Nadezhda Koppalova

GERMAN MARKET ANALYSIS: TOURIST BEHAVIOR RESEARCH

Case: Rock and Lake

Bachelor's Thesis

Business Management

May 2014

MAMK

DESCRIPTION

MAMK	Date of the bachelor's thesis May 14, 2014
Author(s) Nadezhda Koppalova	Degree programme and option Business Management

Name of the bachelor's thesis

German Market Analysis: Tourist Behaviour Research. Case: Rock and Lake

Abstract

The research problem of this thesis was to identify a potential tourist market segment in Germany for the Finnish company Rock and Lake which provides accommodation and activities.

The main objectives of this work were to identify the current trends of a German travel market in selecting vacation destinations, study the attitude of German tourists towards different types of vacations and holiday parameters, analyze German tourist market segmentation and analyze "Rock and Lake's" services in order to define its competitive advantage when targeting a foreign market.

The thesis consists of four main parts: theoretical framework, analysis of Rock and Lake brand and tourism in Finland, methodology and data collection and market analysis.

To begin with, in the theory part it was necessary to study the concepts of competition and strategic management for later company analysis. Another chapter deals first with consumer behaviour in general and then with features of tourist behaviour, such as peculiarities in tourist decision-making process and the concept of holiday decision. Afterwards, market segmentation is presented first in a broad sense and then applied specifically to tourist markets.

The company and industry analyses chapter includes a description of the company Rock and Lake, SWOT analysis and analysis of the tourism industry in Finland.
The research approach selected to perform the market analysis was netnography. Four research methods were utilized: analysis of statistics, online survey, chat interview and netnographic observation. The methodology chapter describes in detail the approach and methods, first in theory and then all the steps in the data collection in practice.

The market analysis chapter creates an image of the German tourist market based on the gathered research data. Conclusions are given as a summary of comments related to the research problem and questions with some recommendations suggested to Rock and Lake.

Subject headings, (keywords)
tourism, cottage tourism, competitive advantage, consumer behavior, market segmentation, netnography, market analysis, Germany

Pages	Language	URN
189 + 84 Appendices	English	

Remarks, notes on appendices
Appendices include tables with analyses of Finnish tourism companies, survey and interview questions, messages recruiting respondents, pictures from netnographic observation, front pages of websites which were used, classifications of some survey responses and SPSS cross tabulations.

Tutor	Employer of the bachelor's thesis
Heli Aaltonen	Rock and Lake

CONTENTS

1 INTRODUCTION 1
2 ANALYSIS OF BUSINESS ENVIRONMENT AND COMPANY 4
2.1 The competitive environment 4
2.2 The concept of Strategic Management 8
2.3 Key terms of strategic management 9
2.4 Value Chain Analysis (VCA) 13
2.5 Competitive Sustainability 15
2.6 Assessing a company’s environment: SWOT analysis 18
2.7. Internet and Value Addition 21
3 CONSUMER BEHAVIOR IN TOURISM 23
3.1 Consumer markets and consumer buying behavior 23
3.1.1. A Framework for Consumer Analysis 24
3.1.2. Factors Affecting Consumer Behavior 24
3.1.3. Buyer Decision-Making process 35
3.2. The Nature of Tourist behavior 40
3.2.1 Characteristics of a Tourism industry 40
3.2.2. The complexity of consumer behavior in tourism: the demand side 41
3.2.3. The nature of the holiday decision 42
3.2.4. Tourist decision-making process 46
3.3 Researching Tourist Behavior 47
4 MARKET SEGMENTATION, TARGETING AND POSITIONING 50
4.1 Market segmentation 50
4.1.1. Types of market segmentation variables 52
4.1.2. Tourism-specific methods of segmentation 57
4.1.3. Different segments of the tourist market 60
4.2. Market Targeting 64
4.2.1. Evaluating Market Segments 64
4.2.2. Selecting Market Segments 65
4.3. Market Positioning 66
5 COMPANY AND INDUSTRY ANALYSES 69
5.1 Description of the “Rock and Lake” brand 69

5.2 Basic analysis of accommodation companies in Finland 71
5.3 Analysis of Rock and Lake's environment 76
6 METHODOLOGY AND RESEARCH PROCESS 80
6.1. Qualitative and quantitative research 80
6.2. Primary and secondary data 81
6.3 Netnography as a research approach 83
6.4. Main research methods in theory 90
6.4.1. Analyzing statistics (secondary data) 91
6.4.2. Surveying and online surveys 91
6.4.3. Semi-structured netnographic interview 98
6.5. Research methods in practice 102
6.5.1 Statistics analysis 102
6.5.2 Semi-structured netnographic interviews 104
6.5.3. Online survey 110
6.5.4 Netnographic observation 115
7 MARKET ANALYSIS 116
7.1. Germany: country profile 116
7.2. Statistics analysis 117
7.2.1. Holiday parameters 118
7.2.2 Tourist Market Segmentation 134
7.3 Interviews analysis 136
7.4 Results of the netnographic observation 142
7.5 Results of the online survey 145
8 CONCLUSIONS 177
8.1. Research problem and questions 177
8.2. Recommendations to Rock and Lake 179
8.3. Reliability and validity of the study 180
9 CONCLUDING REMARKS 183
BIBLIOGRAPHY 185

APPENDICES

1 INTRODUCTION

Customer preferences vary significantly when it comes to consuming tourism and hospitality services. Depending on many social, financial, geographical, but mostly behavioral factors people choose different vacation destinations which suit their taste more. Some prefer far-away exotic islands and countries; other would rather explore their home country. Some enjoy relaxing and sunbathing on a beach while others would like to visit world capitals and walk among the highest skyscrapers. There is a particular category of people who prefer tranquil harmonious holidays close to nature.

Cottage tourism in Finland has become more and more popular during the last years as the number of people wishing to have a quiet peaceful vacation in the countryside has increased. Finnish nature provides unique opportunities for a wonderful vacation which is a good choice for those who want to relax from the city life. The majority of consumers of these services are Russian tourists from urban areas, but the interest of other countries, particularly European, has been growing as well.

One of the target countries for Finnish cottage rent business might be Germany, due to several reasons. First, it is an economically well-off country whose inhabitants can afford going on holiday abroad. Secondly, the location of Germany is quite favorable because the distance to Finland is relatively small. And most importantly, German tourists already showed interest in having their vacation in Finnish nature in late 20th century but the popularity of Finland has decreased from that time. This makes it advisable to try and work on attracting customers from this country now. Undoubtedly, when selling tourism and hospitality services, it is essential to understand who your target customers are and study thoroughly their preferences.

This research is conducted for the brand Rock and Lake that specializes on accommodation and activities services. The brand is quite young, it has currently 10 modern high-class cottages in South-eastern Finland and it is planning to grow further. Rock and Lake provides accommodation services for tourists, as well as other services such as sauna, meals, fishing tours with a guide, active holiday programmes.

The research problem of the work is to identify what is the most potential market segment in Germany for "Rock and Lake". To investigate the problem, the following research questions have been put:

- What travel destinations are the most popular among German tourists?
- What kind of tourist segments are there in Germany?
- What is the competitive advantage of "Rock and Lake"?

To address the problem thoroughly, the research has been divided into several steps and the following objectives have been defined:

- To identify the current trends of a German travel market in selecting vacation destinations
- To identify the attitude of German tourists towards different holiday parameters, such as reasons for vacation, travel budget, duration and frequency of holidays
- To analyze the attitude of German tourists towards different types of holiday
- To analyze German tourist market segmentation using secondary data
- To analyze "Rock and Lake's" services in terms of attractiveness for foreign tourists

After conducting this research the expected outcomes are:

- To present the image of the German tourist market to "Rock and Lake"
- To define the potential customer basis, possible target market in Germany for "Rock and Lake"

The research consists of four main parts: theoretical framework, analysis of Rock and Lake brand, methodology and data collection and market analysis. The theoretical part consists of three chapters. The first one discusses issues related to company analysis and its competitive advantage. The second chapter deals with consumer behavior in general and in tourism industry in particular, buyer-decision making process in tourism and factors influencing it. The third one is about market segmentation on the basis of different criteria, and how to identify the potential target market. Chapter four describes the operations and services of Rock and Lake. In the methodology and research approach chapter there are several parts: first, a theoretical framework of the research approach and methods used to carry out this work is presented, and afterwards goes the detailed description of the data collection process. In the market analysis chapter the practical data obtained will be discussed in details to create the whole picture and perform the actual market analysis. The work is finished by the chapter of conclusions which summarizes the results of the work, talks about the reliability and validity of the research as well as recommendations and ideas for further studies.

To conduct this research, there are several kinds of data needed:

- official statistics, research reports
- internet research of the popular German tourism blog to discover more information about tourism trends for Germans
- interviews of Rock and Lake president
- interviews of potential customers in Germany
- online surveys of potential customers in Germany

Certainly, as in every research, there are some limitations. Only a certain number of respondents, blogs, websites and travel agencies will be analyzed. Therefore it is absolutely essential not to overgeneralize the information for the whole population of Germany.

2 ANALYSIS OF BUSINESS ENVIRONMENT AND COMPANY

In today's business environment it is not enough to make gradual incremental changes and leaders are no more guardians of status quo. The accelerating pace of change requires companies to devise a business strategy and behave proactively. (Dess et al. 2005, 8-9.) The following chapter will talk about competition, the concept of strategic management and its importance in managing a business and how to analyze the internal and external environment of the company.

2.1 The competitive environment

Beside general environment, managers consider also the competitive environment which is also called industry environment. It involves many players, for example competitors, customers and suppliers. (Dess et al. 2005, 55.) Competition contains all existing and potential offerings and substitutes of rival firms on the market which might be considered by a common target customer. (Kotler & Keller 2009, 30.)

Speaking about the Internet, it has changed the nature of business management to a great extent, it requires that companies start operating in a totally new and different way. (Levinson & Rubin 1997, 3-4.) On the one hand, the Worldwide Net strengthens certain competitive forces; it creates a lot of new business opportunities which can be utilized to the benefit of the company. But on the other hand, it is making the competition more intense due to many reasons. (Dess et al. 2005, 259.) The most popular and effective tool to analyze the competitive environment is the Five-Force Model of Michael Porter which is reflected in figure 1. (Dess et al. 2005, 56.)

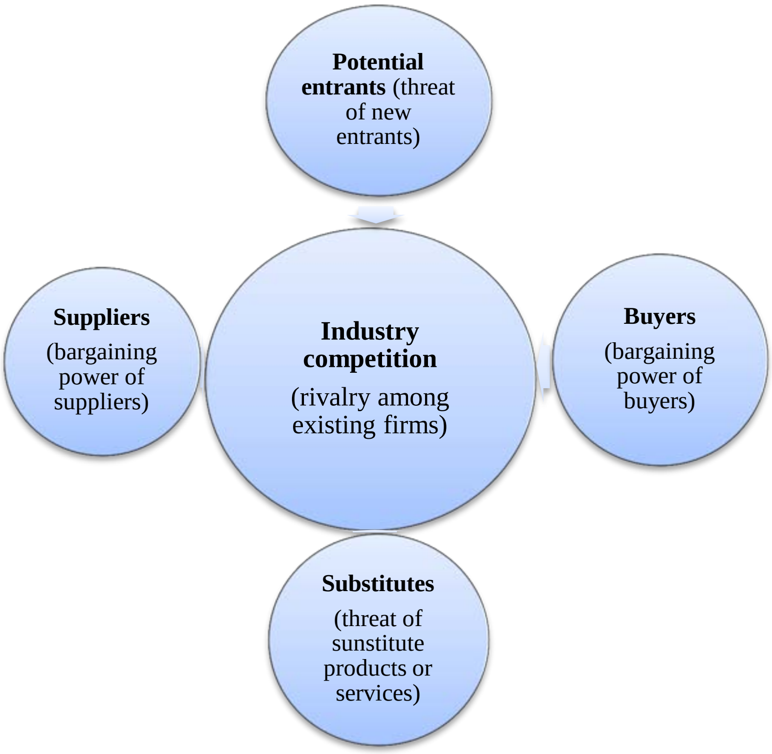


FIGURE 1. Porter's Five Forces Model of Industry Competition (based on Dess et al. 2005, 57.)

According to the model, competitive environment is influenced by the following five factors: the threat of new entrants, the bargaining power of buyers, the bargaining power of suppliers, the threat of substitute products and services and the intensity of rivalry among competitors in an industry. (Dess et al. 2005, 56-57.) This subchapter will explain each competitive force in general and in the context of Internet technologies.

The Threat of New Entrants

This force is related to the possibility that profits and market share of existing companies will be reduced by new firms appearing on the market. The level of this threat depends on barriers to entry in the industry and the reactions from existing rivals. High entry barriers are usually unattractive and discouraging for new organizations, so in this case the threat would be low. Barriers to entry are caused by several sources. (Keegan & Green 2008, 503-504.) The first one is the *economies of scale* – a new competitor is forced to either come at a large scale and risk or come at a small scale but with high costs. The next source is *product differentiation*, which means that entrants are forced to spend a lot to outdo the existing firms which have already a brand image and a strong customer base. The third way is *capital requirements*, which is about the situations when entrants have to make heavy investments to compete and succeed. Another barrier is *switching costs for buyers* – if it costs a lot to change the supplier, it is harder for entrants to attract them. Next, it is necessary to mention *access to distribution channels*. If it requires a lot effort and money to secure distribution, this discourages new firms. And finally, *cost disadvantage independent of scale* is also a source of a barrier. Existing firms may have additional benefits or resources in the form of government subsidies and beneficial policies, proprietary product, favorable access to raw materials. (Dess et al. 2005, 57-58.)

Technologies based on the Internet lower barriers of entry; especially this is visible in cyberspace industries. A new entrant can create an impressive Web-page which will be more outstanding and appealing than that of a large established firm. Previously, customers assessed the size and quality of the company when visiting its headquarters while now even a small-sized business may present itself equal to existing firms. Moreover, those companies which operate exclusively in the Internet such as web shops for example, save a lot not having to rent bills, printing, salaries for sales people and other expenses. Next, a new entrant in the cyberspace can charge less than competitors and thus gain a high market share. Furthermore, distribution chains are becoming more transparent and efficient with the development of technologies, which also lowers the barriers to entry. In addition, Internet advertising helps to create brand awareness for a new company or product fairly quickly. (Dess et al. 2005, 265-266.)

The Bargaining Power of Buyers

Buyers are threatening because they can demand reductions in prices; they seek variety and high-quality. The power of each large customer depends on how important it is in relation to the overall customer base of the business. (Hooley et al. 2012, 71.) The power of buyers increases in the following cases: first of all, if a certain customer purchases large volumes relative to the overall sales of the company, the company becomes quite sensitive to the demands of this buyer. The second situation is when switching costs for buyers are low; in this case they can easily find a substitute. The third condition is the undifferentiated product which is purchased – if the goods are standard, consumers may find multiple alternative suppliers. (Keegan & Green 2008, 505-506.) In addition, the customer becomes more price sensitive if the quality of their products do not depend on the industry quality. (Dess et al. 2005, 58-59.)

