study are on tourism and tourists, especially focusing on city break tourism, the following chapters are describing relevant literature in order to gain better understanding of the aim of this research study. Travel destination will be discussed as well as Helsinki, before concentrating on tourism demand including destination image, tourist behavior and their needs. Finally the perception of the attractiveness of the destination is presented.

2.1 Travel Destination

A travel destination can be found in any sizes and shapes, and may take its place in a variety of geographical settings, such as in urban, rural and coastal environments. The travel destinations can cover for instance countries, combination of countries, states, regions cities, towns or resorts. Furthermore, it can cover national parks, areas of outstanding natural beauty or coastlines. (Cooper, et. al., 2008) However people prefer to name their travel destination by a town, area, or island more often than the country (Doswell, 1997).

Aforesaid threefold classification is the most basic way to define destination types; urban, rural and coastal destinations. Urban destinations comprise cities and towns that possess cultural attractions. Rural destinations involve the variety from the ordinary countryside to national parks, wilderness areas, mountains and lakes. While coastal destinations consist of seaside resorts, beaches and coastal footpaths. (Cooper, et. al., 2008)

A travel destination can be defined also by supply- and demand-sided viewpoints. According to supply-sided definitions “*destinations can be seen to represent a mix of products and services that come together to meet the needs of the tourist*” (Cooper, et. al., 2008, p. 13). While demand-sided definitions describe destinations “*as places where tourists travel to in order to experience particular features or experiences*” (Cooper, et. al., 2008, p. 11).

2.1.1 Urban Tourism

As stated earlier, an urban travel destination comprises cities and towns. Delving further into urban tourism helps to understand tourism of Helsinki. Helsinki can be considered as a city break destination.

A city possesses physical goods, such as the buildings with their architecture, the parks, the streets, the monuments and the transportation system. Furthermore it possesses services and an idea, which combined provides the visiting experience. Hereby a city can be seen as a tourism product. The geographic setting may add a value of experiencing the city, for instance being located by a river, ocean, or mountains. The services the city provides for visitors includes hotels and restaurants, and also events such as theatrical productions, dance performances, concerts, festivals, parades, shopping and sports. All the physical goods and services are the building blocks for the image of the city, whether a historical, a traditional or a modern city with value of beauty, excitement, charm or artistic. (Kolb, 2006)

The scale of different products and services sold to visitors and locals make each urban destination a unique tourism product cluster. Although there may be some similarities between urban facilities and tourist services, as in transportation and accommodation, each urban destination is different when it comes to their heritage, location, size, and economic and social functioning. (Cooper, et. al., 2008)

The urban destinations have all-year-round activities without limited seasonality, because it does not rely on only one type of activity or aspect of tourism. This is due to the wide-ranging demand and supply factors of urban destinations. (Cooper, et. al., 2008)

Shaw and Williams (1994) argue that urban areas can meet both visitor and resident needs alike on the contrary of holiday resorts. They have identified three perspectives of the urban areas (Shaw & Williams, 1994 as *retrieved in* Page & Joanne, 2009, p.475):

- The diversity of the urban areas - The size, function, location and history of the urban area promote its uniqueness;

- Towns and cities are multifunctional areas – Providing concurrently various functions for different groups of users;
- Variety of user groups in urban areas – Tourist functions of cities are infrequently produced or consumed only by visitors.

A city break is generally understood as a short leisure trip to a city, without an overnight stay at any other destination during the trip. The city break lasts approximately between one to three nights, which is one of the most common elements of this travel phenomenon. The city break travels are not replacing any other journeys, but can rather be concerned as a complement to travelling. (Dunne, 2009)

An urban tourism demand has changed over the past decade hence the rising success of a city break travel. This has affected the European tourism, since it has become one of the most dynamic growth peaks. The city break as a travel phenomenon has a positive impact on European cities by popularizing and developing them as travel destinations. Certainly the city break travel market has gained importance for the cities. (Dunne, 2009)

2.2 Helsinki - the second most Northern Capital in the World

Helsinki is the capital city of Finland located in Southern Finland on the coast of the Baltic Sea. Helsinki has 123 kilometers of coastline and 315 islands. Hence the maritime climate is guaranteed in Helsinki. (Visit Helsinki, 2015)

Helsinki is the second most northern capital in the world and there lives more than one million inhabitants in the Helsinki region. In the past Finland has been under the sway of Sweden and Russia. On that account, Helsinki, the capital city of Finland has been influenced by Swedish and Russian culture. *“Influences from both the East and West are visible in the city’s architecture, culinary culture, events, traditions and many other elements that are unique to the way of life in Helsinki”* (Visit Helsinki, 2015).

Despite the past wars, Helsinki has been growing and developing by side of other European capitals. Internationality was already one of the principles of the city of

Helsinki in 1990. They invested in imago, everyday comfort, level of living and logistics. All of this was crystallized by Helsinki being the European capital of culture in 2000. (HEL, 2015)

In 2012 Helsinki was honored to be represented as the World Design Capital (World Design Capital, 2015). Design is one of many attractions that Helsinki has to offer. As a travel destination Helsinki is diverse, there is something for everybody. The public transport system is easy and active in Helsinki, the possibilities range from busses, metro, trains, trams or even the ferry (Visit Helsinki, 2015). Most importantly, Helsinki possesses easy access to both East and West, and fast access to other European countries. Merits of the ports of Helsinki, tourism has been increasing in Helsinki by day travelers. (Visit Helsinki, 2015)

2.2.1 Helsinki as a City Break Destination

Helsinki offers experiences to both the citizens and travelers. The city is versatile, people may choose if they want to enjoy the peaceful nature and silence or the vibrancy of the city with vivid nightlife.

Helsinki has a strong nature and maritime appeal. Forests and parks cover nearly 45% of the land area of Helsinki, and as said above, Helsinki possesses 123 kilometers of coastline (Kaupunkisuunnitteluvirasto, 2013). There are numerous possibilities for recreational activities, such as fishing, swimming, skating and sledding. Many of the 315 islands of Helsinki are as well accessible for recreational use. Helsinki is one of the cleanest capital cities in the world with minimal pollution, noise and congestion. (Visit Helsinki, 2015)

The Helsinki Cathedral is the symbol of the city, which is located in Senate Square. Among all the other attractions and historic city center, such as Eira and Katajanokka, it is easy to immerse in Finnish architecture. On the streets of Helsinki it is possible to discover influences from the East and West (Visit Helsinki, 2015). As stated above, Helsinki wore the title of World Design Capital 2012. Helsinki has its own Design District with nearly 200 design attractions from shops to cafés, and from galleries to museums. Design is essential in the daily lives of Helsinki citizens (Visit Helsinki, 2015). Finnish design is particularly popular worldwide. Helsinki is perfect

for shopping, not only because of the design, but also the shopping centers are making it easy. (Visit Helsinki, 2015)

Helsinki is action packed all year around. Approximately 3000 events are held in Helsinki each year (Visit Helsinki, 2015). There are many occasions where to choose from. Events vary from national events to private events, most of the events are promoted as well for the tourists. Searching for an event has been made easy; it is possible to search for an event by a date, a tip or an urban phenomenon and an event (HEL, 2016). “*Restaurant Day, Cleaning Day, street markets, We Love Helsinki and block parties are just a few examples of the active local culture*” (Visit Helsinki, 2015). More than 1 200 restaurants are available in Helsinki to satisfy hunger and taste buds. There are restaurants from Michelin star restaurants to good food at moderate prices to choose from. The local food culture of Helsinki is surprising and authentic (Visit Helsinki, 2015).

The dynamic and lively city is welcoming, with the open and friendly locals (Visit Helsinki, 2015). Helsinki is variable city, with all the four seasons, and offers activities and events throughout the year (Visit Helsinki, 2015).

2.3 Tourism Demand

In a case of leisure tourism, the travelers are free to choose their destination as they please. Therefore it can be argued that it is the free choice which makes the tourism led by a supply. On the one hand a destination that possesses natural, scenic and cultural attractions, still requires a marketing approach in order to be led by a demand. Hence it can be concluded that tourism is led by both – supply and demand (Doswell, 1997).

Tourism demand can be defined in several ways. It is good to understand all of them in order to see the full picture of the tourism demand. The economists define tourism demand as “*the schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during a specified period of time*” (Cooper, et. al., 2008, p. 33). That approach represents the

relationship between demand and price, or other variables. On the one hand psychologists consider tourism demand from the perspective of motivation and behavior. Thus the psychologist investigate the interaction of tourists' personality, environment and demand for tourism. Whereas the geographers view the tourism demand as the total amount of the people who travel, or are willing to travel, to use tourist services and facilities at places away from their home or work place (Cooper, et. al., 2008). The geographers approach includes a wide range of influences as determinants of tourism demand, and applies also for the people who are not travelling, but those who wish to travel.

Tourism demand also consists of several components. Three basic components, to sum up the total tourism demand, are as follows (Cooper, et. al., 2008, p. 34):

- Effective or actual demand – Proper number of travelers. This is the most commonly and easily measured component of demand. The majority of the tourism statistics refer to effective demand.
- Suppressed demand – Population who do not travel for some reason. Suppressed demand can be distinguished to two elements.
 - o Potential demand – People who might travel at some point in future.
 - o Deferred demand – The travels postponed in case of a problem in the supply environment.
- No demand – The people who do not wish, or are unable to travel.