The Internet constantly provides buyers with a lot of information concerning different products and services. Therefore, consumers become more aware of products and their bargaining power increases. Buyers can easily search for higher quality products or lower prices. Their switching costs are becoming lower as well. For companies operating online it is essential to be customer-oriented and respond quickly to all requests and emails if they want to keep this customer. (Dess et al. 2005, 266.)

The Bargaining Power of Suppliers

The role of suppliers is to provide companies with materials or products for further processing or manufacturing so these companies work as a rule in a B2B sector. (Hooley et al. 2012, 70.) Suppliers are powerful because they can threaten firms to increase prices or decrease the quality of materials. There are many circumstances when this threat is especially high. (Keegan & Green 2008, 507.) To begin with, in fragmented industries suppliers determine terms, prices and quality. The second case might be when some material is crucially important for manufacturing process of the buyer, suppliers become very influential. Another situation for example is also when there is a distinctive differentiation in the goods' of suppliers. (Dess et al. 2005, 59-60.)

Internet has created both advantages and problems for suppliers. On the one hand, they can find business customers through the Internet at a relatively low cost. What is more, web-based procurement makes purchasing much easier which can keep the customers loyal. Internet also allows suppliers quite often to reach end-users without intermediaries. On the other hand, customers can switch easily to other suppliers if they find more appealing offers in the cyberspace. Moreover, Internet limits suppliers' possibilities for differentiation since competitors can easily get information about their novelties and copy them. (Dess et al. 2005, 267-268.)

The Threat of Substitute Products and Services

Rival companies in the industry tend to create substitutes to each other's goods and services to "steal" customers. Another reason why substitutes are threatening is because they limit the prices, companies cannot charge more than a certain level because in that case they would quickly lose the customers to the competitors. Competitor analysis should also include identifying substitutes since the earlier they are spotted, the more quickly businesses can devise a strategy and react. (Dess et al. 2005, 60-61.)

As buyers can easily search information in the worldwide Web, they will continue to consumer a product until they find a substitute for a lower price. Furthermore, market research is now done at a much lower cost. (Hooley et al. 2012, 69-70.) For instance, if previously questionnaires had to be printed and mailed, now most of them are done online which totally decreases the expenditures. When it comes to page visits, it is possible now to keep records of who has visited the page and durations of visits. This can contribute to better market understanding and creating new offers which will substitute those of competitors. (Dess et al. 2005, 268-270.)

The Intensity of Rivalry among Competitors in the Industry

Rivalry occurs when some of the existing firms find ways to ameliorate their position in relation to the competitors. To do so, they use price competition, advertising battles, product introductions, warranties and better customer service. Heavy rivalry occurs due to a number of factors: the first one is slow industry growth when competitors fight for the market share to increase sales. The second is when there are a huge number of competitors since in this case firms believe their tactics and strategies will stay unnoticed. (Hooley et al. 2012, 68-69.) Lack of differentiation is also a serious factor, because if there is little difference between products, buyers are very sensitive to price and quality. Next, high exit barriers serve as stimuli to stay in the competitive arena and fight. (Dess et al. 2005, 61.)

Internet creates more ways for competing, thus competitor rivalry is becoming more and more intense. Sometimes only those companies who have created strong web-presence can hope to keep up with the competitors. Internet helps to create worldwide presence regardless of physical location which makes a cyberspace an arena for fierce rivalry. Competition often becomes more price-based. Lower barriers to entry, low switching costs and decreasing product differentiation are also making competition heavier. (Dess et al. 2005, 270-271.)

2.2 The concept of Strategic Management

Strategic management incudes “analysis, decisions and actions an organization undertakes to create and sustain competitive advantages”. Managers need to do an analysis of their internal and external environment and also analyze the strategic goals of the company (vision, mission, strategic objectives). (McNamee 1998, 249-251.) Speaking about the typical decisions of strategic management, they are - the choice of the industry, means of marketing communications, how the company shall compete, to name but a few. (Kerin & Peterson 2010, 1.) Two main questions that need to be answered are: “How should we compete in order to create competitive advantages in the marketplace?” and “How can we create competitive advantages in the marketplace that are not only unique and valuable but also difficult for competitors to copy and substitute?”(Dess et al. 2005, 9.)

There are several key attributes of strategic management. First of all, it guides the company towards overall objectives, which means that all departments act in the interest of the whole firm. (Kerin & Peterson 2010, 2.) Secondly, multiple stakeholders are needed in the process of decision-making; managers should take interests of all stakeholders into account. Thirdly, strategic management incorporates short- and long-term perspectives, it allows to see the future while dealing with present issues. Moreover, it helps to spot and deal with the trade-off between efficiency and effectiveness, since sometimes the short-term low-quality production increase, for example, may lead to decreased reputation or brand image. (Dess et al. 2005, 10.)

The need for strategic perspective is increased due to several major driving forces. The first factor is globalization, which is defined by Dess et al. (2005) as “the flow of capital, people and information worldwide”, it makes markets more open. Companies must learn to cooperate in an effective way and to cope with diversity and complexity of the business. The second force is technology, where development is drastically increasing every year. If companies want to stay competitive, they need to get familiar with all technological novelties to keep pace with their competitors. (Dibb et al. 2012, 47.) Thanks to the Internet, a lot of information is fast moving across the globe and to catch up with this pace, businesses need to learn to deal with it. The third factor to consider is intellectual capital. Knowledge has become the direct source of competitive advantages in some industries and indirect source for all companies who want to stay ahead in the competition. (Dess et al. 2005, 20-23.)

2.3 Key terms of strategic management

To do strategic planning and analysis, a number of terms need to be discussed and explained for a better further understanding. These terms are presented in the figure 2:

FIGURE 2. Key terms of Strategic Management (based on David 2011, 42-46.)

One of the core concepts of strategic management is competitive advantage which was explained by David (2011) as “anything that a firm does especially well compared to rival firms”. The major competitive advantages might be, for instance, ample cash on the account in times of global economic recession which allows cash-rich firms buying their rivals. (Dibb et al. 2012, 57.) Next, less fixed assets are very beneficial, not to accumulate debt. Undoubtedly, the most common type of competitive advantage is offering a unique product and service to the market. However, competitors always try to imitate your specialties or provide substitutes to it which means that a company can have a certain competitive advantage only for a limited period of time. (Keegan & Green 2008, 508.) Generally companies must pursue sustainable competitive advantages using the following steps. At first, there should be an on-going adaptation to changes and threats in the external environment, and also changes in resources and competencies of the firm itself. (Dibb et al. 2012, 47.) The next step is to devise and implement right strategies based on these factors. It should be specially mentioned that nowadays creative e-Commerce and using the Internet in business has become the way to get a competitive advantage. (Dibb et al. 2012, 57.) In tourism and hospitality industries, for example, booking accommodation through an online web shop is becoming more and more popular. (David 2011, 41-42.) The concept of competitive advantage will be discussed later in this chapter.

Core competence is directly related to the competitive advantage. Together with resources, competences form the “essence of the business”. (Kotler & Keller 2009, 45.) The core competence can be visually imagined as a root of the tree, where fruits and leaves are finished products. (Dess et al. 2005, 194-195.) Core competence ensures stability and sustenance of the business. A core competence can be categorized the following way: first and foremost, it is a source of competitive advantage. It contributes considerably to the perceived customer value. And secondly, core competence is the thing which is hard for rivals to imitate or substitute. (Kotler & Keller 2009, 45.)

When a core competence develops and becomes a primary competitive advantage, it is called *distinctive competence*. There are three criteria of the core competence which enable it to create value. To begin with, the core competence must improve competitive advantages by “creating superior customer value”. One of its main functions is to help the business to developing strengths to be ahead of the competitors. Strategists should keep in mind that every value chain activity is potentially able to provide a good basis for adding to a core competence. (Lovelock & Wirtz 2007, 70.)

Innovative products can be created only if the company understands certain phenomena and can combine their exclusive technologies to meet specific needs. The second criterion is to discuss the connections between core competences and the organization. Different businesses inside the company need to have similarities with the core competences to perform consistent services as a whole. The third criterion was a bit mentioned before – if core competences are easy to imitate or there are many substitutes for them, they lose their value. (Hooley et al. 2012, 277.) As was discussed, competitive advantages can be sustainable only in case competitors cannot do this. This means, in turn, that skills of a firm can be a goof basis for competitive advantage also only in case they are hard to be repeated. (Dess et al. 2005, 194-195)

The next important terms are *vision and mission statements*. To separate two concepts, vision answers the question “What do we want to become?” and the mission states priorities of the business and explains “What is your business?”(David 2011, 43.) When it comes to analyzing the *external environment, external opportunities and threats* need to be understood profoundly. (Kerin & Peterson 2010, 4.)They are related to various economic, political, environmental, social, cultural, demographic, legal, governmental, technological and competitive trends which are either beneficial or dangerous for the company. (David 2011, 43-44.) In contrary, internal analysis presumes understanding and evaluation of internal strengths and weaknesses of the business. Strengths are those activities that a company performs especially well or bad, and weakness are areas and aspects in which the business is poor and performs bad. Strengths and weaknesses are normally determined in relation to competitors (David 2011, 44-45.)

Talking about strategic planning, the concept of *long-term objectives* is also among the most relevant. David (2011) has well explained long-term objectives as “specific results that an organization seeks to achieve in the long-run (more than a year) in pursuing its basic mission” (David 2011, 45.) Objectives have to meet certain characteristics to be valid. They need to be quantitative, measurable, realistic, challenging, hierarchical, understandable and obtainable. Every objective has to have an association with a timeline. They are usually stated in terms of market growth, market share, profitability, degree and nature of diversification, sales growth rates. (Kerin & Peterson 2010, 2-3.) Long-term objectives need to exist be at the corporate, divisional and functional levels of the company. (McNamee 1998, 279.) There are a number of benefits which arise from having clear objectives. First of all, they give directions by stating and revealing expectations and they serve as standards thus helping in evaluation. They aid to establish priorities, reduce uncertainty and minimize conflicts. Clear objectives allow synergy and stimulate exertion. They help in allocation of resources and in design of jobs. Moreover, rightly formulated long-term objectives provide basis for consistent decision making. (David 2011, 165-166.)

Objectives can be financial and strategic. Financial are related to figures such as, growth in sales and revenues, higher dividends, larger profit margins, greater return on investment and many others. Strategic objectives are associated with the issues which distinguish the company from rivals, for example larger market share, quicker than rivals on-time delivery, lower costs than rivals, higher product quality, consistency in the market and so on. There are sometimes trade-offs between financial and strategic objectives, when a short-term growth in profit can harm long-term strategic objectives.

There are certain ways of management which should be avoided by strategists. The first variant is managing by extrapolation which is well described by a phrase “If it isn’t broken, don’t fix it”. *Managing by crisis* is related to the belief that strategists should focus on the most pressing issues which exist at the current moment, solving these problems. *Managing by subjective* is about the belief that there cannot be any general plan except just doing what one feels right now.

And finally, *managing by hope* explains that there is a lot of uncertainty in the future so the managers should just hope that they succeed. Relying on such ways of thinking will inevitably lead to failure at the end. Strategists need to realize the importance of strategic planning which enables to take control in many situations. (David 2011, 165-167.)

Annual objectives, in turn, are short-term goals that companies must achieve to be on the way to further reach long-term objectives. Annual objectives have the same criteria – they need to be measurable, quantitative, challenging, consistent and prioritized. Each long-term objective should be related to several annual objectives so that the process of development was clear enough. (David 2011, 45-46.) The next important term to be explained is a *strategy*. Strategies are ways by which long-term objectives are planned to be achieved. Business strategies can include many various issues, such as geographic expansion, diversification, acquisition, product development, market penetration, to name but a few. (David 2011, 45.) Speaking about *policies*, they can be explained as “means by which annual objectives will be achieved”. Policies can be formulated in forms of guidelines, rules and procedures. They serve as guides in decision-making process. (David 2011, 47.)

2.4 Value Chain Analysis (VCA)

Value Chain Analysis considers the process when a company calculates the costs related to organizational activities, starting from buying raw materials to manufacturing finished and marketing them. (Hooley et al. 2012, 115.) The goal of Value Chan Analysis is to find possible low-cost advantages or disadvantages in any stage of the value chain. (Keller et al. 2012, 212.) It helps companies to better determine their own strengths and weaknesses, particularly in comparison with the VCA of competitors. (Kerin & Peterson 2010, 12.) Various items along the value chain can influence other items in a positive or negative way, therefore these interrelationships are quite complex. Figure 3 outlines steps in transforming value chain activities:

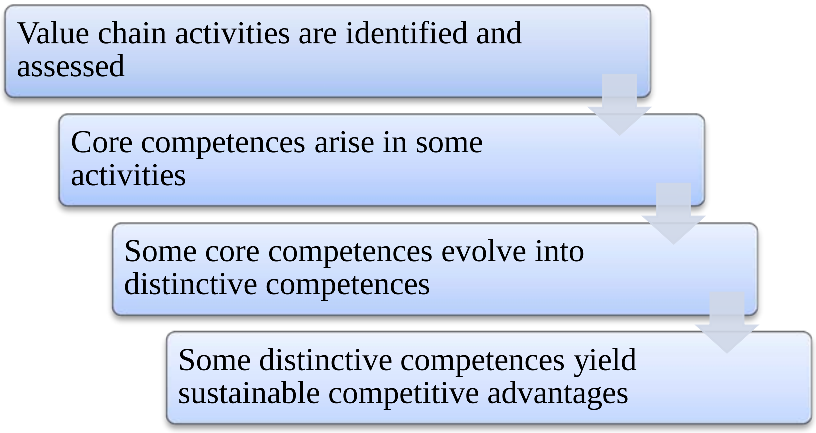


FIGURE 3. Transforming Value Chain Activities into Sustained Competitive Advantage (based on David 2011, 153-154.)

The first step in the analysis is to segment a firm's operations into specific business activities and processes. This way value chain activities can be identified and evaluated. (Keller et al. 2012, 43.) The analyst also tries to attach costs (both time and financial) to each single activity. It is essential for businesses to realize where cost advantages and disadvantages exist in their value chain in comparison to the rivals. Using this tool, core competences can be determined in some activities which later can develop into distinctive competences. (Hooley et al. 2012, 115.) Some distinctive competences finally produce the competitive advantage which then stands out in the market. For that reason, it is advisable for every firm to use value chain analysis as part of their strategic management. Usage of a VCA to develop sustainable competitive advantage is becoming more and more popular as it allows the firms being efficient and effective along different parts of the value chain. (Dess et al. 2005, 151-152.)

The success of the business depends not only on the performances of different departments, but also on how a firm manages *five core business processes*. The first one is the *market sensing process* which involves gathering relevant data and building market intelligence and awareness. The second is the *new offering realization process* which is related to researching, developing and quickly launching novelties. The third process is the *process of customer acquisition* that includes all marketing activities done to identify target consumers and attract them. The *customer relationship management* involves activities which aim to better understand buyers and strengthen relationships with them. The last business process is the *fulfillment management process.* It is related to dealing with orders, transportation and payments. A superior value delivery network can be achieved by looking for competitive advantages not only inside the firm but also by creating beneficial partnerships. In case of an accommodation company, cooperation with businesses dealing with free-time activities and catering might be a very good option. (Kotler & Keller 2009, 44-45.)

2.5 Competitive Sustainability

Michael Porter has described three generic strategies which allow businesses to outdo their rivals and stay ahead of the competition. These are overall cost leadership, differentiation and focus. (Dibb et al. 2012, 58.)

Overall cost leadership directs a firm to having less cost than competitors. Differentiation makes an emphasis on the unique product and service offers which provide value for customers. The focus strategy concentrates on a smaller target market and segments and narrow product lines to take a beneficial place on the market. At the same time, during the focus strategy a company has to also choose the approach – between the differentiation and cost leadership. (Dess et al. 2005, 156-157.)

Overall cost leadership

This strategy requires a massive control and pursuit to cut expenditures and costs. (McNamee 1998, 309.) The examples of strategic activities which can be done exist on all levels of value chain process. When it comes to infrastructure, management layers can be reduced and accounting practices can be standardized to decrease the number of employees. (Keegan & Green 2008, 508-509.) Speaking about human resources management, it is necessary to mention effective training programs which can boost the productivity of employees and raise the quality of their work. To decrease manufacturing costs it is reasonable to hire good professionals in process engineering. Also, automated technology can be more widely used to simplify and speed up the manufacturing process. (Czinkota & Ronkainen 2013, 216.) On the procurement stage it is necessary to plan in detail all the purchases and concentrate on low cost materials. What is more, it is good to raise the standards of the quality control to reduce the amount of remaking of final goods. As regards marketing, a firm can buy packages in the media and consider purchasing large blocks. In a sales process, territory management helps to use the sales potential and force to the fullest. (Dess et al. 2005, 157-158.)

Potential pitfalls of this strategy are the following: first of all, a company is likely to concentrate on just a couple of value chain steps while the strategy has to touch all the layers. Secondly, being a low-cost producer is hard because customers may easily be attracted by an alternative brand which is cheaper. In this situation, companies become very price sensitive and any price increase can destabilize them. Thirdly, a firm might fail to do a parity on differentiation which is very important in this strategy. In addition, Internet can present a significant challenge since a lot of information about prices and costs is available for consumers. (Dess et al. 2005, 161-162.)

Doing business through the Internet assumes low transaction costs which transform the nature of business. By transaction costs one can understand all the expenditures related when doing a business. Using the Internet to hire employees, submit order, make payments and meet with buyers and suppliers gives a lot of opportunities to saving money. Another way to reduce costs is to skip intermediaries by interacting directly with customers. The Internet also decreases the costs of travelling. If previously a representative of a company had to travel to another part of the world to find a supplier and sign an agreement, now partners can be easily found through the worldwide Web. Online-ordering has minimized personal selling which in turn decreases expenditures on sales force. Online testing in hiring simplifies the work of human resources departments. Overall, Internet presents a good number of ways to achieve low-cost competitive advantage. However, these advantages are hard to sustain because they are easily copied by other businesses operating in a virtual space. (Dess et al. 2005, 280-281.)

Differentiation

Differentiation strategy presumes providing unique brand products at a premium price. Successful examples of this strategy are Adam’s Mark Hotels, North Face camping equipment, Lexus automobiles and Caterpillar earth-moving equipment. (Kerin & Peterson 2010, 72.)

To be effective using this strategy, there are certain things companies must bear in mind. First of all, clear reputation always improves the company’s image. Customer orientation should be evident through all the activities of the company and employees are to be given good incentives to encourage better customer service. (Keegan & Green 2008, 509-510.) When it comes to technology department, high level of engineering support and material handling help to increase productivity and effectiveness and to reduce the damages and defects of final goods. (Kerin & Peterson 2010, 72.) To enhance the product image, it is advisable to buy materials and components only of high-quality and design. The company must be flexible enough to be able to adapt to changing realities of the market and response rapidly to changes in customers' taste, their feedback and requests. (Dess et al. 2005, 163.)

As any strategy, differentiation has some pitfalls that a company has to avoid. To begin with, the uniqueness of the firm's product should be appreciated by customers and stand valuable. (McNamee 1998, 310.) If not, this does not much serve as a competitive advantage. Secondly, it is always risky to do too much differentiation or put too high price for the product. Next, it is important to establish the differentiation that is hard to imitate and copy for competitors. Moreover, it is necessary to be able to assess the brand image from the perspective of buyers, since buyers' and sellers' perspectives may be different. (Dess et al. 2005, 163.)

Among new technological ways of creating competitive advantage, online interaction with consumers has become highly popular. (Keegan & Green 2008, 505.) Before, producers had to wait for a long time until a customer responds and wishes to buy; now it is much easier to create a brand image and reputation using social networks and virtual communities. With the help of the Internet, companies increase brand awareness in a relatively little period of time. Very often, firms manufacture the products according to exact pre-orders from customers. Mass customization improves the quality of producer-consumer relation-ships. Internet capabilities are challenging traditional methods of differentiation when firms used a lot of time- and money-consuming ways of personal interactions with buyers. Online feedback and requests speed up the process of communication thus accelerating organizational learning. Personal accounts allow following what products, in which quantities and for what price customers acquire which creates a better market understanding. (Dess et al. 2005, 281-282.)

Focus

The central idea of this strategy is to concentrate on a chosen narrow market niche and to serve a clearly defined customer segment or a set of them. (McNamee 1998, 249-311.) Competitive advantages and core competencies are achieved by full dedication to these segments. Evidently, narrow focus is not enough to take a successful position on the market. Therefore the company has to choose one of the previously discussed approaches. (Czinkota & Ronkainen 2013, 216-217.) One way is to strive for cost leadership in a chosen segment, another one is to set a differentiation strategy in a chosen segment. (Dess et al. 2005, 168.)

Internet breaks the geographical barriers and allows interaction with people from any distant point on the globe. This is beneficial for international companies that concentrate on a narrow target segment, because they can reach their customers no matter of their physical location. This is a good case for web shops selling luxury goods or specific equipment. Firms may use actively chat rooms, virtual communities and social platforms to reach their target buyers. (Dess et al. 2005, 283.)

2.6 Assessing a company's environment: SWOT analysis

SWOT is one of the most popular business tools used by managers in all sorts of industries and firm sizes. The abbreviation stands for Strengths, Weaknesses, Opportunities and Threats. (Kerin & Peterson 2010, 5-6.) The goal of SWOT is to analyze internal environment of the company (strengths and weaknesses) and its business environments (opportunities and threats). (Dess et al. 2005, 76.) Dyson (2004) has described SWOT as "an established method for assisting the formulation of strategy". The internal assessment looks inside the company and covers lots of factors, such as company's location, pricing, brand image, personnel, products, services, quality and reputation. These are the factors that exist in present. (Hollensen 2010, 70.) Internal analysis focuses on issues in which the company itself can govern and influence, while and external analysis focuses on issues in which the company cannot influence or govern but it can take them in consideration, try to exploit or adjust to the situation. (Dibb et al. 2012, 51.) External analysis includes getting insight into political, social, economic and technological competitive environment with the goal to find potential opportunities and possible threats. Opportunities and threats are related to the factors that are possible in the future. (Dyson 2004, 632.). The basic outline of the SWOT matrix may be presented as in figure 4:

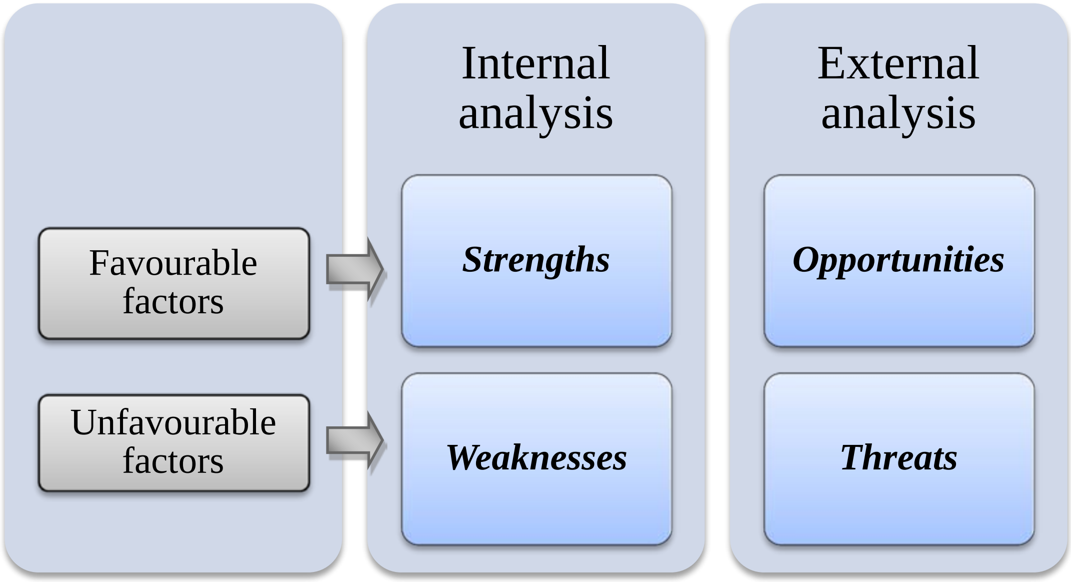


FIGURE 4. The SWOT matrix (based on Hollensen 2010, 71.)

A SWOT matrix can be written in a form of brainstorming during meetings and work sessions, it is a good way to compare ideas and have a bigger picture of the realities. This tool can be used in almost all kinds of business situations, including competitor evaluation, marketing, product development, service quality, skills of the personnel and so on. (Hollensen 2010, 70.) It is reasonable to narrow down the focus of SWOT to concentrate on one major issue which is to be discussed, be it a business idea, potential partnership, investment opportunity, marketing campaign or project planning.(http://www.businessballs.com/swotanalysisfreetemplate.htm)

Internal Environment Analysis (Strengths and Weaknesses)

Strengths and Weaknesses refer to internal conditions of the business, where it is superior (strengths) and where it loses to competitors (weaknesses) (Dess et al. 2005, 76.) In search of strengths, it is good to examine the following areas: capabilities, competitive advantages, unique selling points, resources, assets, personnel, experience, knowledge, financial reserves, distribution, marketing, innovation, location, price, value, quality, certifications, patents, processes, communications and management.
(http://www.businessballs.com/swotanalysisfreetemplate.htm)

As regards weaknesses, the challenge for managers is to admit them and be able to openly discuss. (Hollensen 2010, 71.) Possible areas of exploration are: disadvantages of proposition, gaps in capabilities, lack of competitive strength, reputation, financial situation in the company, vulnerabilities, time pressures and deadlines, cash flow, reliability of data and resources, commitment of personnel, leadership and management and so on. http://www.businessballs.com/swotanalysisfreetemplate.htm. The most typical examples of weaknesses are low market share, lack of employee expertise, inefficient company processes. http://www.learnmarketing.net/swot.htm

External Environment Analysis (Opportunities and Threats)

Analyzing external environment, a firm has to monitor the business environment, macroeconomic forces and microeconomic players. The objective of its analysis is to find external factors that may affect the profit and company's position on the market. (Hollensen 2010, 72.) An environmental threat is a challenge, an unfavorable potential situation that can have a negative impact on the business. An opportunity can be explained as an external factor, on which a company can capitalize to get benefits, for example, a buyer need that a firm has potential to satisfy. (Kotler & Keller 2009, 52.)

Regarding threats, typical areas for analysis are: political, legislative and environmental effects, competitor intentions and innovations, changes in the market demand, vital contacts and partners, ability to sustain current market position and competitive advantages, all sorts of obstacles in the way of strategy and seasonality. (Hollensen 2010, 70.) Threats are to be categorized according to their extent, probability and consequences. Primary and serious threats require devising a strategy how to cope with them, medium threats need constant monitoring while minor threats can be neglected in most of the cases, but of course it depends on the situation and the likelihood of happening. (Kotler & Keller 2009, 52.)

Issues to be examined in terms of opportunities might be the following: market development, competitors' vulnerabilities and weaknesses, industry trends, development of technology, innovation, global influences, new markets, niche target markets, favorable geographical factors for export or import, business and product development, research and information, new ways of distribution and optimizing the supply chain, partnerships, seasonal or fashion influences. (Hollensen 2010, 72.) It is good to assess ideas that come to mind in form of setting questions and responding to the, For instance, if the answer to the question "Can we expand our business to a new market?" is "yes", then it is an opportunity, if "no" in this case it is not included in the list.

A closer look is needed to analyze the product range, suppliers in the field, growth of the market and strategies of competitors. If the company does international export or import, it is important to follow changes in legislation and taxation which can be both opportunities and threats. (http://www.whatmakesagoodleader.com/swot_analysis_examples.html)

Limitations of SWOT analysis

However, there are some limitations in the SWOT analysis as well. It lists the attributes and factors but does not suggest how to turn strengths into competitive advantage. Moreover, SWOT matrix does not reflect how fast the business environment is changing. In fact, the focus of SWOT on external environment is quite narrow. Finally it is necessary to outline that SWOT describes the environment at one single moment at the time of creating the matrix, therefore the same one cannot be used by the company for a long time due to constant changes which take place on the market. (Hollensen 2010, 74-75.) SWOT helps to gather material and it is a good starting point, but further deep strategic analysis is needed. It is be necessary to stress that conclusions based on SWOT need to be made always, the analysis itself is nothing without conclusions. (Dess et al. 2005, 76.)

2.7. Internet and Value Addition

Web search accelerates the speed of information sharing and the amount of information available for public. Lower switching costs can be explained by low cost of search. (Levinson & Rubin 1997, 3-4.) Companies can now do an appealing promotion through the Internet thus adding value to their brand image. Evaluation systems are often used in online shopping. This helps buyers to make ratings of products which together with descriptions of positive consumer experiences can increase the demand for a certain product. (Lovelock & Wirtz 2007, 107.) Consumers tend to trust other consumers, which is why forum topics about products are so popular and common. However, there is a downside of this system as well: negative word-of-mouth can discourage lots of buyers of acquiring the product. (Silverstein 2000, 80.) Speaking about tourism, trip advisor has become number 1 tourism platform in the world for sharing experiences and evaluation. Another source of value is online services which provide personalized approach to customers taking into account their specific needs. (Levinson & Rubin 1997, 287.) A good example of it is an online travel service which helps tourists to customize their package according to specific criteria which they select. Lots of Internet businesses have potential for further development in terms of contact with customers. As regards transactions, Internet has simplified the process of orders, sales, payments and deliveries providing companies with a bigger arena for operation and creating the impression of a “small world”. (Dess et al. 2005, 271-276.)