The flows of tourism between the different generating markets and the tourism destinations are playing the key role of tourism demand. Push and pull factors can be considered as the flows. Push factors can be described as reasons to travel, such as affluence, climate and relaxation. Whereas pull factors represent destination features such as attractiveness, accessibility and relative price. "*The greater the push of the generating destination, the greater will be the flow of tourists*" (Cooper, et. al., 2008, p. 34).

2.3.1 Destination Image

“Destination image is influenced by tourists’ prior knowledge, experiences, commercial and noncommercial information sources, and, in today’s media environment, content generated by tourists themselves”

(Stepchenkova & Li, 2014, pp. 46-47).

Destination image possesses two closely connected components, (1) the perceptive evaluations and (2) the affective evaluations. (1) The perceptive evaluations apply the knowledge and beliefs of an individual about the destination, whereas (2) the affective evaluations comprise feelings of the individual towards the destination. These two components together form the individual’s image of the destination, which influences the decision-making when choosing a travel destination or when describing the destination to others (Cooper, et. al., 2008, p. 611).

Destination branding and destination image can be described as one coin with two sides (Stepchenkova & Li, 2014). To some extent, it is difficult to try distinguish these two terms, since meaning of both of them are so close to each other. Branding a destination image involves promoting, whereas the destination image can be created by individual themselves. (Kolb, 2006)

2.3.2 Consumer Behavior

Consumer behavior in tourism has changed over the past 50 years and is still changing. Travelers are nowadays more experienced, aware, discerning and demanding when it comes to holiday experiences. Today’s tourism industry had no choice, but to become more consumer oriented in order to meet the market needs. (Holloway, et. al., 2009)

Cohen (1972) was one of the first researcher to classify the tourists according to their behavior (Page & Joanne, 2009; Pizam & Mansfeld, 2000). He divided tourists in four different classes. (1) An organized mass tourist consumes holiday packages without contact in host community. (2) An independent mass tourist takes part to similar holiday packages, as the organized mass tourist, but is more willing to experience other sights not covered on holiday package. (3) An explorer organizes their

travel independently and is willing to take part in the social and cultural lifestyle of the destination. (4) The drifter is an independent traveler who prefers to stick with the host community, does not seek any contact with the other tourists or the organized tourism industry (Cohen, 1972). However, the classification by Cohen is complicated, since it gives a general picture of types of traveler, but does not include the increasing variety of travels done and the different destinations chosen (Page & Joanne, 2009; Pizam & Mansfeld, 2000).

Consumers' consumption process is influenced by several factors such as combination of their need and desires, availability of time and money, or images, perceptions and attitude. There is a number of models to understand the consumer process. The best-known and simplest model is known as AIDA, which is abbreviation for Awareness, Interest, Desire and Action. The model describes the steps of the consumer from the beginning (unawareness) to the purchase (action). (Holloway, et. al., 2009) Another model worth mentioning is a five-stage process of travel-buying behavior by Mathieson and Wall (1982) as *retrieved in* (Cooper, et. al., 2008, p. 59). It consist of four interrelated factors such as (1) tourist profile, (2) travel awareness, (3) destination resources and characteristics, (4) trip features which affect the consumer's decision-making. (1) Tourist profile stands for a demographical information such as age, education, income attitudes, previous experience and motivations. (2) Travel awareness represents image of a destination's facilities and services which are based on the plausibility of the source. Destination resources and characteristics stand for attractions and features of a destination whereas trip features (4) represent distance, trip duration and perceived risk of the destination visited. "*The model they provide focuses more on a product-based perspective rather than that of a consumer behaviourist*" (Cooper, et. al., 2008, p. 59).

2.3.3 Consumer Needs

Consumer need and want are easily mixed up. Those two word means totally different matters. A need is necessity for a daily life, which is seldom the case in tourism context. However, there might be a case for highly stressful occupations when a get-away might be the only option for relief from stress. Mostly it is question of want. (Holloway, et. al., 2009)

In *Motivation and Personality* by Abraham Maslow in 1954, Maslow presents the Hierarchy of needs-theory. Various tourism researchers have based their theoretical analyses on Maslow's hierarchy of human needs (Woodside & Drew, 2008).

Maslow (1954) describes human needs in five-level hierarchy. He believed that the needs have to be satisfied starting from the bottom to reach the next level. First level (1) is called the physiological need, also known as biological and physiological needs, which comprises all the basic needs human requires for surviving, for instance air, food, drink, shelter, warmth, sex and sleep. Following level (2) is called the safety needs, which includes security, protection, order, law and stability. The belongingness and love needs is the next level (3), which considers family, affection, love, relationships and work group. One level higher (4) is called the esteem needs, it can be described as ego needs as well, that deals with self-respect, status, achievement, responsibility and reputation. On the top of the hierarchy (5) is the need for self-actualization taking its place. That involves personal growth and fulfillment. (Maslow, 1954, pp. 35-46)

All the levels of hierarchy can be brought into use when it comes to tourism. Travelers are concerned about their ability to meet their basic needs, when traveling further from home. They want assurance that the destination provides appropriate hotel rooms and proper restaurants. Safety of the destination is highly important for travelers, when making decisions. Hereby physiological and safety needs are covered. Belonging needs are satisfied when the destination has a friendly and welcoming atmosphere. Traveler needs to feel belonging to the destination. Self-esteem needs may be fulfilled when travelers are treated as special guests, cooking and making the bed for them. Traveling can satisfy a personal desire. Self-actualization may be connected to tourism as well. Traveler may attend to lessons with professionals in the destination, or volunteer for a worthy cause. Thus the traveler has the feeling he is the best person he can be. (Holloway, et. al., 2009; Kolb, 2006)

2.4 Attractiveness of a Travel Destination

“Tourists do not have the motive or the desire to travel to particular tourism destination with poor supply and which they do not perceive as attractive”

(Krešić & Prebežac, 2011, p. 489).

Tourist attractions are relevant “pull” factor to get more visitors to the destination, as discussed earlier in chapter Tourism Demand. Therefore, destinations benefit from having a multiplicity of such resources. (Weaver & Lawton, 2006) However, it is important to distinguish attraction and attractiveness, in order to understand the concept of attractiveness of a travel destination. Tourism attractions are specific features in a destination which attracts visitors, whereas attractiveness of a destination can be described as a mental image of a destination formed by a visitor. The physical attractions are part of building the attractiveness (Krešić & Prebežac, 2011). The image and attractiveness of a travel destination affect the traveler’s satisfaction and perception of quality, as well as their eagerness to return or to recommend the destination as a word-of-mouth (Mora, et. al., 2011).

According to Holloway and Taylor (2006) there are three approaches needed when defining the attractiveness of a destination. The three A’s model comprises attractions, amenities and accessibility. More specifically, to tempt the visitors, a travel destination has to possess enough diversity of attractions and services. Services may consist of public transportation and easy access in the country or city, events, accommodation and restaurants. The quality and quantity of the provided services makes the destination unique (Holloway & Taylor, 2006).

3 Methodology

This section of the bachelor paper II represents more widely the methodology applied in this research study. The process of studying the existing knowledge of the essential topics, will be described in the literature review chapter later on in this section. Moreover the survey method used for the actual research is discussed including the sampling and questionnaire design. Furthermore the reliability and validity of the study will be presented.

This bachelor paper II is based on applied research. To elaborate, applied research answers to the phenomenon being studied with existing theoretical knowledge (Veal, 2006). Since the existing data of the topic, did not answer the research questions stated earlier, there was a research gap to fill. It was possible to gain more intensive information of the named occurrence by a quantitative survey.

A quantitative research relies on the collection of information about a large number of population. To ensure the relatively accurate outcome, a large number of population is necessary. A survey is a valuable method and also the most common method to conduct research in tourism studies (Veal, 2006; Weaver & Lawton, 2006). Different methods of investigations including an intensive literature review and questionnaire-survey are applied to assure an empirical research approach. (Kolb, 2006)

The intention is to collect extensive data in order to get an inclusive picture of the occurrence and furthermore for the results to be considered reliable and valid. Due to the need of a sample, which can be assumed to represent all the Viennese students, the quantitative method was chosen over a qualitative method. Online questionnaire enables conducting the survey for Viennese students from Krems an der Donau without any resource pressure. Under all the circumstances this quantitative research will be conducted as a survey to ensure a broad perspective to the stated research gap.

3.1 Literature Review

The literature review is a major component of this bachelor paper II. It outlines the theoretical base for the research study by means of the existing literature. In favor of gaining relevant background information of the needed tourism concepts such as travel destination, tourism demand and attractiveness of a travel destination, a wide literature review was applied by means of a secondary data.

It is important to research the previous theories and studies to gain a broad knowledge of the topic, and to avoid researching the same topic again. The existing data can be used as a base for the findings and new theories. Furthermore, the previous theories can even be developed (Kananen, 2010). The questions of the questionnaire are based on the literature review, in order to compare the findings with already existing data and furthermore, literature review is a help of combining the results into an existing knowledge (Hart, 1998).

3.2 Survey

“Questionnaire-based surveys are used when quantified information is required concerning a specific population and when individuals’ own accounts of their behaviour and/or attitudes is acceptable as a source of information”

(Veal, 2006, p. 100).