Internet has become a platform for many activities and to understand how firms conduct business there, it is necessary to describe different Internet business models. (Lovelock & Wirtz 2007, 108-109.) These are methods with the help of which companies create value and profit. The first one is *commission-based*, when a company acts as an intermediary, connecting buyers and sellers and taking the commission from the transaction. A perfect example here is EBay, a worldwide known web shop where one can buy all sorts of products from different categories. (Czinkota & Ronkainen 2013, 411.) The model of companies that sell advertising content is called *advertising-based*. Another way is *mark-up based*, also called a merchant model, when a company purchases products to resell them on a higher price. *Production-based* models are the ones which convert raw material into value-added goods. In the Internet it is done by low marketing costs due to the direct interaction with end users and customization. (Silverstein 2000, 80-83.) A good example of this successfully operating model is an online ordering system of Dell. *Referral-based* model is used by online companies which bring customers to the vendor’s site through their one. The vendor pays a certain fee in percentages when a customer makes a purchase after having found it on their website. FlipKey is actively using this model in accommodation advertisings. Another model to mention is *subscription-based*, companies charge a fee for service content, vivid examples here are Internet service providers. *Fee-for-service-based* model is used by online companies who provide virtual space for meetings and establish the pay-as-you-go system. (Dess et al. 2005, 276-277.)

3 CONSUMER BEHAVIOR IN TOURISM

Consumer analysis is one of the most important analyses in marketing which allows to get a deep understanding of the customer. (Kaden 2006, 7.) The first part of this chapter will talk about consumer markets, consumer analysis and factors influencing consumer behavior.

3.1 Consumer markets and consumer buying behavior

It is important for marketers to understand and analyze consumer behavior, which is influenced by various factors. (Shiffman et al. 2012, 18.) The buyer's behavior might sometimes seem irrational for the management of a company; in fact it has strong grounds and reasons. (Kaden 2006, 7-8.)

Today's fierce competition in tourism and hospitality industry tells marketers to research customer preferences in depth, in order to provide the service that is needed and create effective marketing communications. Undoubtedly, it is crucial to understand the relationship between marketing stimuli and consumer response. (Kotler et al. 2010, 150.) Figure 5 presents the basic model of buyer behavior:

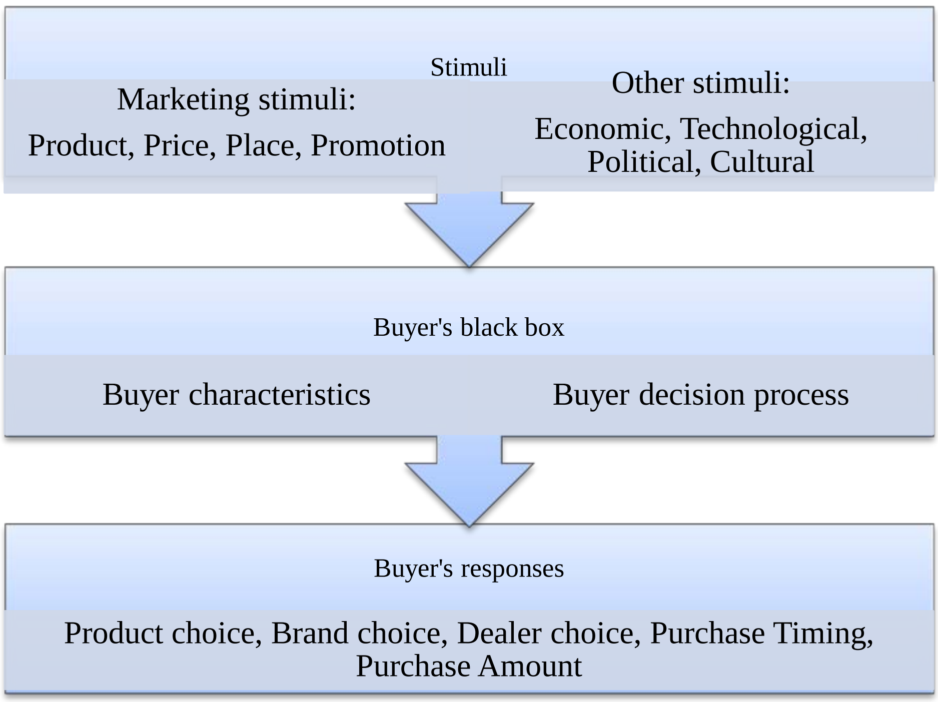


FIGURE 5. Model of Buyer Behavior (based on Kotler et al. 2010, 150.)

There are different kinds of stimuli. Talking about marketing stimuli, they are based on the marketing mix of the good or service: product, price, place and promotion. (Silverstein 2000, 12.) Beside marketing, there are lots of other kinds of stimuli related to economic, technological, political and cultural stimuli. Various stimuli come into the buyer's black box which is comprised with buyer characteristics and buyer decision process. It later generates certain responses about the product, such as product and brand choice, the time and amount of purchase and so on. (Kotler et al. 2010, 150-151.)

3.1.1. A Framework for Consumer Analysis

To develop effective marketing strategies, marketers need to understand their customers and do regular research on three elements: consumer affect and cognition, consumer behavior and consumer environment. (Peter & Olson 2008, 21) Consumer affect and cognition are two types of mental responses towards the product: affect is related to the feelings about marketing stimuli, it can be represented by love or hate, satisfaction or frustration. (Shiffman et al. 2012, 67.) Marketers always try to evoke positive consumer affect to *increase the chances* that buyers will purchase their products. Consumer cognition refers to the results of thinking processes, when consumers perceive, understand and reflect on the stimuli. (Peter & Olson 2008, 22.)

Peter and Olson (2008) define consumer behavior as "physical actions of customers which can be observed and measured by others". All the marketing strategies are built to influence consumer behavior, create a bigger customer base and make profits. (Czinkota & Ronkainen 2013, 182.) Consumer environment is a concept that is related to everything which surrounds an individual and affects his purchases. It includes many things: the number of stores in the area and availability of products, influence of family and reference groups, income, effectiveness of advertising, to name but a few. (Peter & Olson 2008, 24.) Consumer analysis is undoubtedly beneficial when market segmentation is done and a company is in search of target customers. (Peter & Olson 2008, 30.)

3.1.2. Factors Affecting Consumer Behavior

Kotler et al. (2010) created a table that visually presents a variety of factors which affect consumer decisions:

TABLE 1. Factors influencing consumer behavior (adapted from Kotler, Bowen & Makens 2010, 151.)

Cultural factors	Social factors	Personal factors	Psychological factors
• Culture • Subculture • Social class	• Reference groups • Family • Roles and statuses	• Age and life-cycle • Occupation • Economic circumstances • Lifestyle • Personality and self-concept	• Motivation • perception • learning • beliefs and attitudes

A significant part of factors that influence consumer behavior cannot be changed by marketers. Nevertheless, researches conducted to study them more profoundly help marketers understand buyers better. Gilbert (1991) has created the graph which visually presents the factors which affect consumer decisions. (Swarbooke & Horner 2007, 47.) His ideas are illustrated in figure 6.

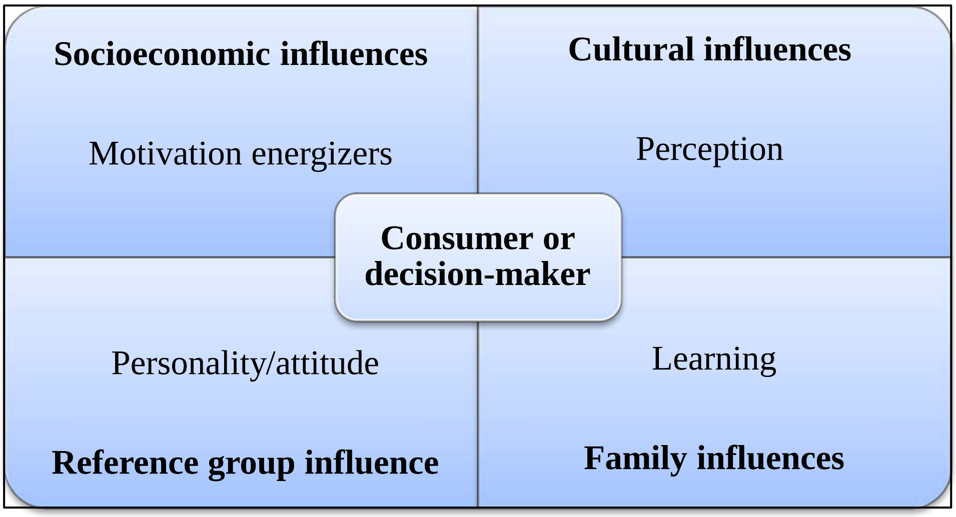


FIGURE 6. Factors affecting consumer decisions (Based on Swarbooke & Horner 2007, 47)

The first level of influences is the closest to an individual and includes such *psychological influences* as perception and learning. The second level represents those factors which form during the socialization processes and here are, for instance, reference groups and family influences. (Swarbooke & Horner 2007, 47.)

Cultural factors

Cultural factors have a strong impact on buyer behavior. Consumer identity is shaped by a number of cultural factors such as cultures, subcultures and social class. Solomon (2009) described culture as the “accumulation of shared meanings, rituals, norms and traditions among the members of an organization or society”. (Solomon 2009, 604.) It is learnt from childhood. Speaking about culture, one can recall various types of food, clothing, architecture, fashion, as well as value and ethical issues that distinguish people from different parts of the world and present cultural differences. (Kotler et al. 2010, 151.) Culture is constantly evolving and its system consists of aspects of ecology, social structure and ideology. (Czinkota & Ronkainen 2013, 61.) Culture determines attitudes and beliefs, shapes the society’s priorities and helps to realize whether certain products and services have a chance to occupy a marketplace in a specific area. (Keegan & Green 2008, 110-111.) Culture has an immense influence on consumer choices and its effects should not be underestimated. (Solomon 2009, 604-606) It is a very important factor to consider in tourism and hospitality business as it determines the attitudes of people towards different destinations, eating habits and accommodation preferences. (Kotler et al. 2010, 151.)

When analyzing the cultures of different countries, four dimensions are taken into consideration: power distance, uncertainty avoidance, masculinity/femininity and individualism. (Keegan & Green 2008, 130.) Power distance determines the degree of formality in interpersonal relationships. Uncertainty avoidance deals with an extent to which people feel scared about ambiguous situations. Masculinity/femininity relates to the degree to which a culture determines gender roles. (Keegan & Green 2008, 127.) Individualism is a term used to describe the cultures’ values – whether the welfare of an individual or a group is valued more. Marketers also have to study a culture’s set of rituals, traditions and myths to better understand the mentality of the group and psychology of consumers. (Solomon 2009, 606.)

A cultural analysis is done to grasp the connections between cultural meanings and consumer choices. Behaviors are in most cases influenced by values and attitudes determined by culture. (Keegan & Green 2008, 112.) In particular, global international corporations need to take cultural differences into account when creating advertising for different regions of the globe: what is acceptable and normal for the Western world will appear absolutely unacceptable for some Oriental cultures. (Peter & Olson 2008, 281-282.)

Every culture consists of subcultures. (Czinkota & Ronkainen 2013, 79.) This term is well explained by Kotler et al (2010) as “groups of people with similar values and life experiences <…> which <…> include religions, nationalities, geographical regions and racial groups”. Some subcultures can represent a separate market segment, for example Hispanic, African American and Asian consumers. (Kotler et al. 2010, 152) Every person belongs to different subcultures, at the same time taking into account his or her origin, ethnic background, mother tongue and other variables. Ethnic subculture is a group of people sharing cultural or genetic ties. (Solomon 2009, 544-546.) Marketers consider various demographic and social variables to identify subcultures. They should adjust products and marketing communications according to intercultural differences, since the values and attitudes of people from different groups can vary significantly. If a company fails to recognize this need, it is likely that the product will face a failure in some markets. (Kotler et al. 2010, 152.)

Subcultures are analyzed on different levels. At first, marketers need to find a large subculture based on some demographic variables, for instance black Americans, young Chinese, middle-aged Germans. Then new factors are selected to narrow down the subculture into for example, low-income black female Americans, young middle-income Chinese students and so on. (Dibb et al. 2012, 168.) If needed, the segmentations can be deepened further to find an exact target customer. Subcultural analysis is done following the same scheme as the cultural analysis, that is to say, the content of subculture, attitudes and traditions have to be thoroughly studied. (Peter & Olson 2008, 312-314.)

As far as geographic subcultures are concerned, the typical mistake of marketers is to overgeneralize markets that belong to the same country. Physical and social environment differs in various territories, which in turn determines differences in preferences and habits. Russia is a vivid example in this case. It is a multicultural and multinational country where traditions vary from region to region, from one nationality to another. Thus, if marketers define their target customer as Russians, they are likely to fail because this doesn’t specify neither the region nor nationality, let alone cultural or demographic variables. (Peter & Olson 2008, 314-315.)

Social classes are well described by Kotler & Keller (2009) as “relatively homogeneous” and permanent “divisions in a society, hierarchically ordered” where similar behaviors, interests and values are shared among the members. (Kotler & Keller 2009, 99.) Generally seven social classes are distinguished: upper uppers, lower uppers, upper middles, middle, working, upper lowers, lower lowers. (Dibb et al. 2012, 167.) People from one social class are used to behave alike and share customer preferences in choosing brands and products. (Kotler et al. 2010, 153.) According to Coleman (1983) social class is described by a combination of different variables – education, occupation, sources of income, wealth and others. However, among those two major factors are income and occupation. However, nowadays the concept of social class is not relevant in many countries, especially European since there are no distinctive features anymore in social positions. (Kotler et al. 2010, 153.)

Income is not a determinant of a social class, as there can be people with high income but still not in the upper class. However, income is a good predictor of major expenditures and together with a social class it helps to identify target customers and anticipate purchases of different categories of products. Social class is a complex concept. Therefore it is often difficult to separate individuals within a certain social class, for instance decide whether they are middle-class or working class. (Solomon 2009, 521.)

Solomon (2009) has defined the concept of social mobility as a "passage of individuals from one social class to another". There are three types of social mobility: horizontal, downward and upward. Horizontal mobility happens when a person changes his or her position remaining in the same social status. Downward mobility is related to situations when people become homeless or get a lower-rank job. Upward mobility exists when a person reaches a higher social status than his or her parents. Nevertheless, in general offspring of blue-collar consumers are blue-collars, and offspring of white-collars are white-collars since it normally takes quite a long time to change a social status dramatically. (Solomon 2009, 520.)

Social factors

Social factors represent another group of factors which marketers need to study when doing consumer analysis. Social factors are represented by reference and membership groups, family, roles and statuses and online social networks. The latter one is the newest factor which became actual with the creation of social networks which allow Internet communication on a distance.

Reference groups are those people whom an individual utilizes as a point of reference when forming a response to marketing stimuli or purchasing. They can be classified into several types: membership groups, primary and secondary groups, formal and informal, aspirational and dissociative groups. (Peter & Olson 2008, 312-314.) Membership groups include people who have direct or indirect influence on a buyer's behavior or attitude. There are two kinds of membership groups: primary and secondary groups**.** Primary groups include people with whom a consumer interacts, ex. family, friends, coworkers or neighbors. They have a particularly heavy impact if a person interacts with them on regular basis. Secondary groups embrace religious, professional and trade-unions - groups that have less contact with the person. (Dibb et al. 2012, 166.) Beside those mentioned, there are also aspirational groups - groups that an individual would like to join - and dissociative groups - whose values he disapproves or rejects. Under the influence of reference groups, consumers try new behaviors and lifestyles, change attitudes as the groups create a pressure that can affect brand and product perception and preferences. (Kotler & Keller 2009, 100; Kotler et al. 2010, 154.)

The degree of groups' influence varies among brands and products. It is usually stronger when the product is known and visible to the members of the group. As regards private purchases, the groups' influence is quite small. (Kotler et al. 2010, 155.) Generally in this case all goods are divided on the basis of two dimensions: the first one is whether a product belongs to luxuries or necessities. In case of luxuries, a group's influence can be quite strong as these types of products are typically bought by certain categories of people. The second dimension separates public and personal products. Public goods are demonstrated on public (car, clothes), as for private goods, general public is unaware of them (face cream, hair dryer). Using these two dimensions, all goods can be placed into a matrix where necessity vs. luxury goes on one axis and public vs. private in another. (Peter & Olson 2008, 342-343.) A good example of such matrix was created by Peter and Olson (2010) which is summarized in table 2.

TABLE 2. A Matrix of group influence of different products (Adapted from: Peter & Olson 2008, 342-343.)

	Necessity	Luxury
Public	clothes, shoes, bag	sailboat, expensive jewelry
Private	mattress, schampoo	plasma TV, silky bed clothing

In each group there are usually opinion leaders, these are people whose opinion is valued more and whose advice people tend to accept. For marketers, it is important to identify opinion leaders in different groups, and through them reach potential customers. (Kotler et al. 2010, 155.)

Speaking about another social factor, family members influence consumer behavior a lot. Families are in turn divided into families of orientation (parents, siblings) and families of procreation (spouse, children). All members of the family (husband, wife, children, etc.) are one way or another involved in a buying process. Buying roles have changed over time, in the past mostly women took care of purchasing food and household goods, nowadays this responsibility is equally shared with men. Moreover, children are becoming more influential in purchase-decision making as their tastes and preferences influence the final choice a lot. (Kotler et al. 2010, 155.) A number of roles exist in a family. Influencers are those who tell other members about a new product: a child might be telling to his parents about a new yogurt he saw in the supermarket. Gatekeepers take control of the information flow into the family: father doesn't tell his son about a new version of some computer game. Deciders are powerful to take the final decision about the product choice: father decides that a family starts drinking only green tea. Buyers make an actual purchase: mother in the supermarket doing weekly shopping. Users are those members who utilize or consumer the product: a child plays with a new toy and eats chocolate bought by mum. Disposers decide to stop consumption of something: dad throws away a partially eaten pie. (Peter & Olson 2008, 342-343.)

In line with families, the concept of household is also important. It is a housing unit, people living together might or might not be relatives or friends. Nonfamily households include college students, unmarried couples or friends who share an apartment. In contrary, a family includes people related to each other by blood, marriage or adoption. (Peter & Olson 2008, 342-343.)

When it comes to roles and statuses, they determine a person's position in some group. A role comprises a set of activities that an individual performs with certain people around him. Roles have a significant impact on buyer behavior. The same person may show different product preferences being in different roles – for example, a school teenager will eat one type of food at home with a family, and a different one while eating out with friends. Roles are much influenced by surrounding as well, for example people behave differently staying in a luxury hotel or a hostel. Status reflects the general esteem that an individual receives according to the role he performs. (Kotler et al. 2010, 155.)

Online Social Networks are virtual communities where people communicate, talk on a variety of topics, exchange ideas, opinions, experience and advice (ex. blogs, social networks as Facebook, MySpace, Youtube etc.) Online communication provides both opportunities and threats to businesses. On the one hand, marketers can reach bigger audiences through online-marketing, but on the other hand, dissatisfied customers share their negative feelings and experiences about products very quickly, so companies usually lose several customers if even only one was actually dissatisfied with the product or service. (Kotler et al. 2010, 156.)

Personal factors

Personal factors include age and life-cycle stage, occupation, economic situation, lifestyle and personality and self-concept. First of all, consumer behavior is related to the age, as preferences and attitudes change over time. Such preferences as travel destinations, cuisine, entertainment activities are age-related a lot. Thus, thorough marketing research is necessary to develop successful marketing communications targeted to particular age segments. Family life-cycle is an important factor to consider as well. Young unmarried people, young married couples without children, married couples without children, married couples of a retired age vary in their needs and product and service preferences. (Kotler et al. 2010, 155-156.)

Occupation has an influence on product and service choice as well. Thus, business directors will choose to stay in a high-class hotel while travelling, while clerical employees are likely to choose an economical variant of accommodation. (Kotler et al. 2010, 157.) As regards an economic situation factor, level of consumer income has a major impact on purchase decision making, and in case of tourism, the choice of travel destination and accommodation facilities. People with an income of above average are more likely to afford going abroad to some distant countries, while people with low incomes usually stay in their home country. (Kotler et al. 2010, 158.)

Lifestyle usually refers to one’s pattern of behavior, and includes hobbies, interests, values and opinions. For instance, some people purchase package holidays while others prefer to travel independently. The first group can be categorized as communicative, risk-averse, their purpose of holidays is to have rest and relax. Those who manage their holidays by themselves, are more self-confident and sometimes prefer solitude more. It is essential for marketers to understand the values and interests of their customers to develop products and services according to them. (Doole et al. 2005, 148-149.) One of the most popular tables which visually represents the most important lifestyle dimensions that differentiate consumers was created by Plummer (1974). The classification is summarized in table 3.

TABLE 3. Lifestyle dimensions (Adapted from Doole et al. 2005, 148-149)

Activities	Interests	Opinions	Demographics
• Work • Hobbies • Social events • Vacation • Entertainment • Club membership • Community • Shopping • Sports	• Family • Home • Job • Community • Recreation • Fashion • Food • Media • Achievements	• Themselves • Social issues • Politics • Business • Economics • Education • Products • Future • Culture	• Age • Education • Income • Occupation • Family size • Dwelling • Geography • City size • Stage in life cycle

Geodemographic criteria should be applied carefully, because there is much room for individual personality traits so they are not to be overgeneralized. (Kotler et al. 2010, 159.) The last but not the least factor to discuss is personality and self-concept. Personality can be understood as a set of psychological characteristics that differentiate individuals and lead to consistent responses to the environment. Studying customer personality is important as it gives a clue how to promote brands, which image to include in the advertisement. The self-concept helps individuals to form their opinion and differentiate in their product and service choice from other individuals. (Kotler et al. 2010, 159.)

Psychological factors

Psychology forms a person’s character and determines their behavior, thus consumer behavior has also a great influence of psychological factors. (Shiffman et al. 2012, 70-99.)

To define motivation, a concept of need should be first understood. An individual has lots of needs which are classified by Maslow into the following five categories: biological and physiological needs, safety needs, social needs, esteem needs and self-actualization needs. (Czinkota & Ronkainen 2013, 187.) The pyramid of needs is reflected in figure 7.

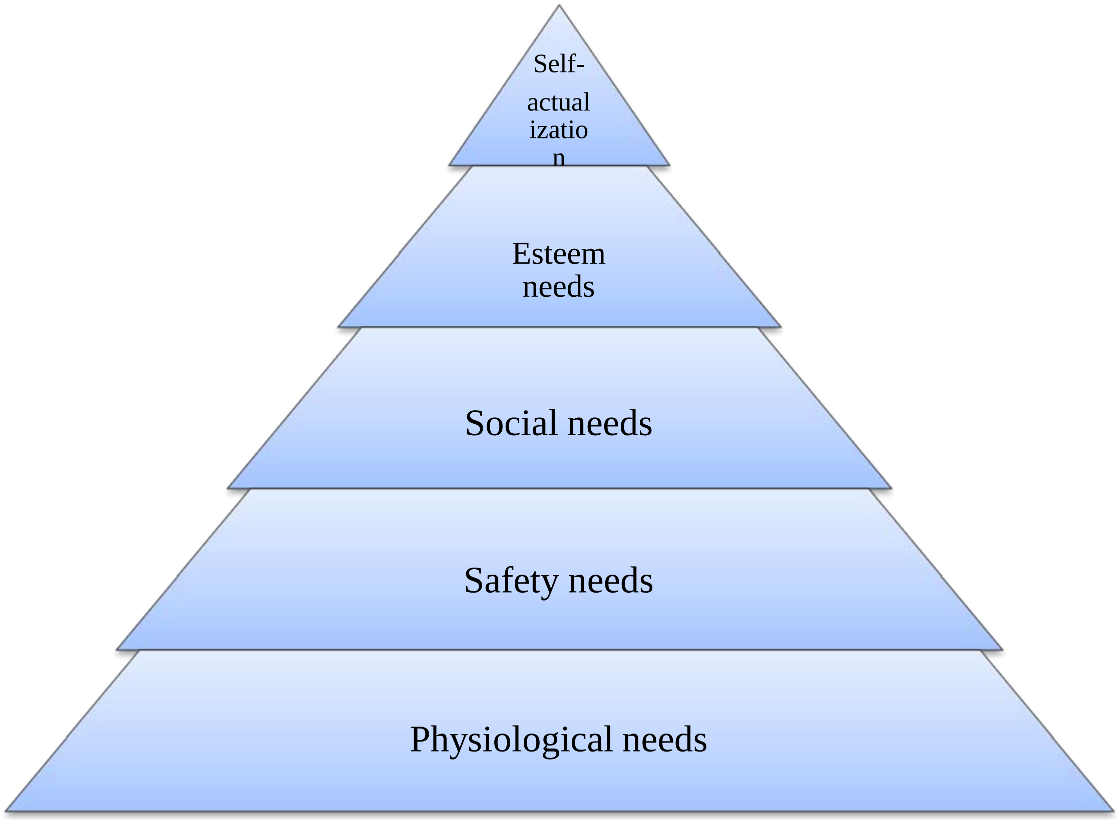


FIGURE 7. Maslow's hierarchy of needs (based on McLeod 2007.)

The lowest level of need are biological and physiological needs which are air, food, drink, sleep, shelter, warmth and sex. Examples of safety needs are security, stability and freedom from fear. As for social needs, these are belongingness, affection, love and friendship. Regarding esteem needs, the most important ones are achievement, mastery, status, dominance, prestige, self-respect, and respect from others. The upper category is self-actualization needs which mean realizing personal potential, self-fulfillment and seeking personal growth. (McLeod 2007.)

The motivation process starts with need recognition. When a need is tense enough, it turns into motives. (Kotler et al. 2010, 61.) People are considered to be motivated when they act towards a desired goal. The company's goal is to discover what motivates people initially and use these motives to evoke desire to purchase the product or service. (Doole et al. 2005, 117.) Once an individual is motivated, he is ready to take actions to satisfy his need. However, different people act in their own way when having the same need due to differences in perception. (Shiffman et al. 2012, 102.) Information flow is processed by an individual through five senses: sight, hearing, smell, touch and taste. According to Sirgy (1982) perception can be described as a process when “an individual selects, organizes and interprets information to create a meaningful picture of the world”. Perceptions are individual and they vary on the basis of three perceptual processes: selective attention, selective distortion and selective retention. (Kaden 2006, 33-34.)

First of all, every person is surrounded by hundreds of adverts daily and thus he cannot process all of them. Only some of the marketing stimuli are going to attract their attention and marketers should try hard to do it. Generally people notice those adverts which correspond to their current need, for example a person planning to have a holiday in some exotic islands, will pick up that kind of advertisements out of all available. This type of attention is called selective attention. Selective distortion, in turn, means selecting necessary information and interpreting it according to your preconceptions. Selective retention includes remembering certain things and information that supports one’s attitudes and opinions. This is the reason why marketers use repetition in marketing messages. (Kotler et al. 2010, 162.)

Talking about psychological factors, one should not forget about learning. Learning is the process of building knowledge through experience. Once consumers have experienced the product, they build the learning ground about it. Consumers should be well informed of the products and services offered to have enough ground to form opinions. (Kotler et al. 2010, 163.) Learning is important for consumer analysis since it helps to select that advertising campaign which will demonstrate the product in a favorable way. (Doole et al. 2005, 120.)

In the learning process people acquire opinions and beliefs. A belief can be described as a thought that a person has regarding something. Marketers always try to create a positive convincing brand image in the minds of customers so that they have a positive belief about it. An attitude is a consistent set of feelings and beliefs about something. Attitudes towards products can be positive (liking) and negative (disliking). Changing one’s attitude is very hard. If a person had a bad experience, let’s say, with some service, he will be inclined to change his attitude to a negative one. Stereotypes greatly affect people’s attitudes and it is hard but possible to change them. A company must work hard to earn customer’s trust, respect and good reputation. (Doole et al. 2005, 149; Kotler et al. 2010, 163-164.)

3.1.3. Buyer Decision-Making process

The model of buyer decision process considers that consumers go through five stages: need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior. (Lovelock & Wirtz 2007, 38-40.) In routine purchases, they might skip some of them. (Dibb et al. 2012, 152.) The basic process is illustrated in figure 8:

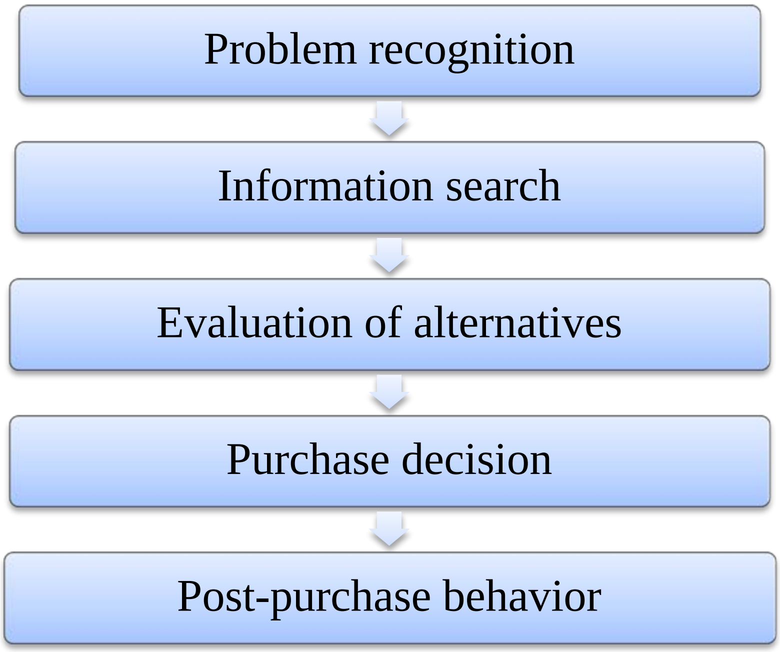


FIGURE 8. The model of buyer decision-making process (Adapted from Peter & Olson 2008, 165.)