Besides the wide literature review described in chapter two, a questionnaire-based survey is conducted in order to get the answers for the research questions. A quantitative survey is one of the most commonly used method in leisure and tourism research and applies as well in this research study. The survey as a research method gives a lot of data in a short time, which is relevant for this study. (Kananen, 2010; Veal, 2006)

3.2.1 Sampling

As the aim of the bachelor paper II is to investigate the needs and desires in the travel destination among the Viennese students, the sample will be taken from population of students living in Vienna. Referring to Austria Statistik, there are 162 224 students living in Vienna, who attends at university or university of applied sciences. More specifically, there are 71 723 attending male students and 90 501 attending female students. (Statistik Austria, 2014) From this amount of students, this survey gathered in total 103 responses, where 95 were analyzed. As stated earlier in the introduction chapter, the target group covers all the students who lives in Vienna, despite their country or city of origin. Furthermore the location of their education institute does not matter, as long they are living officially in Vienna.

The objective of a survey is naturally to achieve the greatest possible participation percentage (Kananen, 2010). The sample of the research was intended to conduct with the probability sampling. The population was intended to be selected by a random from the chosen universities and universities of applied sciences in Vienna. *“In random sampling all members of the population have an equal chance of inclusion in the sample”* (Veal, 2006, p. 284). However, the random sampling also known as probability sampling, is hard to accomplish online, due to the fact that the questionnaires cannot be sent via a university email server to the students. Furthermore, all the students might not be members of Facebook or follow the Facebook page of their university. After one week (seven days) of conducting the questionnaire via Facebook groups of the selected universities, there was a requirement to change the sampling method into convenience sampling due to a low respondent rate.

The sampling method used for the research was convenience sampling. Veal (2006) characterizes the named method as *“use of conveniently located persons or organisations – e.g. friends, colleagues, students, organisations in the neighbourhood, tourists visiting a local popular attraction”* (Veal, 2006, p. 295). In other words the convenience sample can be described by selecting the sample according to their proximity and accessibility towards the survey. The result of the convenience sample cannot be considered as a representation of the whole population. Nevertheless an overview of the occurrence can be created. (Finn, et. al., 2000)

3.2.2 Questionnaire Design

Referring to Kananen (2010) firstly, the literature review describes the phenomenon of the topic chosen for the bachelor paper II. Hence the questionnaire can be made with a view of research questions. The questionnaire may also include qualitative open-ended questions, which can be analyzed by statistical methods. (Kananen, 2010)

The type of this questionnaire survey can be called both, social survey and visitor survey. Investigating Viennese students as a population creates the social survey aspect, whereas Helsinki as a main view of point allows the visitor survey aspect. The questionnaire was managed online as a respondent-completion questionnaire, which means that the questionnaire was filled in by the respondent on their own. (Veal, 2006)

The foremost objective of the questionnaire was to be efficiently conducted and motivating as well as interesting enough to answer, in favor of reliable and valid research results. To increase the interest toward the questionnaire there was a cover letter explaining the aim and the main characteristics of the questionnaire. Moreover a prize-draw was organized among all the willing respondents in order to raise the interest to respond. Furthermore, a use of the different question types and pictures in the questionnaire intended to motivate the respondents to answer. Besides the prize-draw and the lay-out of the questionnaire, the duration of completing the questionnaire was on average eight minutes, which did not make a tedious effect among the respondents toward the questionnaire.

In order to answer the research questions of this bachelor paper II, the conducted questionnaire possessed 26 questions including one question about the participation of the prize-draw. The questions were divided into three section; demographical questions, general travel behavior and Helsinki.

The first seven questions were demographical questions such as age, gender, nationality, occupation, residence, education institute and form of the studies. So called user profile of the respondent usually relates to the motives and motivation.

Hence the demographical information of the respondents are helpful when creating correlations with other questions. (Veal, 2006)

The following questions of general travel habits consist of six questions. The intention of the questions is to discover the travel behavior concerning to the city break traveling, associations of city break destinations and preferences when it comes to choosing the travel destination.

The question section of Helsinki can be divided into two parts; image of Helsinki and possible visits done in Helsinki. The author of the bachelor paper II tried to investigate the image of Helsinki with the help of four questions, which concern the characteristics of Helsinki. If the respondent had visited Helsinki, there were five more questions regarding their stay in Helsinki. The questions tried to find out the reason and frequency to traveling to Helsinki and, whether the respondent enjoyed their stay or not.

Before publishing the questionnaire, the questionnaire was tested with the representatives of the target group, including both, a traveler who has visited Helsinki and a traveler who has not visited Helsinki. Therefore all errors and misinterpretations were excluded, and few questions were sharpened in order to prevent misunderstandings. Furthermore the time needed to complete the questionnaire was discovered. Layout of the questionnaire is clear, easy to read and furthermore, it tempts the respondent to answer. The questions are organized consistently by the themes (Kananen, 2010). All the questions for the questionnaire will be formatted in a way that reaches the aim of the bachelor paper when analyzing the results. The questions are not leading the respondent, so leading questions are not included. On the contrary, open ended question will be involved in order to get unexpected replies from the respondents (Veal, 2006). The questionnaire is illustrated in Appendix 1.

3.3 Reliability and Validity of the Study

Reliability and validity are considered as tools of measurement that defines the quality of a research. Veal (2006) describes reliability as *“the extent to which research findings would be the same if the research were to be repeated at a later date or*

with a different sample of subjects.” Whereas “validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied” (Veal, 2006, p. 41).

In other words, reliability measures the consistency of the results. By means of reliability it can be ensured that the collected results are not gathered by accident. Repeating the research is the only certain way to ensure the reliability of the research, but it is rarely possible. Furthermore if repeating the research, the research influences the attitudes and behavior of the respondents, which affects directly to the results as well as the reliability of the research. (Kananen, 2010)

In other words, validity means the suitability or intentionality of the measurement. To ensure validity of the research, the research method and the main research question has to be suitable for the topic being studied. Validity of the bachelor paper can be verified by defining precisely the research problem, research questions and the objectives of the research study. (Kananen, 2010)

In favor of increasing the validity of the results of this research study, a special attention was paid to the preciseness of the questionnaire. The questions were designed carefully bearing in mind the research problem and research questions. In addition the questionnaire was tested with the representatives of the population before the publication in order to ensure the quality of the questions and the structure. The respondents were informed that their responses are kept confidential and used only for the research in order to gain valid and reliable data and moreover, to avoid social desirability bias. Fisher (1993) describe the social desirability bias as a “*systematic error in self-report measures resulting from the desire of respondents to avoid embarrassment and project a favorable image to others.*” (Fisher, 1993, p. 303)

4 Results and Analysis

This section of the bachelor paper II presents the results and analysis of the researched phenomenon. In order to discover if Helsinki meets the demands of Viennese students, all the results of the conducted questionnaire will be analyzed in this section. 95 answers were analyzed from the total of 103 questionnaires completed. The responses that did not represent the population chosen were not analyzed. In addition the responses with insufficient information or the ones not completed were not included in the analysis. Only the questionnaires that answered appropriately all the questions needed were taken into account. The questionnaire was open from April 13th to April 27th. Tools used for the data analysis were Microsoft Excel and the questionnaire platform of Webropol. The questionnaire is illustrated in Annex 1.

4.1 Results

The following chapter presents all the results of the research indicated in numbers and charts to make it more accessible. Most of the results are expressed in perceptual numbers. The results have to be understood prior to analyzing.

4.1.1 Demographical Questions

The first section of the questionnaire was related to the demographical questions. The respondents (N=95) were asked to state their age, gender, nationality, occupation, residence, name and the location of the education institute and furthermore the form of the studies.

A dominant age group of the sample is 18-24 year olds (70%), while the second largest age group is 24-30 year olds (27%). Only minority (3%) of the sample is over 31 years old. 67% of the respondents are female, while 32% are male. One of the respondents has not defined her or his gender.

Majority (80%) of the sample is from Austria. 18,5% are originally from various European countries, for instance Germany, Czech Republic and Belgium. One of the respondent is originally from outside of Europe, Mexico. 97,5% of the respondents

live in the city of Vienna, while a minority (2,5%) stated suburban area of Vienna as their residence; Maria Lanzendorf and Kloster-Neuburg.

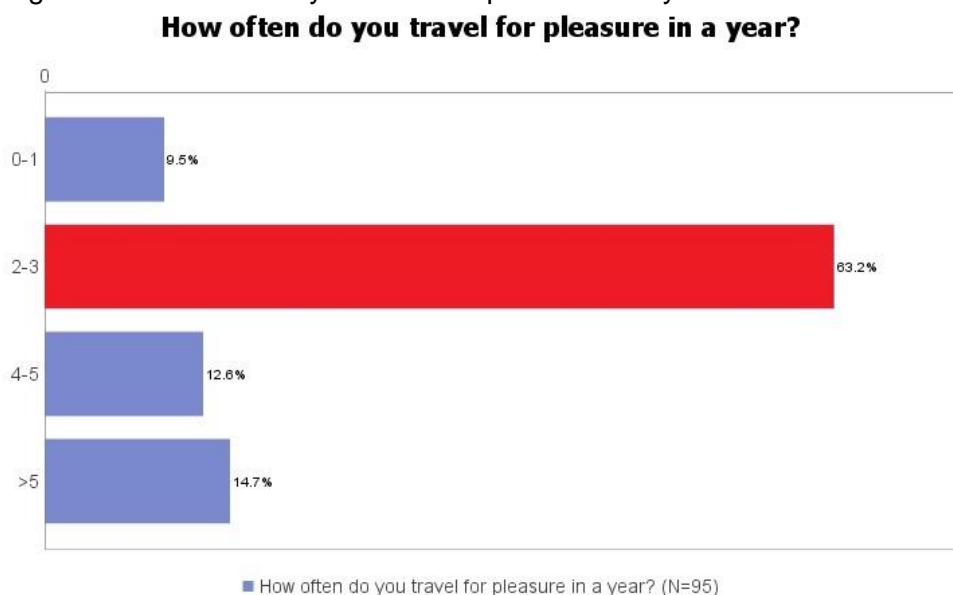
The half of the respondents (50%) are studying in University of Vienna, on the contrary 25% study in IMC University of Applied Sciences. 12% are enrolled in Vienna University of Technology, while 8% in Vienna University of Economics and Business. Only 2% of the respondents answered University of Natural Resources and Life Sciences as their education institute. Majority (75,5%) of the sample is studying on the bachelor level, whereas 23% are on the master level of their studies. One of the respondents is studying on the PhD level. From 95 Viennese students, 33% works aside of the studies.