Need or problem recognition is the beginning of the buying process. It starts when a person recognizes a need for something, when he feels the difference between his current state and his desired state. (Shiffman et al. 2012, 70.) To get the need satisfied, a purchase must be made. (Lovelock & Wirtz 2007, 38.) This serves as stimuli to find ways to solve the problem. Marketers must investigate the factors that affect consumer needs, and thus discover those marketing stimuli that evoke much interest and to which individuals will be most receptive. (Doole et al. 2005, 112-113; Kotler et al. 2010, 165.) Problem recognition might happen in two ways. In the case of need recognition, one's actual state worsens because they run out of the product or they recognize a need to buy some product. (Dibb et al. 2012, 152-153.) In contrary, opportunity recognition happens when we make purchases in order to adapt to new environment when the conditions we live in change in some way. (Solomon 2009, 354-355.)

The duration of the *information search* stage depends on how strong the need is, the ease of getting more information and the necessity to do it (Doole et al. 2005, 113; Kotler et al.2010, 166.) While gathering information, individuals increase their awareness of available choices (Kotler et al. 2010, 166.) When it comes to information search, one of the most important motives is also variety seeking – the desire to try out new things to reduce boredom. For this reason, consumers might also decide to switch brands from time to time and marketers should be aware of this fact. (Solomon 2009, 358.) At this stage the person becomes more receptive towards advertisements about the product or service needed, his attention is good. (Doole et al. 2005, 113; Kotler et al. 2010, 166.)

There are several sources of information that an individual may consider: personal, commercial, public, experiential sources and the Internet. Personal sources are family, friends, neighbors, acquaintances. Commercial sources are information from advertising, salespeople, dealers, packaging, displays. (Dibb et al. 2012, 153.) Public sources include information gathered through restaurant reviews, editorials in the travel section, consumer-rating organizations, mass media and public information sources. Experiential sources are those which provide information through feelings and experiences, such as seeing, handling, examining, using a sample. (Doole et al. 2005, 113; Kotler et al. 2010, 166.) And finally, the Internet is nowadays a very powerful tool in spreading and obtaining information. A company's web site usually includes sufficient amount of information about a product and comments from previous guests in forums are often looked through before choosing a particular brand or model. (Shiffman et al. 2012, 70-71.)

Strong shopaholics are engaged in a continuous ongoing information search because they are constantly interested in what is happening on a market place. Therefore, pre-purchase search can be well distinguished from an ongoing search. (Solomon 2009, 354-355.) The key determinants such as market environment and situational factors are applicable in both cases. The only difference is that in an ongoing search there is involvement with the product and in a pre-purchase search involvement in the purchase stand out. When it comes to motives, they are different depending on the type of the search. Pre-purchase searches are done because buyers want to make better purchase decisions, whereas the reason for an ongoing search is to experience fun and pleasure and to build a bank of information for future use. Speaking about outcomes both types of search result in increased product and market knowledge and in increased satisfaction. However, ongoing search helps to become more product and service aware for future purchases and it can cause more impulse buying while pre-purchase search leads to better purchase decisions at the present. . (Solomon 2009, 355-356.)

In tourism and hospitality services, the most important sources of information are personal and public. Potential buyers do not know in advance what service they will be provided, which is why they are interested in asking advice from people who have already some sort of experience with this service. This information is considered to be more reliable and credible. Word-of-mouth has a great impact on decision-making, thus getting customers who share positive feelings towards a service is a dream for every business. (Kotler 2003, 574-575.)

Generally when deciding on the service, individuals go through certain sequences of information sources to reduce risk: they start from personal sources, next they are more likely to trust a firm with a good reputation, they consider warranties and guaranties, if possible they might try some services, they can consult with experts in the field, examine some tangible physical evidence of service quality, and finally using the Internet to make a comparison between different service offerings. (Dibb et al. 2012, 153.) Undoubtedly, this sequence is approximate and it varies among individuals. The task for marketers is to research what sources are the most important for their target customers and try to use them as a primary source of promotion. (Kotler et al. 2010, 166.)

The third stage is called *evaluation of alternatives.* There are certain concepts and criteria that aid to clarify how potential buyers evaluate the alternative products and services. (Dibb et al. 2012, 154.) First of all, consumers are considered to perceive products as a set of attributes. For instance, in the case of a restaurant, these are food quality, location, variety of menu offerings, qual ity of service, atmosphere, price range and location. Secondly, the attributes have different level of importance to different customers. Moreover, there are some salient attributes, in other words those which easily come to mind, for example, in the case of a resort hotel it might be the distance to the beach. (Shiffman et al. 2012, 72-74.) These attributes may influence customers a lot. Thirdly, consumers tend to have a set of beliefs and perceptions towards certain products, which is called brand belief. Next, consumers consider functional or utility value – it shows what expectations individuals have from different attributes and what level of satisfaction they pursue. On the pre-purchase stage it is important for marketers to understand how the attitudes towards the products are formed and what influences them. There are certain criteria which buyers apply to products and services, and businesses need to be aware how customers decide on the superiority of them (Swarbooke & Horner 2007, 44.)

There are lots of common market beliefs associated with brands, stores, prices, discounts and sales, advertising and packaging. (Shiffman et al. 2012, 75.) For instance, some people think that all brands are the same and products do not differ much, that it is safer to buy a national brand than an international one or vice versa. Sales and discounts are associated sometimes with bad quality of products. High quality products are usually expected to have a high price. There are lots of similar beliefs, to name but a few. (Solomon 2009, 375.)

Another matter to be aware of is that buyers evaluate and compare different alternatives in terms of perceived risk associated with the purchase. Risks could be monetary, functional, physical, social and psychological. Monetary risks are related to a waste of money and situations when the product doesn't prove its monetary value. Functional risks mean that products may not well operate or function as they should. Physical risks are associated with harm which can be done by a product, for instance electronic appliances or medicine. Social risks occur because individuals care about their self-esteem and self-confidence and therefore they fear that some brands can worsen their reputation. Typical products here are clothes, jewelry, cars, cosmetics etc. Psychological risks might occur when buying expensive luxuries if one is exposed to feeling guilt. The result of this stage is a ranking of alternatives in consumers' minds. (Solomon 2009, 361-362.)

Having ranked possible alternatives, an individual is about to make a *purchase decision*, which is the next stage. (Dibb et al. 2012, 155.) Beside situational and attitude factors, how consumers make choice depends on the level of perceived risk as well. The products can be roughly divided into three opposite categories: low and high involvement products and services. (Shiffman et al. 2012, 83-84.) When dealing with high involvement choices (ex. car, apartment etc.) individuals seek to obtain a lot of information which may take time. With low involvement products, like paper, soap etc. they do need as much. Businesses have to diminish the fear of risk by providing a sample product, free credit or offering a warranty etc. (Doole, et al. 2005, 114; Kotler & Keller 2009, 110.)

On the purchase stage buyers are also affected by the fact whether the purchasing process is pleasant or not, therefore marketers need to know how situational factors (ex. time and store windows) affect the final decision. (Swarbooke & Horner 2007, 44.) It should be specially noted that there are also some certain factors that might interfere this process: attitudes of other people about this or that choice and such situational factors as unavailability of a product in a store or unexpected shortage of money (Kotler et al. 2010, 167; Doole et al. 2005, 114.)

When it comes to tourism and hospitality industry, the Worldwide Web has changed completely the way people make purchase decisions. The Internet has become one of the biggest and most influential sources of information about tourism and the significance of online marketing is growing constantly. Virtual communities help individuals share information and experiences about their holidays and destinations (Solomon 2009, 381.)

Post purchase behavior is the last stage of the buyer-decision making process. Having made a purchase, the relationship between marketers and customers do not end, and the behavior of customers is of a considerable importance to the company. This behavior depends on the difference between the initial consumer expectations and perceived quality of product or service they have received. (Lovelock & Wirtz 2007, 40.) The consumer is satisfied when the service matches their expectations, if not – they will be dissatisfied. Consumer expectations are based on their past experience and on the messages they receive from information sources. Practically with all major purchases, consumers feel cognitive dissonance. It is a discomfort caused by post-purchase conflict. The customer is unhappy to experience bad features of a brand and to lose the opportunity to enjoy the positive ones from the rejected alternatives. Dissatisfied customers may act in several ways: they can just stop buying this product or brand, or they not only stop but also spread negative word of mouth. This way, the brand will lose not one but several consumers and sometimes if we are taking about Internet usage, lots of them. They may go even further, they might sue the company and even publicly which will of course be extremely negative for a brand image. In all of these cases, the company loses. There are some ways to reduce consumer post-purchase dissatisfaction, for instance, by offering some replacements or compensations, encouraging to give feedback for improvements. (Kotler & Keller 2009, 110-111.)

Post-purchase behavior needs to be analyzed as well, since the relationships between customers and businesses do not end at the stage of the purchase. Businesses should investigate and research what determines the level of customer satisfaction. It is essential to be aware what word-of-mouth consumers are spreading as this can affect purchase decision of others. (Kotler & Keller 2009, 111.)

3.2. The Nature of Tourist behavior

This subchapter is based on the research of Swarbooke and Horner (2007). It discusses the tourism industry, tourist behavior and the nature of holiday decision.

3.2.1 Characteristics of a Tourism industry

There are certain characteristics of tourism which separate its business from others. To begin with, the product of tourism is a service product which is described by such qualities as intangibility, inseparability, heterogeneity and perishability. Secondly, its products and services can be sold both individually (hotel rooms, airline tickets) and as composite products (package holidays). They are also sold simultaneously both through travel agencies and directly to customers. Thirdly, tourism products and services are purchased infrequently but present a high-value for customers. Next, destination products exist on different geographical levels: local, regional, national and continental. The examples of different types of destination product are the following: local - lake Saimaa, regional - Etelä-Savo, national - Finland, continental –Europe. In addition, consumers may have very high and bright expectations from tourism services. Sometimes people even hope to find partners there or travel with a spouse to put fresh life into the marriage. (Swarbooke & Horner, 2007, 48.)

Another thing to mention is that businesses which do marketing do not possess or control all aspects of the products and services, for example local travel agencies do not own hotel on islands which they advertise. It should be also kept in mind that external influences, such as opinions of friends and relatives, articles in the media and literature have a major impact on purchase decisions. Furthermore, in the tourism sector the level of price does not usually reflect the quality or the cost of production. For example, some aspects of tourism may be cheap or even free to maintain (ex. beaches, Eiffel Tour) but they are charged for visits. At the same time certain products can have a lower price than the same services in another place or below their value (cinema or theatre tickets, museums). (Swarbooke & Horner, 2007, 48.)

Another point to discuss is that companies involved in tourism business try to keep brand loyalty by introducing certain schemes such as airline frequent flyer programs which proves to be effective. In business tourism, consumers and customers are often clearly distinguished - customers are those who order trips and pay for them, they can be employers, and consumers are actual employees who use the services and go on a business trip. Finally, in tourism industry product gives temporary rights to the consumer (certain period for using a hotel or room), or service can be shared with someone (multiple-bed rooms in hostels) (Swarbooke & Horner 2007, 48.)

3.2.2. The complexity of consumer behavior in tourism: the demand side

Consumer behavior in tourism is very complex and nowhere near routine. It is a completely different process which can be categorized by the following features. To begin with, when purchasing tourism products and services, individuals demonstrate high levels on involvement in the process and high commitment. The decision-making process is not routine and requires consideration and more time. During different purchase decisions tourists use different approaches according to the type of holiday, their expectations and position in the family life-cycle. (Swarbooke & Horner, 2007, 71-72.)

Secondly, the intangible nature of some tourism products defines the insecurity of the decision and purchase. Buyers are not able to try the product before buying, therefore they will look for reassurance for their decision. Frequently individuals seek advice from several friends and travel agents and their behavior pattern are quite complex. As it was previously mentioned, due to the intangibility of tourism products, external influences, and especially opinions of other people have a big impact on a final decision. (Swarbooke & Horner, 2007, 72-73.)

Thirdly, consumers are usually highly emotionally involved in a purchase decision making since going on holiday is an important event, time when people escape from routine to relax. Moreover, when finances are limited, families might need to make a choice between going on holiday or, let’s say, buying a new car. In such circumstances of opportunity cost, decisions have major emotional significance for people. For that reason, individuals usually conduct an extensive information search before they make the final decision. Very often purchase decisions are made in advance, long before the actual holiday. People dream about the places where they wish to go and try to anticipate what they would like in the future (Swarbooke & Horner 2007, 73-74.)

3.2.3. The nature of the holiday decision

Holiday decision is a complex problem to solve which is influenced by a number of factors. The following subchapter will talk about the motivators, determinants and other factors which encourage tourists to make certain purchase decisions

Motivators in tourist behavior

All the motivators can be roughly divided into two groups: those which encourage going on holiday in general, and those who inspire to choose a particular destination at a particular time. (Swarbooke & Horner 2007, 52.) There cannot be any single list of motivators that apply to tourism decisions, however the table 4 reflects the most common of them:

TABLE 4. Types of motivators in tourism behavior (Based on Swarbooke & Horner 2007, 55-56.)

Cultural Motivators	Emotional Motivators	Physical Motivators	Personal Development Motivators	Status Motivators
• Sightseeing • Getting to know new cultures • Experiencing new lifestyles	• Visiting friends and relatives • Making new acquaintances and friends • Need to satisfy others • Search for economy if on very limited income	• Rest and relaxation • Suntan • Doing sports • Caring about health • Sex	• Increasing knowledge • Learning new skills	• Getting a sense of exclusivity • Following fashion • Obtaining a good deal • Ostentatious spending opportunities

Every tourist is influenced by several motivators at the same time. There might exist shared motivators, when people go on holiday together. Every individual has its own motivators. Motivations can be expresses or hidden. More often than not people do not share their true motivations since they are afraid that others will not understand them or even mock them. Sometimes individuals do not even recognize their motivations if they are deep in subconscious. (Swarbooke & Horner 2007, 55-57.)

A Leisure Motivation Scale was devised in 1983 by Beard and Ragnob on the basis of the Maslow hierarchy of needs. This scale divides motivations into four types: the first on is an intellectual component – here go mental activities involved in leisure activities, such as learning, exploring, discovering, imagining and thinking. The second component is the social which assesses the degree of engagement for social reasons, for example, the need for interaction, friendship, personal relationships, love. The next type of motivators is the competence-mastery component that defines the extent to which individuals decide to do leisure activities in order to master a new skill, achieve a good result, challenge themselves or compete with each other. The last but not the least is the stimulus avoidance component. It evaluates the level of desire to escape from social interaction and seek solitude and calmness. (Swarbooke & Horner 2007, 54-55.)

Factors influencing the holiday decision

Basically, all determinants can be roughly divided into two categories: those which affect the fact if someone will go on holiday or not, and those which define the type of holiday, destination, time etc. Considering the latter category, these determinants, in turn, are divided into those which are personal to the tourist and those which are external. (Swarbooke & Horner 2007, 62.) The examples of different kinds of determinants are described in figure 9.