4.1.2 General Traveling Behavior

Secondly, the respondents were asked about their general traveling behavior in order to understand their relationship to traveling. Travel frequency, travel destinations, associations of city break destinations as well as preferred cities were asked.

When it comes to the travel frequency, the majority (63.2%) travels between 2 to 3 times per year for pleasure, while 14.7% travel more than 5 times per year. 12,6% of the respondents travel between 4 to 5 times and only 9,5% travel once or less in a year as displayed in Figure 2.

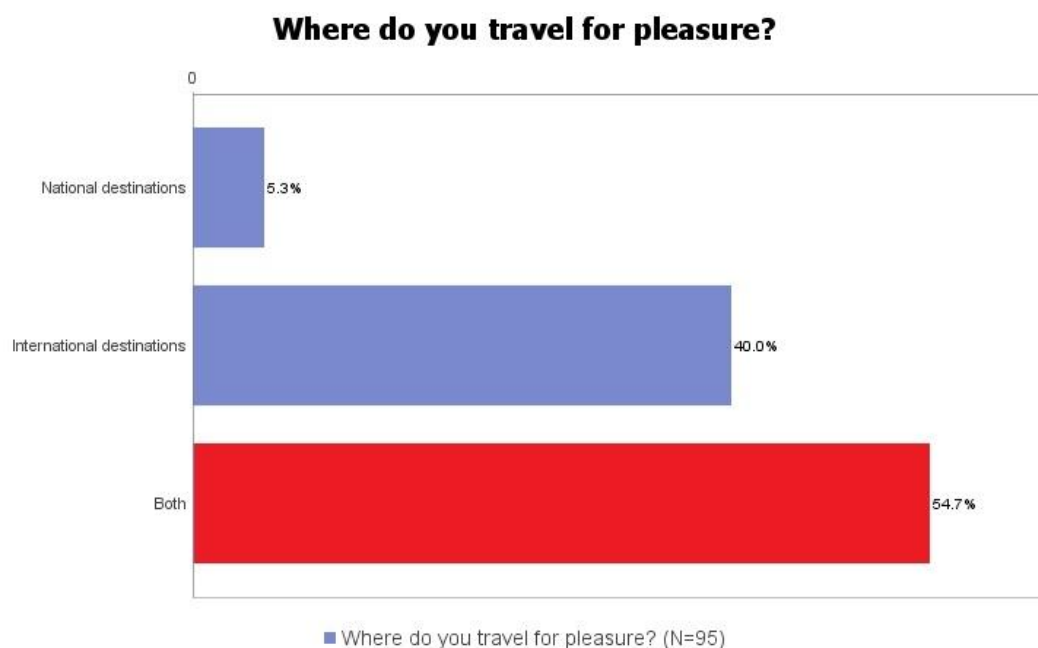
Figure 2: How often do you travel for pleasure in a year?



Source: Author

Amongst all the respondents (N=95), over half of them (54,7%) travel in both, international and national destinations for pleasure. 40% travel only to international destinations, while it is notable that the minority (5,3%) travels only to national destinations. Thus the minority is not answering the next question about international destinations. Results are represented in Figure 3.

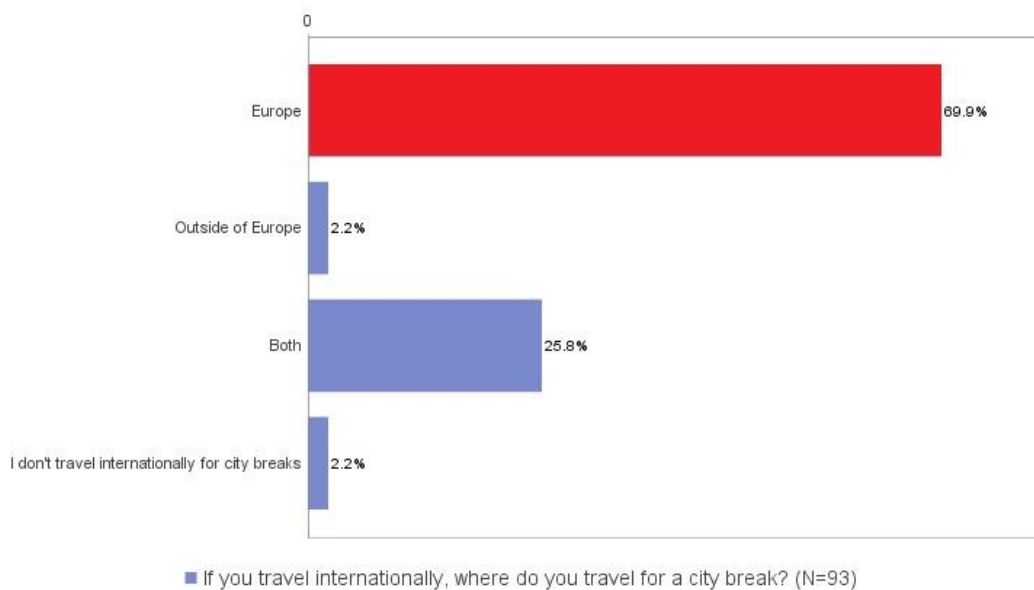
Figure 3: Where do you travel for pleasure?



Source: Author

When taking a closer look to the respondents' distribution concerning their international travel destinations, it can be seen that Europe is a dominant choice (69,9%) for a city break trip among the respondents who travel internationally (N=93). 25,8% travel in both, Europe and outside of Europe, when it comes to city breaks. 2,2% of the respondents travel outside of Europe for city breaks, while 2,2% do not travel internationally for city breaks. Results expressed in Figure 4.

Figure 4: if you travel internationally, where do you travel for a city break?

If you travel internationally, where do you travel for a city break?

Source: Author

The respondents were asked to state the three first city break destinations in Europe that come to their mind. As a first place the majority of all the respondents (N=95) stated London (16%), Paris (12%) and Berlin (11%), while Paris (16%), London (13%) and Rome (13%) took the second place. The third place is taken by Paris (16%), London (12%) and Prague (8%). Helsinki is mentioned only four times for the first place, otherwise it is not mentioned at all. On the contrary, Stockholm is mentioned for every place at least three times.

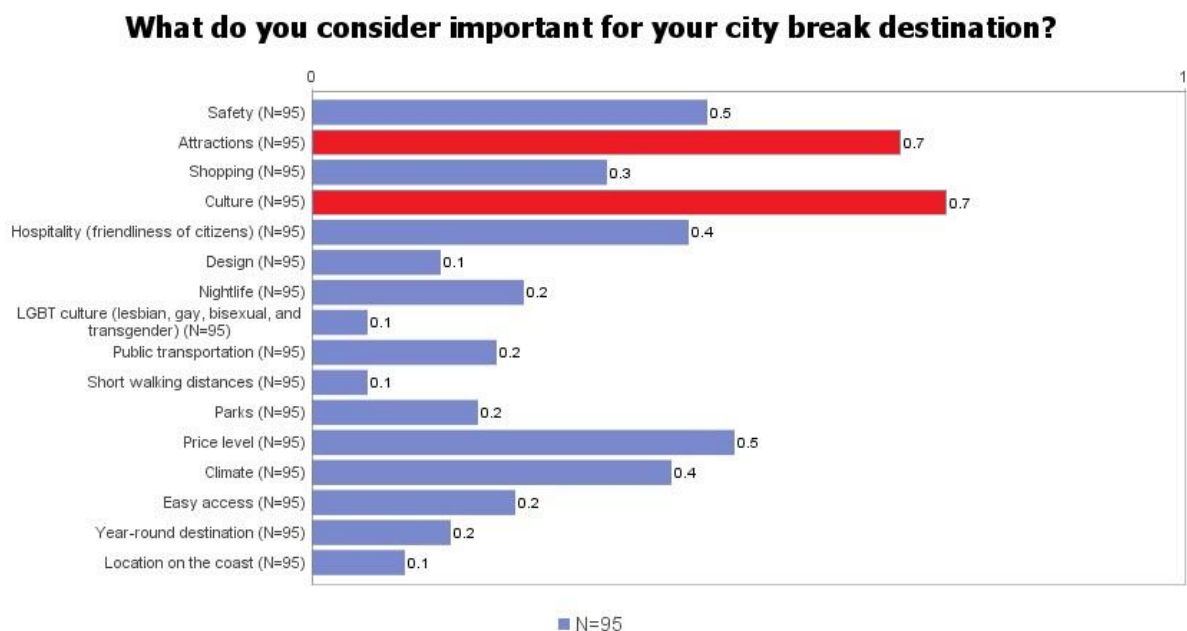
The respondents were asked the same question about city break destinations outside of Europe. The majority (47%) of all the respondents (N=95) stated New York as a first place, in addition Istanbul (5%) and Moscow (4%) were having the most votes. New York made it also on top of the second place with 14%, Moscow (8%) and Tokyo (5%) following. The third place was taken by Istanbul (9%), Tokyo (8%) and Moscow (8%).