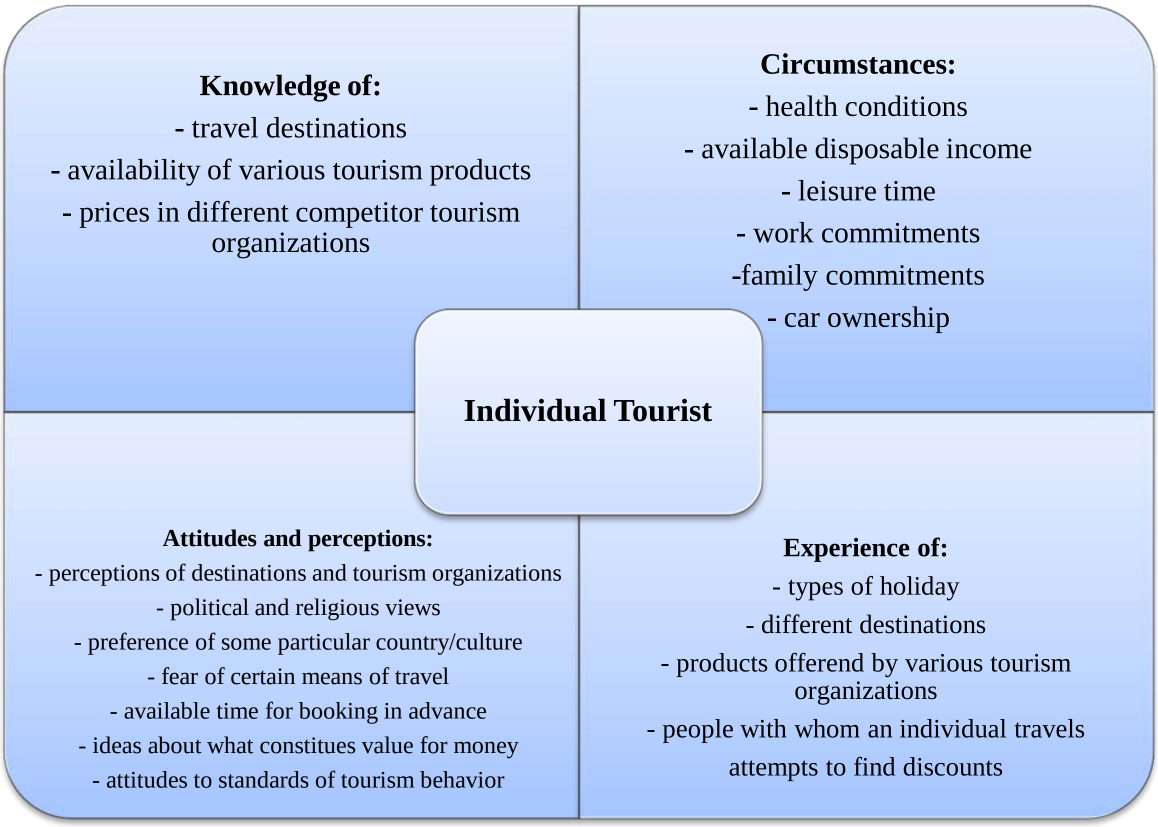


FIGURE 9. Personal determinants of tourist behavior (Adapted from Swarbooke & Horner 2007, 63.)

As for personal determinants, these are personality and personal motivators, hobbies and interests, circumstances, knowledge, experiences, attitudes and perceptions. The content of motivators was discussed in the previous sub-chapter. As for personality and interests, this information is fully discussed in the sub-chapter about factors influencing consumer behavior. Other categories of factors need extra attention. To begin with *circumstances*, the factors are health, duration and exact dates of leisure time, disposable income at the moment, work and family commitments and car ownership. When it comes to experiences, they play a crucial role in holiday choice. Different destinations, types of holidays and tourism products are evaluated on the basis of past experiences with these or similar products and services. It also matters whether an individual decides to go on holiday alone or in some group. Attempts to have a good deal and find a discount determine the final purchase as well. (Swarbooke & Horner 2007, 63.)

When it comes to *knowledge*, it also presents a solid ground for choosing a certain tourist product. The language an individual speaks, his knowledge about various destinations and tourist organizations that sell trips there and the availability of tourism products affect the decision a lot. An individual's awareness of price differences in different competing travel agencies might be a determinant as well. (Swarbooke & Horner 2007, 63.)

Regarding *attitudes and perceptions*, they are closely related to the personal characteristics of each individual. The determinant variables in this category are: political views of tourists, perceptions of particular countries and cultures, attitude towards certain tourist organizations. What should be particularly noted, some people fear to use certain modes of travel, be it a plane or a ferry. Next, what creates value for money differs among tourists and undoubtedly, it is one of the determining factors. In addition, some people have different attitudes of behavior as a tourist. Lastly, it matters for some tourists how far beforehand they prefer to plan and book a trip. (Swarbooke & Horner 2007, 63.)

Each individual's decision is affected by different determinants, and they have of course, not equal weight. Some of them can play a crucial role, such as health issues, others differ in their value according to personal principles and beliefs. Even for the same individual various determinants are influential during different tourism purchases. Personal determinants that are shared by a large proportion of the population may represent a market opportunity for the tourist industry. The tourism and hospitality industry can utilize or try to alter some determinants for their benefit. For instance, some airline companies have started courses which help people to overcome their fear of flying. (Swarbooke & Horner 2007, 63-64.)

Speaking about external determinants in the direction from an individual to the environment, these are opinions and word-of-mouth recommendations of friends and relatives, marketing activities of the tourism businesses, influences of the Internet and media, availability of particular tourism product, national, political, economic, climatic, social and technological factors. To look more closely on the external factors, the following description may be of help. First of all, political factors are government legislations, immigration restrictions and visa requirements, terrorism, civil disorder and taxation policies. As regards the media, the best example are travel media, for example holiday features on television, in newspapers and guidebook, as for non-travel media, these are for instance, news programs and wildlife programs on television. What might serve as a determinant is a health situation in the destination and vaccination requirements. Speaking about the climate, it is almost always considered very carefully since climate and weather define the character of the holiday in general. For that reason, individuals study the information about weather conditions throughout the year to select the most appropriate time of the trip. (Swarbooke & Horner 2007, 64.)

Tourist organizations are a major determinant in a decision-making process in tourism. They provide people with knowledge about destinations, and thus participate in forming their attitudes and beliefs. Advertising campaigns about foreign and local destinations, tour operator's brochures and travel agent's promotions attract people and make them to choose a specific offer. They develop special holiday offers for particular tourist segments, for example for people with health problems. Tourist businesses design promotion messages and the success of their marketing communication is one of the key issues which will affect final decisions of customers. Poor service of the travel agencies may not only ruin their reputation but also the reputation of the destination as well. (Swarbooke & Horner 2007, 66.)

Personality type matters as well here: extravert people are more susceptible to external factors and determinants, while introvert people count more on their personal feelings. As regards, group travels, the issue of determinants is particularly complex since different people are influenced by different ones. What should be specially noted is that tourists' decisions are not fully rational. They may ignore many factors and determinants and rely on their emotions and desires, for example when an individual who has financial problems, goes on holiday anyway to wind up and relax. Unexpected circumstances, both positive and negative, may force to change the travel decisions. There exists also a phenomenon of a last-minute purchase, because of some discounted offer or an overwhelming desire to have a holiday (Swarbooke & Horner 2007, 67.)

3.2.4. Tourist decision-making process

Buyer behavior in tourism can be described with a more precise five-stage model which addresses the steps which most of the tourists make. The model is reflected in figure 10:

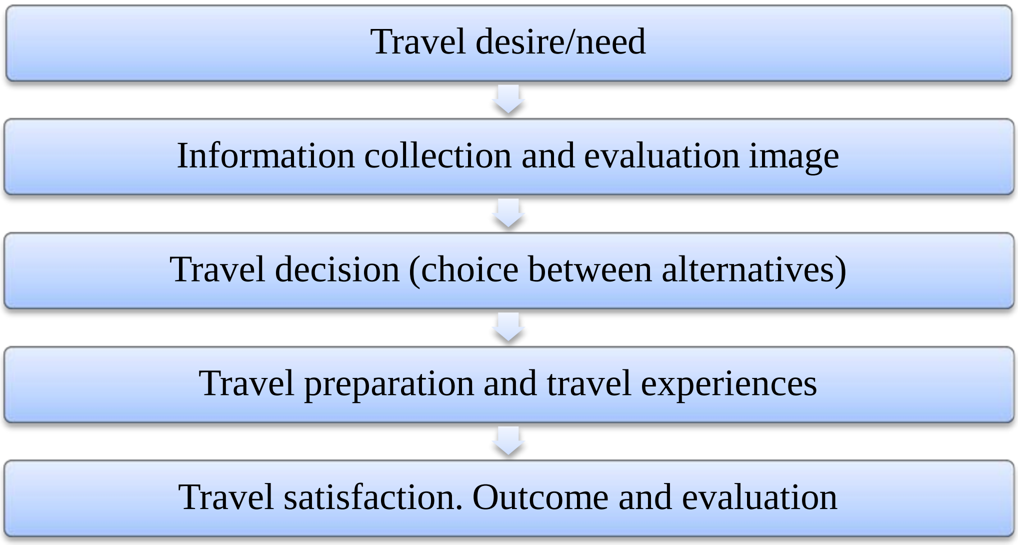


FIGURE 10. Tourist decision-making process (adapted from Swarbooke & Horner 2007, 46)

The first stage is a travel desire. This is the moment when an individual realizes his need for a holiday. When feeling this, he starts searching for information and evaluates different holiday options. Having assessed various alternatives, a tourist makes a travel decision. The next step is to prepare for a vacation and actually go there. After the holiday, an individual experiences travel satisfaction, he evaluates the realities of the holiday and compares them to previous expectations. (Swarbooke & Horner 2007, 45-47.)

However, most of the consumer behavior graphs are linear, which does not fully reflect the reality of the purchase decision-making. Consumer behavior in tourism is quite complex, for example while feeling the need for going on vacation, an individual may start already browsing travel magazines in order to find something attractive , or while he is making a choice which island to select as a travel destination, he can already start preparing for a vacation in an exotic place. (Swarbooke & Horner 2007, 47.)

3.3 Researching Tourist Behavior

Tourism is by right among the largest industries in the world, which determines the economies of so many countries. Marketers know that getting information about your customers, anticipating their demands and analyzing their behavior is essential for their success. (Keegan & Green 2008, 192-193.) Yet it is difficult to do this in a tourism industry. This chapter talks about what kind of qualitative and quantitative data tourism marketers need to have and describes the problems which are typical while collecting and interpreting this information. (Swarbooke & Horner 2007, 153.)

Research data in tourism is needed for many reasons. First of all, it helps to analyze markets and identify the target segments. Secondly, it is necessary to build appropriate advertising, select suitable promotion campaigns, choose right marketing channels, and devise right pricing and branding strategies. Moreover, tourist research is absolutely essential to monitor the services and make right adjustments when needed. It helps to choose directions for future developments and investments. (Swarbooke & Horner 2007, 154.)

Tourism businesses are in need of different kinds of data. First of all, statistical profiles of tourists: age, gender, stage in a family life cycle, places of residence, occupation, income etc. This data is gathered on various scales: talking about the whole country, region or just some single tourist attraction. Secondly, statistical data on tourist behavior is needed: the popularity of different destinations, preferable time of vacations, frequency and duration of vacations. (Keegan & Green 2008, 197-198.) Thirdly, the process of making decisions is important, especially concerning vacations, the roles of family and group members in it, conditions and time when the purchasing decisions are made. The next issue to research is perceptions of tourists as regards destinations, types of holidays, means of transport, different services etc. Very often these perceptions are based on factors which are not controlled by tourism organizations but they require awareness because they determine tourism behavior to a large extent. Tourist satisfaction and what factors determine it as well as trends in tourism behavior are to be examined as well. Criteria for segmenting markets are essential when the company is planning to do a proper market positioning. Also, what is needed is data on competitors and product positioning in relation to them, because this helps to see the big picture of the market and assess the company's own chances. The last but not the least factor is cultural and national differences in tourism behavior. (Swarbooke & Horner 2007, 154-155.)

Consumer behavior research in tourism has lots of weaknesses, which make it difficult to analyze the data and empirical material. There is lack of research which describes changes in tourist behavior over time and a lot of data is outdated or based on small samples of tourists. Not much comparison is done between the available data of different countries. It is often the case that data of highest quality is dome by some private organization and as it presents a commercial value to their business, it is made unavailable for the general market. Little research is also done about studying the links between preferences of tourists and the products they purchase and on tourist motivations and determinants of their behavior. One of the reasons for this is that ways to measure tourist satisfactions and perceptions are underdeveloped. And undoubtedly, it is hard to spread the data which is managed to be gathered to practitioners. (Swarbooke & Horner 2007, 156.)

Problems involved in collecting data on tourists can be discussed quite a lot, since there is a long list of them. First of all, very little data is gathered on domestic tourism since such trips and movements are hard to monitor. Secondly, tourists sometimes tend to answer dishonestly in surveys and interview about the real reasons of their stays, activities which they do and the level of their satisfactions because they might be confused and ashamed of it. They might exaggerate their expenditures as well if they wish to seem wealthier and more prosperous than they really are. Also, sometimes tourist questionnaires contain irrelevant questions which are hard to answer and are of no help to marketing really: for instance, the question “when have you first heard about Venice?” is not quite possible to reply, maybe this was 50 years ago and people are unlikely to recall this. To get a complete picture of a tourist and make an analysis, he needs to be interviewed before, during and after his vacation to obtain information about his plans, experiences and memories which is too hard to be implemented. Another issue to mention is that selecting a sample of tourists which would represent the opinions of certain social groups is hard. Not only can interviewees be in the wrong mood to answer questions, but also interviewers might choose those individuals whom they find more attractive or approachable. What is more, since the tourism products are very complex and tourists have individual ideas and feelings, there is a risk to generalize the information obtained during surveys which would not reflect the real situation. (Swarbooke & Horner 2007, 156-157.)

An interviewer must be a good psychologist to interpret tourists’ responses adequately during discussions. For example, to the question regarding the motives of choosing a particular destination, people are most likely to reflect on the conscious reasons and circumstances such as price or location, while there are subconscious reasons as well, which might be deep in the mind. Perhaps a woman would choose to go to Caribbean not only because of sensible evident reasons, but also because at the age of 16 she dreamt about it with her first love. People may even not be aware of such inner motives themselves. Overall, marketing research costs quite a lot, and for that reason businesses usually choose this issue when they have to cut expenditures. In such a case, opportunities to make a good research are lost. (Swarbooke & Horner 2007, 157-158.)

The future of tourist behavior research has a several issues to offer. The further in-depth development of such research techniques, as user diaries, theme interviews, informal free-range conversations, observations, working with focus groups will without any doubt improve the quality of the research. Using on a regular basis such practices as – broad dissemination of tourist research works, collecting feedback from travel agents, systematic monitoring of the tourism business environment can help to keep pace with all market changes in the industry. And of course, doing more qualitative research on tourist satisfaction is essential. (Swarbooke & Horner 2007, 158-159.)