Besides asking the first cities that come to the mind, the respondents were asked to list city break destinations they would like to visit in their preferred order. First destination the majority of the respondents would like to visit is New York (14%), in addition Paris (5%) and Helsinki, Los Angeles and Barcelona with 4%. As a second

destination, the most common answer is London (6%). Besides London, Paris and Rome is stated with 5% of respondent rate. Helsinki received only one vote, whereas Copenhagen, Oslo and Stockholm each received each 4 votes. The third place is taken by Lisbon (8%) with London (6%) following as well as Barcelona, Stockholm and Hamburg with 4% each. Helsinki gained only 3 votes, as did Oslo.

Figure 5 displays the results in average numbers of the preferred characteristics of the city break destination. Therefore it can be seen that culture (72%) and attractions (69%) are the most important factors when choosing a city break destination. The price level (48%) and safety (45%) follows on the second place. The LGBT culture (6,5%) and the short walking distances (6,5%) do not seem to be very important amongst the sample. In addition to the stated characteristics, the sample mentioned some other factors more which are important for them. The cuisine is important among four respondents whereas the language, cheap flights and uniqueness each among one respondent.

Figure 5: What do you consider important for your city break destination?



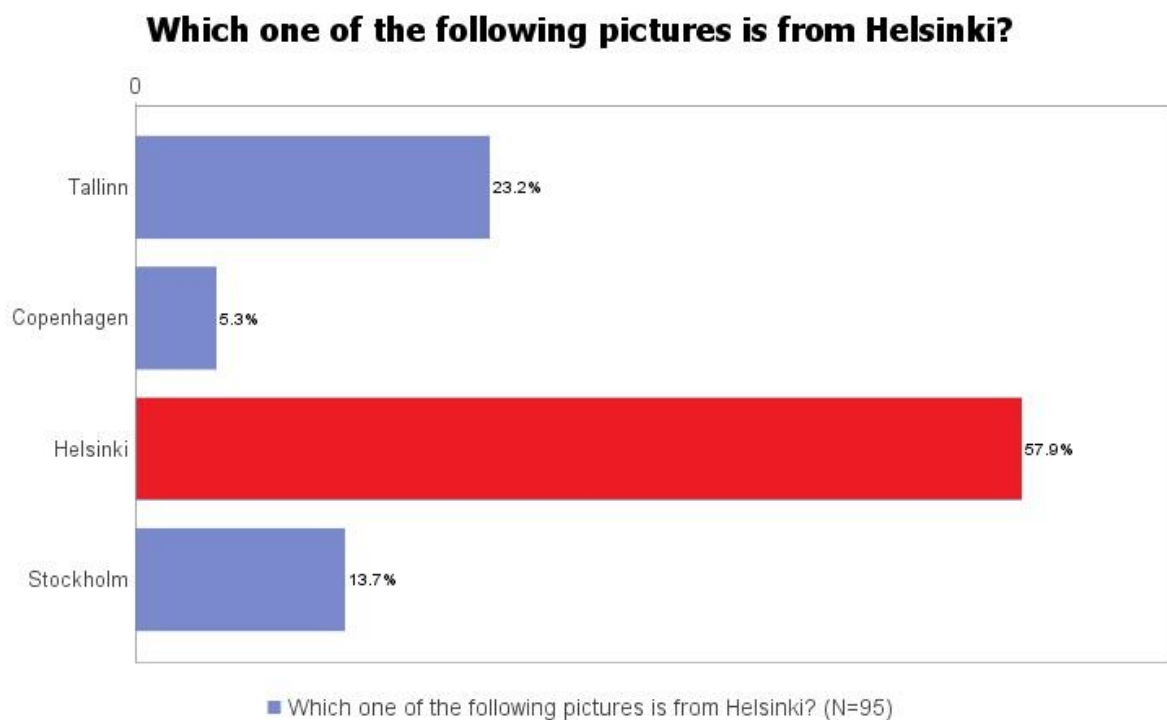
Source: Author

4.1.3 Image of Helsinki

In order to gain better understanding of the image of Helsinki among the sample, following section of the questionnaire is related to Helsinki. Therefore it is possible to interpret what the image and associations are, when it comes to Helsinki as a travel destination.

First question is literally about the image of Helsinki. The majority (57,9%) of all the respondents knows which picture is taken of Helsinki, whereas 23,2% assumed picture of Tallinn to be Helsinki. The picture of Stockholm gathers 13,7% of the responses and in opinion of 5,3% of the respondents, the picture of Copenhagen is reminiscent of Helsinki as displayed in Figure 6. All the pictures are illustrated in the questionnaire, Appendix 1.

Figure 6: Which one of the following pictures is from Helsinki?



Source: Author

In favor of getting in-depth knowledge of the associations that the sample possesses towards Helsinki, they were asked to describe Helsinki in one word. The most common word (20%) that appears is “cold”, in addition there arises other similar words that can be associated with cold such as “winter,” “snow” and “ice.” Besides the word

cold, the respondents (5%) associate Helsinki with the word “beautiful.” Other related words arise, such as “pretty,” “cute,” “charming” and “magnificent”. Other 5% of the respondents came up with the word “north.” More words to mention, with more than one association, are “small,” “nice,” “friendly,” “interesting,” “seaport,” “expensive,” “exciting,” “unique,” and “different.”

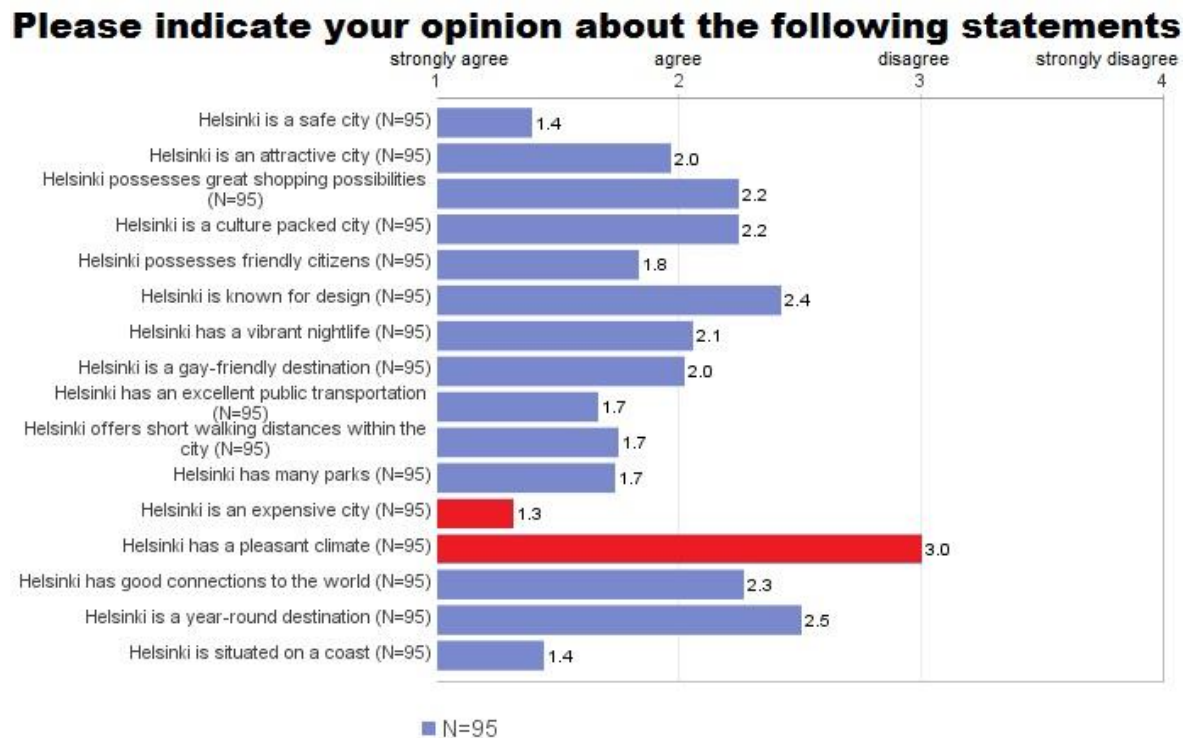
Figure 7: How would you describe Helsinki in one word?



Source: Author

To find out about the image of Helsinki, the respondents were asked to indicate their opinion about the following statements using the scale given. Figure 8 displays the results in the average numbers. The average disagrees that Helsinki has a pleasant climate, whereas they strongly agree that Helsinki is an expensive city. The average also considers Helsinki as a safe city and knows that Helsinki is situated on the coast. To mention some highlights, 47% of all the respondents strongly agree that Helsinki has an excellent public transportation and no one disagrees strongly that Helsinki is a safe city.

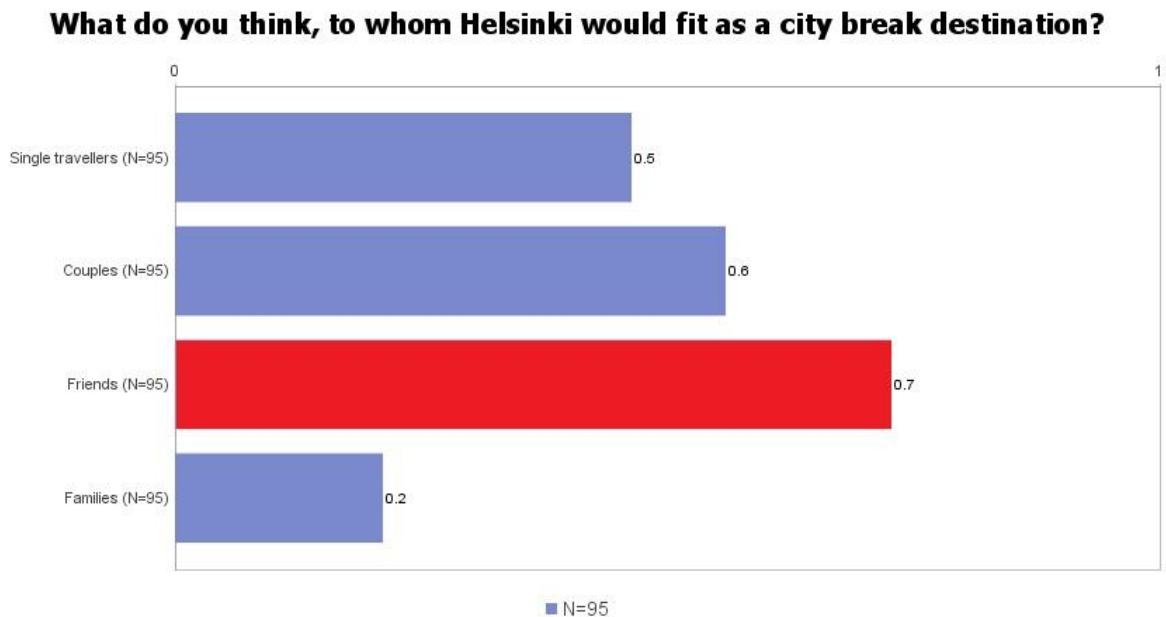
Figure 8: Please indicate your opinion about the following statements



Source: Author

The Figure 9 represents the results of the following question in the average numbers. The respondents were asked their opinion on to whom Helsinki would fit as a city break destination. The most of the respondents (72%) think Helsinki fits to friends. In the opinion of the minority (21%) Helsinki fits for families. 5% of all the respondents think that Helsinki fits for everyone. One respondent states that Helsinki fits only for elderly.

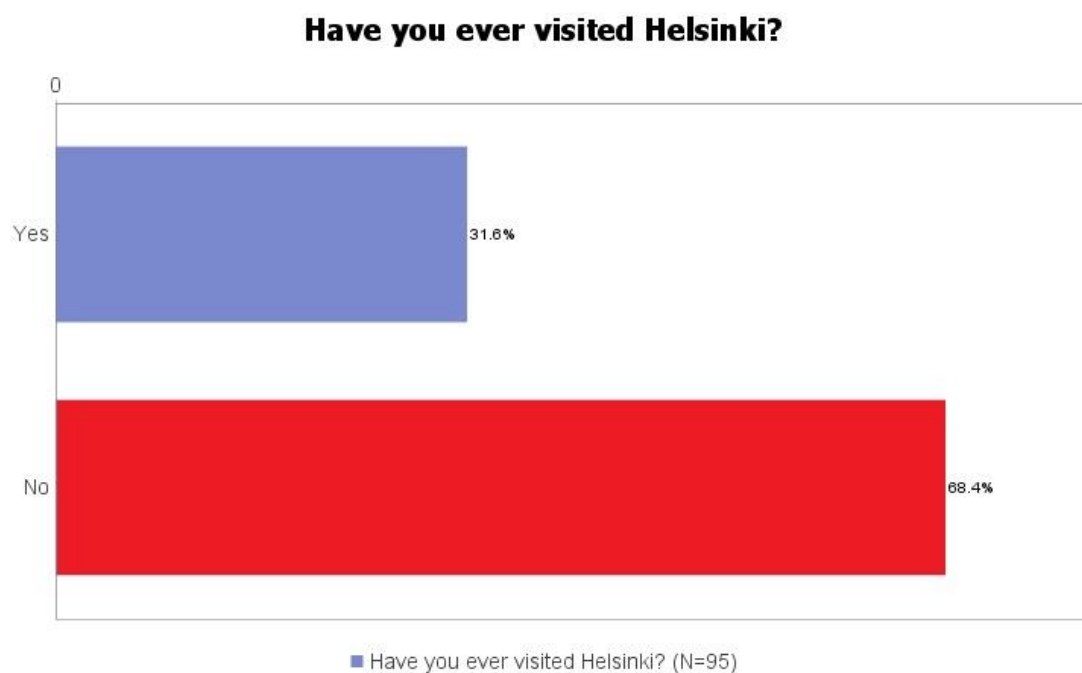
Figure 9: What do you think, to whom Helsinki would fit as a city break destination?



Source: Author

When it comes to visiting Helsinki, the minority (31,6%) of the respondents has been in Helsinki, whereas it can be seen that the majority (68,4%) has never visited Helsinki, as displayed in Figure 10.

Figure 10: Have you ever visited Helsinki?



Source: Author

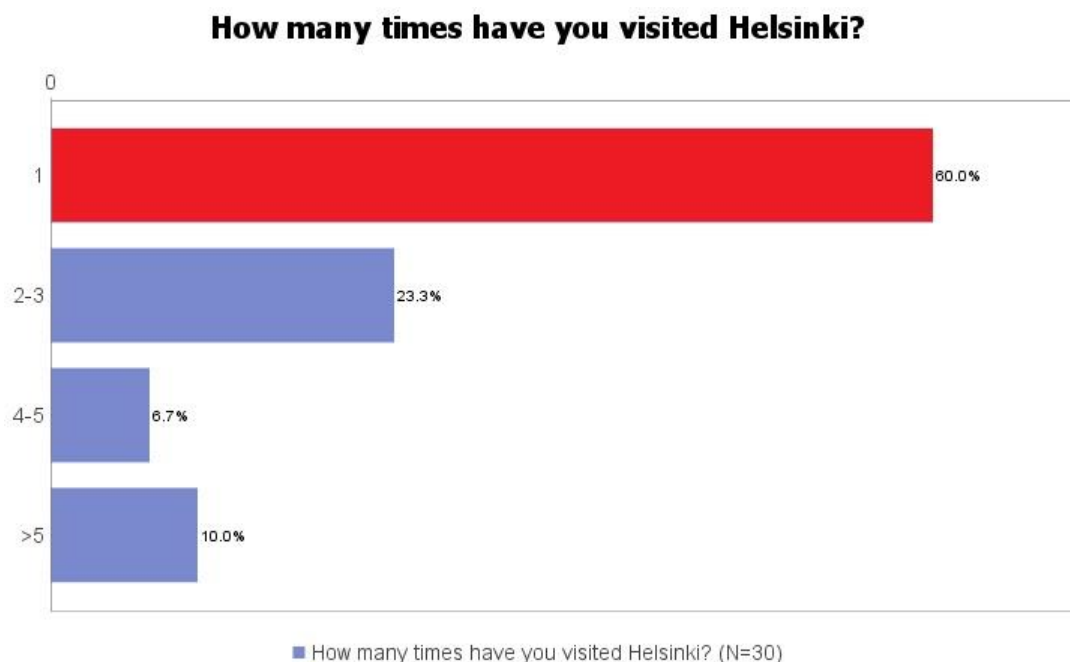
In addition they were asked if they have not visited Helsinki, but other Finnish cities. 11,5% (N=11) out of all the respondents stated they have visited other parts of Finland, but not Helsinki. 45% of them have visited more than one Finnish city. The most visited cities are following; Rovaniemi (5 visits), Turku (4 visits) and the third place is shared by Tampere, Naantali, Tornio and Levi (2 visits).

4.1.4 Visits in Helsinki

The last section of the questionnaire is concerning the actual visits in Helsinki amongst the sample. The following questions are answered only by the ones of the total respondents (N=30), who have visited Helsinki at least once. The questions are related to the frequency of travels and the reason(s) for visiting Helsinki, as well as the future, whether Helsinki still attracts to visit again or not.

When taking a closer look to the respondents' distribution concerning the amount of their visits to Helsinki, the majority (60%) of the respondents has visited Helsinki only once, whereas 23,3% has been in Helsinki between 2 to 3 times. 10% has visited Helsinki more often, even more than 5 times, while 6,7% of the respondents have been between 4 to 5 times in Helsinki.

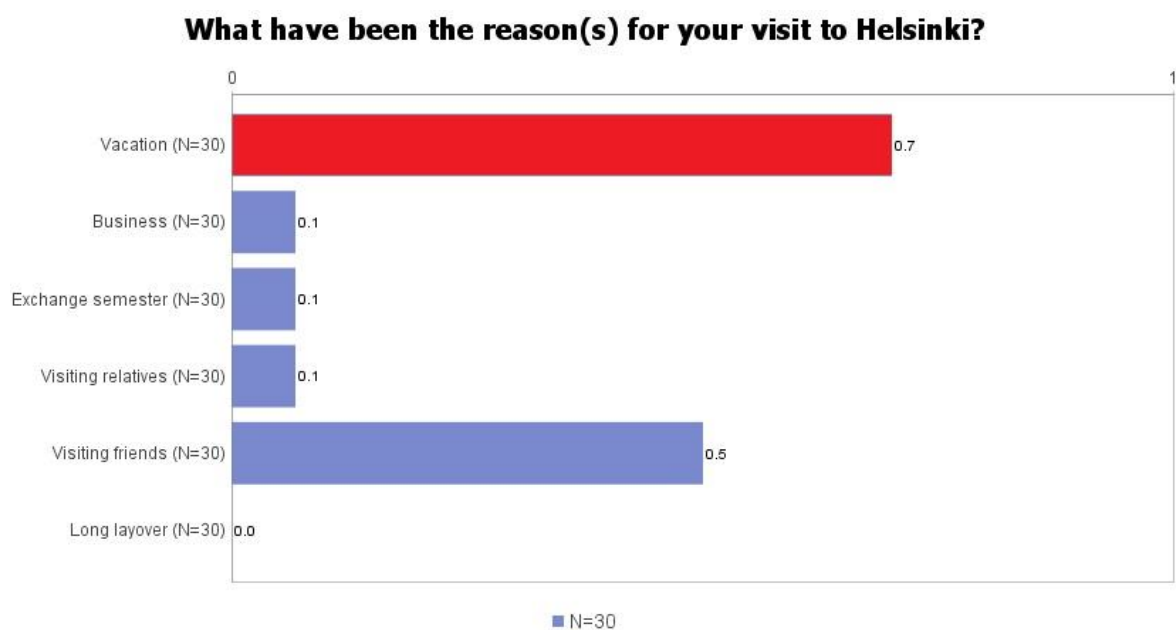
Figure 11: How many times have you visited Helsinki?



Source: Author

As the Figure 12 shows in the average numbers, 70% of the respondents (N=30) have visited Helsinki for a vacation, whereas 50% visited their friends. Only 7% traveled to Helsinki in means of business, exchange semester or visiting relatives. No one of the sample stayed in Helsinki for a long layover. However, one of the respondents had a quick layover in Helsinki and other has participated in volunteering in Helsinki.

Figure 12: What have been the reason(s) for your visit to Helsinki?



Source: Author

The respondents were asked if they visited any other cities in Finland or other countries during their trip to Helsinki. 70% (N=21) out of 30 respondents answered the question. The most visited Finnish city during their visit to Helsinki, was Turku with 11 visits. The second most visited city was Tampere with 7 visits. Besides Turku and Tampere, Porvoo is on the third place with 6 visits. Other cities worth mentioning are Rovaniemi, Kuopio, Inari and Jyväskylä with fewer visits. Furthermore Sweden and Norway were both visited by 2 respondents as well as Estonia and Denmark by 1 respondent during their trip to Helsinki.

Figure 13: Did you visit any other cities in Finland or other countries during your trip?



Source: Author

In order to gain knowledge concerning the comfort of the stay, and if they would still travel back to Helsinki, they were asked if they would like to travel to Helsinki again. 83% (N=25) out of 30 respondents answered affirmative. The most common reasons (20%) to travel back to Helsinki are both, visiting friends and the beauty of the city of Helsinki. In addition, Helsinki was described as an amazing, lovely, small, safe, comfortable, lively, nice and charming city. 16% of the respondents are willing to return to Helsinki in summer time, while 12% eagers to explore more the restaurants and nightlife of Helsinki. 8% would travel through Helsinki to Northern Finland. One of the respondents has a passion for northern European countries, whereas other would like to visit flea market in September.

On the contrary, the respondents were asked if they would not travel back to Helsinki, and what are the reasons why. Only 23% (N=7) of the 30 respondents who have visited Helsinki answered the negatively. In opinion of 71% of them, there is not much to see in Helsinki, in order to visit it again. In addition 28% of them think that Helsinki is too cold and too expensive city. One of the respondents states that Helsinki is not a special city, whereas one other respondent is not that into European cities, in order to travel back to Helsinki.

4.2 Analysis

In this chapter the results of the survey are analyzed with the help of literature review. More specifically, the primary data is combined to the secondary data of the studied phenomenon. The data analysis is led from a careful interpretation of the surveys' results. All the collected data will be examined and assessed in order to identify the patterns and meanings (Weaver & Lawton, 2006). Nonetheless, the sample generalizability has to be taken into consideration. When the response rate is rather low, the analysis has to be discussed carefully.

The most of the respondents travel for pleasure on frequent basis. 63% of all the respondents (N=95) travel between 2 and 3 times a year, while 9,5% travels only once or less. The rest travels more than 3 times yearly. As stated in the chapter 1, Background of the Study, Generation Y mainly consists of frequent travelers. The respondents of the questionnaire include to Generation Y and they travel frequently, which supports the previous statement. It is also notable, that the ones who work aside of studies (N=31) are travelling more often than the others. 19% of the students who are also employees travel more than five times in a year, while only 13,5% of the regular students travel more than five times yearly.

The minority (5%) of the respondents travels only to national destinations for pleasure, whereas 40% travels only to international destinations. That leaves 55% who are used to travel to both destinations. In addition, the majority (68%) of the international travelers (N=93) are focusing to travel inside the Europe. Thus it can be concluded that there is good basis for traveling habits to develop tourism from Vienna to Helsinki.

Helsinki did not appear often, when all the respondents (N=95) were asked to state three city break destinations of the Europe. Only four respondents named Helsinki in a first place, afterwards Helsinki did not appear. On the contrary Stockholm was mentioned at least three times for all the three places. Furthermore, Helsinki was not so favored, when the respondents were asked to name three city break destinations they would like to visit. Helsinki received 8 votes in total, whereas Stockholm

and Oslo received each 10 votes and Reykjavik 9 votes. It seems as if other Scandinavian cities are more popular than Helsinki. Only Copenhagen, of the Scandinavian cities received less votes (7) than Helsinki.

For the respondents, the most important factors when choosing a city break destination are culture (72%), attractions (69%), price level (48%), safety (45%) and hospitality (43%). All the factors can be compared with their image of Helsinki in order to analyze whether they meet or not. 54% of all the respondents (N=95) agree that Helsinki is a culture packed city, furthermore 14% agrees strongly. Therefore Helsinki has overall positive image as a culture city. When it comes to attractions, the majority of the respondents consider Helsinki as an attractive city; 58% agrees and 25% agrees strongly. Whereas the image of the price level in Helsinki is seen rather expensive. The majority (74%) agrees strongly that Helsinki is an expensive city and no one of the respondents disagrees strongly on the statement. At the same time Helsinki is considered as a safe city, 35% agrees and 63% agrees strongly, while only 2% disagrees and no one disagrees strongly. The hospitality of Helsinki referring to the friendly citizens, is seen overall positive. 81% of all the respondents possess a positive image of the hospitality, while 19% possess a negative one. Altogether Helsinki has a strong position, when it comes to the most important factors among the respondents. The only negative aspect is the price level in Helsinki.

Although a minority (32%) has visited Helsinki, overall the respondents know Helsinki well. The majority (58%) recognized the picture of Helsinki. It can be assumed that the Helsinki Cathedral - the symbol of Helsinki, is recognizable.

The associations of Helsinki, discovered with the help of the one-word-descriptions, support the image the sample has of Helsinki. As the most common words were "cold" (20%) and "beautiful" (5%), it is notable that the majority (72%) of the respondents has a negative image of the climate in Helsinki, whereas the majority (83%) has positive image of the attractiveness. Therefore it can be seen that the words "cold" and "beautiful" can be associated strongly with Helsinki. The same can be noted with the words "friendly" and "expensive", as stated earlier in this chapter.

11 of all the respondents (N=95) have not visited Helsinki, but other Finnish cities. The most visited cities instead of Helsinki are Rovaniemi (5 visits) and Turku (4

visits). It can be assumed that the visitors have flight straight from Vienna to the Rovaniemi or took a cruise ship from Stockholm to Turku, when there is not a direct chance to visit Helsinki as well. 70% of the respondents (N=30) who have visited Helsinki, have travelled there in means of vacation. As stated earlier in Literature Review, tourists do not prefer traveling to a destination neither with poor supply nor attractions. Hence Helsinki could be considered as an attractive city and with rather rich supply. Visiting Helsinki has been a part of bigger travel plan for 70% of the respondents. They have combined various Finnish cities or nearby countries with their visit to Helsinki. Only 30% have stayed only in Helsinki during their trip.

The respondents (N=18) who have visited Helsinki once, are likely to return to Helsinki. 67% (N=12) of the respondents are willing to return to Helsinki by various reasons; visiting friends (33%), charm of the city (50%) and willingness to explore more of the city (17%). On the contrary 33% (N=6) are not willing to visit Helsinki again, because of the price level (17%), unwillingness (33%) and a poor supply (50%). Nevertheless all the respondents (N=3) who have visited Helsinki more than five times, are willing to return to Helsinki. One is interested in the nightlife, while the other is amazed by the safeness and the atmosphere of the city. Furthermore one will visit their friends. The conclusion could be drawn that the more one visits Helsinki, the more likely they are willing to return.

5 Conclusion and Suggestions

In the following final chapter the content of this research will be compiled with the frame of research questions presented in the chapter one. The outcomes discussed in previous chapter will be integrated into the secondary data with the goal to identify similarities between the primary and secondary data, but as well dissimilarities. The focus is on research questions and the overall research phenomenon. Additionally the realization of this research is critically analyzed. Finally, to conclude this research study with future research directions as well as the suggestions are shortly discussed.

5.1 Discussion

This research study was inspired to gather more knowledge and understanding of the perceptions of the Viennese students when choosing a city break destination. Furthermore, what is the position of Helsinki as a city break destination. However, since the response rate was rather low and the non-response bias occurred, the results cannot be generalized. The structure follows the frame of the research questions, first of all the sub-questions are answered and finally the main research question.

5.1.1 What do Viennese students want from a city break?

According to the sample, the factors Viennese students perceive as the most important are culture, attractions, price level, safety and hospitality, when it comes to city breaks. Neither LGBT culture, short walking distances within a city nor location on a coast are not considered important.

5.1.2 What can Helsinki improve to attract more Viennese students?

As stated in previous research question, the most important factors amongst the sample are culture, attractions, price level, safety and hospitality when choosing a city break destination. Hence Helsinki should try to meet these needs, in order to attract more Viennese students. Overall Helsinki already stands strong; 68% have

a positive image of Helsinki as a culture packed city, 83% consider Helsinki as an attractive city, whereas 95% think Helsinki is an expensive city, 98% consider Helsinki as a safety city and 81% have a positive image of Helsinki's hospitality. In addition 23% of the respondents who have visited Helsinki, stated that they would not travel back to Helsinki again. The majority of them consider Helsinki as a small city, where is not much to see, while the rest thinks the climate is too cold in Helsinki and the price level rather expensive.

Therefore it can be concluded that the price level is the only strongly negative aspect which might influence the decision not to travel to Helsinki. Since the sample consists of students, it has to take into consideration that they are reaching their peak earning years in the future, as stated in the chapter one. Furthermore, Helsinki should develop its cultural offering in order to meet the need of the students who live in a culture mecca – Vienna. If there was more to offer culturally in Helsinki, there would be more to see as well. Perhaps that would fill the gap among the respondents, who think there is not much to see in Helsinki.

Although as discussed in Literature Review, the image and attractiveness of a destination influence the traveler's satisfaction and perception of the quality, likewise their willingness to return or to recommend the destination to others. Hence it is important to help the possible visitors to create a positive image of Helsinki for example by means of social media, as Generation Y is technological savvy. There is no choice, but to become more consumer oriented if Helsinki is willing to meet the market needs.

“Tourists do not have the motive or the desire to travel to particular tourism destination with poor supply and which they do not perceive as attractive” (Krešić & Prebežac, 2011, p. 489)

5.1.3 Which cities would be more attractive than Helsinki in the opinion of Viennese students?

The respondents were asked to list three city break destinations in their preference order. In the first round New York and Paris were the only ones that were named more often than Helsinki. In the second round Helsinki received only one vote, which

means that 22 city break destinations received more votes than Helsinki. The most popular destinations of the second round were London, Paris and Rome. Also the capital cities of the other Scandinavian countries were named more often than Helsinki, such as Stockholm, Oslo, Copenhagen and Reykjavik. In the third round Lisbon, London, Barcelona, Hamburg and Barcelona received more votes than Helsinki.

To conclude, Helsinki does not possess a strong position among the other city break destinations. Helsinki was following after Stockholm, Oslo and Reykjavik. Copenhagen was the only Scandinavian capital that Helsinki reached. The most favorable city was New York.

5.1.4 The main research question - Does Helsinki meet the demands of Viennese students as a city break destination?

As discussed in the sub-question two, Helsinki meets the needs of the sample quite well. The only strongly negative aspect is the price level, which is too high in the opinion of the sample. Furthermore Helsinki does not possess a strong image as a culture city, although 68% agrees on it. Helsinki lacks attractions and there is a need for an improvement, as some of the respondents think – there is not much to see in Helsinki.

In the Literature Review three different types of the demand were presented. It seems that the demand type of the Viennese students is suppressed demand, since the majority of the sample has not visited Helsinki. However there is potential of Viennese students to travel to Helsinki at some point in the future. There is a possibility, in order to reach Viennese students as travelers to Helsinki in the future.

5.2 Limitations and Suggestions for Further Research

In this chapter the limitations of the research are discussed. The results of any empirical research cannot be interpreted without limitations taken into consideration. Furthermore the future directions for the further research are proposed.

Due to the broad characteristics of this topic being studied and moreover a limited time and work frame, this research was able to provide only a brief approach to the topic. As a result of the limited resources, the scope of the research stand rather narrow. The results of this research give a directional overview of the topic being studied. With a wider sample and more responses collected, the results would be more comprehensive and generalized.

The population is a rather narrow, and hard to reach with probability sampling approach, since the register of the population or the university email server could not be accessed in this case. This should be taken into account when interpreting the results. Finally the convenience sampling approach was used for the survey, due to the lack of the responses. The non-response bias occurred and caused rather low response rate. The response rate was lower than expected.

For the further research a mix of qualitative and quantitative methods can be suggested. It might be more relevant to use qualitative approach and interview the ones who have visited Helsinki in order to gain in-depth data, whether Helsinki meet the demands of the Viennese students or not. On the one hand it is comprehensive to collect numerous data of the topic, which is simple with a quantitative approach.

As discussed earlier in the results, the other Scandinavian countries can be considered more favorable than Helsinki among the Viennese students. Therefore would be relevant to conduct a comparative image research of the Scandinavian capitals.

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Annex

Annex 1 [Questionnaire].....50

Annex 1 [Questionnaire]

A questionnaire of Helsinki as a Travel Destination

Dear Participant,

I invite you to participate in a research study concerning Helsinki as a travel destination. I am studying the Tourism and Leisure Management programme at IMC FH Krems (University of Applied Sciences), and I am in the process of writing my Bachelor's Thesis. The purpose of the research is to determine if Helsinki meets the demands of Viennese students as a travel destination.

The enclosed survey has been designed to collect information on travel habits focusing on city break tourism among Viennese students. Hence the target group of the research is students who live in Vienna. Your participation in this research project is completely voluntary. Your responses will remain confidential and anonymous. Data from this research will only be used for the process of my Bachelor's Thesis.

Among all the respondents will be drawn a package of Finnish chocolates as a prize. The winner will be notified in person.

I appreciate your participation in this research and thank you very much!

Sincerely,

Mirjami Haavisto

Please answer the following questions of yourself.

1. Age*

<18 18-24 25-30 >31

2. Gender*

Female Male Undefined

3. Nationality*

Please define your nationality.

Austrian

European: _____

Other: _____

4. Occupation*

Please choose whether you are a full-time or a part-time student and if you work aside of your studies.

- Full-time student
- Part-time student
- Working aside of studies
- Other: _____

5. Residence*

If you are living outside of the city of Vienna, please state below the city you are living in.

- City of Vienna
- Suburban area of Vienna: _____
- Other: _____

6. Name and location (city) of your education institute*

7. Form of your studies*

- Bachelor
- Master
- PhD

Please answer the following questions relating to your traveling habits.

8. How often do you travel for pleasure in a year?*

- 0-1
- 2-3
- 4-5
- <5

9. Where do you travel for pleasure?*

If you travel in national destinations, please move to question 11.

- National destinations
- International destinations
- Both

10. If you travel internationally, where do you travel for a city break?

A city break is understood as a short holiday or weekend getaway in a city for pleasure.

- Europe
- Outside of Europe
- Both
- I don't travel internationally **for city breaks**

11. What city break destinations **of Europe** come first to your mind?*

Please state three first cities of Europe that come first to your mind.

Firstly

Secondly

Thirdly

12. What city break destination **outside of Europe** come first to your mind?*

Please state three first cities outside of Europe that come first to your mind.

Firstly

Secondly

Thirdly

13. What city break destinations would you like to visit?*

Please state three cities in your preference order.

First choice

Second choice

Third choice

14. What do you consider important for your city break destination?*

Please select at least three options.

- Safety
- Attractions
- Shopping
- Culture
- Hospitality (friendliness of citizens)
- Design
- Nightlife
- LGBT Culture (lesbian, gay, bisexual and transgender)
- Public transportation
- Short walking distances
- Parks
- Price level
- Climate
- Easy access
- Year-round destination
- Location on a coast
- Other: _____

15. Which one of the following pictures is from Helsinki?*

Please select a picture that you know/think is from Helsinki. Selected picture will be turned upside down.



16. How would you describe Helsinki in one word?*

17. Please indicate your opinion about the following statements using the scale below.*

If you haven't visited Helsinki, please answer according to your image of Helsinki.

	Strongly agree	Agree	Disagree	Strongly disagree
Helsinki is a safe city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is an attractive city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki possesses great shopping possibilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is a culture packed city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki possesses friendly citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is known for design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki has a vibrant nightlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is a gay-friendly destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki has an excellent public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki offers short walking distances within the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki has many parks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is an expensive city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki has a pleasant climate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki has good connections to the world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is a year-round destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helsinki is situated on a coast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. What do you think, to whom Helsinki would fit as a city break destination?*

Possibility to select more than one option.

Single travelers Couples Friends Families Other: _____

19. Have you ever visited Helsinki?*

Yes

No

20. If you **haven't** visited Helsinki, have you visited other Finnish cities?

In case you have not visited Helsinki, but you have visited other Finnish cities, please state the cities below.

Please answer the following questions of your visit in Helsinki. If you have not visited Helsinki, please move to question 26.

21. How many times have you visited Helsinki?

- 1 2-3 4-5 <5

22. What have been the reason(s) for your visit to Helsinki?

Possibility to choose more than one option.

- Vacation
 Business
 Exchange semester
 Visiting relatives
 Visiting friends
 Long layover
 Other: _____

23. Did you visit any other cities in Finland or other countries during your trip?

If yes, please state which cities you visited.

24. Would you like to travel to Helsinki again?

If yes, please state below the reason(s) why.

25. If you will not visit Helsinki again, please state below the reason(s) why.

26. Do you want to take part to a prize-draw?

In order to participate in the voluntary draw to win a package of Finnish chocolates, please leave your contact information below. Your contact information will only be used for the draw. They won't be related to your survey answers as this survey is anonymous.

Name: _____

Last name: _____

Email: _____

*The question is mandatory