4 MARKET SEGMENTATION, TARGETING AND POSITIONING

As customers vary significantly in their needs, wants, characteristics and buying processes, a company cannot appeal to all of them. Moreover, companies have different abilities to serve their target customers. Thus, target marketing is one of the primary issues to consider in attracting buyers. (Keegan & Green 2008, 220-221.) Generally speaking, the tasks of market segmentation are to identify bases for segmenting a market and develop profiles of resulting segments. As for market targeting, it develops measures of segment attractiveness and selects the target segment. Speaking about market positioning, it develops positioning and marketing mix for each target segment. (Kotler et al. 2010, 199.)

4.1 Market segmentation

Peter and Olson (2008) have well defined market segmentation as “the process of dividing a market into groups of similar consumers and selecting the most appropriate groups and individuals for the firm to serve” (Peter & Olson 2008, 369). Dibb (2001) has suggested the following explanation for market segmentation: “the process of dividing a total market into groups of people with relatively similar product needs, for the purpose of designing a marketing mix that precisely matches the needs of individuals in a segment”(Swarbooke & Horner 2007, 91-92.)

The main reason why consumer behavior is studied is to do successful and effective market segmentation to appeal to right consumers and select a right marketing strategy (Peter & Olson 2008, 367.) Buyers have unique needs but companies are unable to consider all individual requirements at the same time. (Lovelock & Wirtz 2007, 187.) Practically every product is produced in multiple forms, even the simplest ones such as chewing gums – they come in different packages, with different flavors, sugar and calories content to appeal to various consumers. (Kerin & Peterson 2010, 69.) Therefore, they concentrate on broad classes of consumers who are different in the product and service choices. There is no single way to segment a market, but there are different segmentation variables which can be applied and tried by marketers. (Peter & Olson 2008, 368.)

The process of market segmentation has two major stages: *analyzing consumer-product relationships and investigating segmentation bases.* The first step involves analyzing the consumer environment and behavior, affect and cognition towards a product. (Kerin & Peterson 2010, 70.) This task can be approached in three ways: the first one is to brainstorm the product characteristics and assume what type of consumers may be interested in it. Secondly, focus groups can be well used to understand differences in values and preferences among buyers. And the third approach is to do secondary research about the size of the potential market and develop a better understanding of consumers. (Keegan & Green 2008, 221.) Regarding the second stage - investigating segmentation bases - as it was said above, there is no single approach for market segmentation that is why it is necessary to find an appropriate segmentation base in each product's individual case. (Lovelock & Wirtz 2007, 187.) The concept of benefit segmentation claims that the benefits people obtain through utilizing products are the primary factor for identifying segments. For that reason consumers' values and attitudes receive the main concern and are studied thoroughly. Later this chapter will talk about different segmentation variables and bases, including geographic, demographic, psychographic and behavioral segmentation. (Peter & Olson 2008, 369-372.) This process is followed even in case a firm decided to do mass market because such a decision can be taken only after market segmentation has already been well studied (Silverstein 2000, 28.)

Market segmentation has a number of advantages and drawbacks, as any other issue. When it comes to advantages, first of all, it allows obtaining more detailed information about customer characteristics of different segments, and therefore the target segment to concentrate on can be identified. (Kerin & Peterson 2010, 71-72.) In the second place, companies which do successful market segmentation are able to better meet customer demands and expectations by way of choosing an appropriate strategy for the segment. Undoubtedly, new market trends and shifts of customer preferences are detected more quickly. Another thing to mention, finances are allocated more efficiently as companies know their consumers better. (Kotler & Keller 2009, 133-134.)

Speaking about drawbacks of market segmentation, there are not so many of them. First and foremost, market research and advertising in different types of media for different segments increase costs. (Shiffman et al. 2012, 39.) Also, if some market segments overlap, it can lead to brand cannibalization. However, the number and significance of advantages outgoes drawbacks a lot which proves the necessity and usefulness of market segmentation (Doole et al. 2005, 140-141.)

During the segmentation process, several requirements should be taken into account. First of all, segmentation criteria should be relevant and useful for the business. (Shiffman et al. 2012, 40.) For instance, a hair salon can divide its customers into blonds and brunettes, or short-haired and long-haired but a restaurant doesn’t need this information because it has no influence on the service and revenue. (Kotler et al. 2010, 209) Segments must be identifiable, measurable, accessible, substantial and appropriate. Identifiable means that relevant characteristics of segments should be possible to depict. Measurableness applies not only to the number of customers, but also to measuring the nature and behavior of segments. However, it might be sometimes difficult to measure certain segments. (Shiffman et al. 2012, 40-41.) Accessible implies that it should be possible to reach and serve segments. In addition, segments should be relatively large in size, substantial, nevertheless small-size segments can be potentially profitable too. As for appropriateness, segments should be relevant for a company’s goals and resources, potential benefits of serving them should outweigh costs. They should be receptive to the marketing stimuli as well (Doole et al. 2005, 143-144.)

4.1.1. Types of market segmentation variables

Various methods and variables can be applicable to market segmentation. However, there are certain types of segmentations which are generally relevant in many cases and are often used. (Shiffman et al. 2012, 41-42.)

Geographic segmentation

It relates to dividing the market into geographic units, such as nation, states, countries, regions, cities or neighborhoods, climates and population densities. (Shiffman et al. 2012, 43.) In hospitality industry geographic information can be used to create special offers or, for instance, regional dishes for guests. (Swarbooke & Horner 2007, 91.)

The success of a travel company, for example, depends on creative geographic segmentation, as they need to provide potential customers with a strong reason to travel far and spend money (Kotler et al. 2010, 199.) Another example of utilizing geographical segmentations are airlines who devise their route according to the demand in certain regions (Swarbooke & Horner 2007, 92.)

Demographic segmentation

This type of segmentation divides markets according to demographic variables such as age, gender, family size, occupation, religion and nationality. (Keegan & Green 2008, 224.)This type of segmentation is highly popular among all the industries. *Age and life-cycle* of consumers is important as customer preferences vary during different stages of life. (Keegan & Green 2008, 229.) Also, different generations have different values, attitudes and beliefs which should not be underestimated. In tourism, for instance, package holidays for teenagers will differ a lot from those designed for retired people. *Gender* segmentation is used when different products and services are desired my men and women. (Shiffman et al. 2012, 46.) Before only 1% of all business travelers were women, now they account for a major part of travelers. Therefore hotels have started to include additional services, such as fitness facilities, spa salons, hair dryers in rooms and so on. However, they are considered nice by men also. (Kotler et al. 2010, 200-201.) Gender segmentation is useful also fin creating activity plans for tourists, for instance, women are considered to love shopping more than men. (Swarbooke & Horner 2007, 93.) *Income* is essential to consider in tourism and hospitality industry, as it defines which destinations and service levels are affordable for people. Income segmentation should be taken into account when deciding on a pricing strategy. (Shiffman et al. 2012, 47.)The largest segment for hospitality industry is middle-income customers. It is served by large numbers of competitors and the term “middle-income” is complicated by itself, thus making marketer’s life harder (Kotler et al. 2010, 203-204.)

Family life cycle is another criterion. Individuals' needs and motivations differ according to their role in the family. (Shiffman et al. 2012, 49.) The following description reflects the engagement and motivations in travelling by people of different family positions: Children need parental support and care while teenagers look for opportunities to be independent and mingle with peers. Young adults seek social interaction, active participation and new experiences, young couple prefer romance while young couples with choose "child-friendly" activities and need economy. Growing families look for activities to do all together, while "empty nesters" are more passive and seek to learn new things. As for elderly, they value security, easy accessibility and social interaction with other elderly people (Swarbooke & Horner 2007, 94.)

Psychographic segmentation

It offers to divide buyers into categories in terms of lifestyle, social class and personality characteristics. Psychographic factors were examined in the previous chapter and they are applicable (Kotler et al. 2010, 199-204.) Psychographic segmentation can be applied in a number of different ways. First of all, it helps to define the right target segment and go beyond simple product usage descriptions. Secondly, it creates a new perception of the market; marketers can devise their strategies having an image of the customer's character in mind. (Keegan & Green 2008, 230-231.) Also, during the psychographic segmentation process, new information about customers' lifestyle can be obtained which will help to position the product in a way that appeals to their interests. (Shiffman et al. 2012, 48.) It allows creating better marketing stimuli and developing an overall strategy – understanding how to communicate the product attributes the right way and whether the product fits into consumers' lifestyles. Thus, psychographic segmentation allows marketers identifying new business opportunities (Solomon 2009, 266-270.)

There are different psychographic segmentation typologies, but one of the most commonly used is a VALS system - Values and Lifestyles System. (Kotler & Keller 2009, 139.) There are about 40 typologies in this system but the most important dimensions to consider are presented in the table 5:

TABLE 5: Values and Lifestyles System (adapted from Kotler & Keller 2009, 139.)

Innovators		
Ideals	Achievement	Self-expression
Thinkers	Achievers	Experiencers
Believers	Strivers	Makers
Strugglers		

Self-orientation comprises 3 dimensions: ideal, achievement and self-expression. Those who belong to the ideal orientation rely on their belief and perception systems to make purchase decisions. Achievement orientation people can be described to be concerned with the opinions and attitudes of others, they are competitive by their nature and like to show off. People of a self-expression orientation care about the emotional aspects of purchases and the satisfaction they obtain from them. (Solomon 2009, 268-269.) The table illustrates different consumer typologies which are divided according to the level of resources they possess. The upper line in the table contains types of individuals that have sufficient resources for the purchases. *Innovators* are successful buyers with a high self-esteem, open to various changes. *Thinkers* can be characterized as satisfied, reflective, comfortable, mature, responsible, well-educated, rational decision-makers. They are also open to new ideas and social changes. *Achievers* are successful, career oriented individuals which prefer predictability to risk, self-discovery and status quo. As for *experiencers*, they are impulsive, young – the average age is 25, they enjoy risky experience therefore they are much likely to try out new products and services. (Peter & Olson 2008, 374-376.)

The next four consumer types possess fewer resources – believers, strivers, makers and strugglers. *Believers* have strong attitudes and principles, they choose proven brand, their character may be described as conservative and predictable. *Strivers* are somewhat similar to achievers but with fewer resources, they are very concerned about the opinion of other people. Trendy, style- and fun-loving, strivers have narrow interests and like to show off. Speaking about *makers*, they are action-oriented who focus their energies on self-sufficiency, family and work, they are motivated by self-expression, have little interest in a broader world and appreciate practical and functional products. Finally, talking about *strugglers*, their average age is 61, and they are most concerned with meeting immediate needs, they are brand loyal and often they have limited ability to acquire anything beyond the basic goods for survival. Using psychographic segmentation typology proves to be very useful and efficient since personality traits affect purchase decisions in tourism much more than social or demographic variables. (Solomon 2009, 268-270; Peter& Olson 2008, 375-376.)

Behavioral segmentation

This type of segmentation is used to divide customers according to their attitudes, knowledge, use and response to the product. (Keegan & Green 2008, 232.) In the case of accommodation services this is a primary segmentation method to be considered. (Kotler et al. 2010, 206.) The main behavioral segmentation variables are occasion segmentation, benefits sought, usage status, usage rate, loyalty status, readiness stage and attitudes to the product. (Kotler & Keller 2009, 139.)

Occasion segmentation is applied when the product is used, during which occasions. They might be vacations, regular or special occasions, such as honeymoon for instance. Knowing the reason of product and service usage, marketers can create certain stimuli that will be appealing for their target customers. For instance, in the case of customers of an airline company those traveling for vacations value price, interesting destinations and those who travel on business purposes consider on-time departure and convenience the most important factors (Kotler et al. 2010, 206.) If a certain holiday is perceived by an individual as a chance of a life-time, his purchase will be considered from all possible for him aspects. (Swarbooke & Horner 2007, 94.)

In a tourism industry, one segment is usually overlooked, which is VFR (visiting friends and relatives). These travelers do not usually stay at hotels as they are accommodated by local residents and eat mostly in their homes. However, it is important to provide this segment with information they are in need of - sightseeing information or advertising of restaurants. Destination marketers should also implement promotion strategies targeted on local residents as they happen to be the primary source of information for VFR travelers. (Swarbooke & Horner 2007, 132-133.)

Customers can also be grouped on the basis of the *benefits they seek*, for example – quality, price, convenience or speed. (Shiffman et al. 2012, 53.) This approach is effective for two major reasons: first of all, a company can get the idea of what features are valued most by buyers, and secondly, they can communicate these benefits more effectively putting an emphasis on them in advertising. Products and services that present value for customers are beneficial for companies (Kotler et al. 2010, 207.) As regards tourism industry, individuals may be grouped according to what they seek on holiday: status, economy, new experiences, good service, excitement or making friends. (Swarbooke & Horner 2007, 95). The process of benefit segmentation may be divided into the following steps. To begin with, a complete list of all benefits that may be valuable for target customers should be created. In the second place, marketers have to develop a measure to evaluate customers' attitudes towards them and make a quantitative research of customer preferences. Finally, marketing specialists identify the preference patterns by different segments (Doole et al. 2005, 150.)

Usage status is important to consider as former users, potential users, first-time users and regular users require different marketing approaches and appeals. *Usage rate* segmentation divides markets into light-, medium- and heavy-users. (Shiffman et al. 2012, 50-51.) Heavy users account often for a small percentage of the market but they generate a high profit for a company. Marketers must identify this lucrative heavy-user segment and work on keeping it (Kotler et al. 2010, 208.) *Loyalty status* is another basis of behavioral segmentation. Here customers are divided into groups according to the loyalty level they demonstrate towards some brand or product; they can be not loyal, partially loyal or totally loyal (Kotler et al. 2010, 208; Swarbooke & Horner 2007, 95.) Marketers always try to increase brand loyalty. This is usually done through relationship marketing, for instance, club membership or additional benefits that are intended to keep frequent buyers. Increasing customer loyalty is important also because this segment is price-insensitive as there is they have an emotional bond with a product. For tourism industry, the first strategy should be to "keep and expand the current market base". *Readiness stage* variables offer the following types of customers: unaware, aware and interested, desirous of purchasing, intent on purchasing, planning to purchase immediately. As regards *attitudes to product*, potential buyers can be enthusiastic, indifferent or hostile. (Kotler & Keller 2009, 140-141.)

For tourism researches some segmentation variables might not be always suitable, for example due to a high rate of divorces in Western countries it is not always relevant to divide tourists according to the stages of family-life cycles (Swarbooke & Horner 2007, 96.)

4.1.2. Tourism-specific methods of segmentation

When it comes to tourism, on the basis of a classic segmentation, Middleton and Clarke (2001) suggested the following list of factors applicable when segmenting tourism markets: *purpose of travel, price, buyer needs, motivations, and benefits sought, buyer and user characteristics, demographic, economic, geographic and psychographic characteristics.* Swarbooke (1999) concluded that tourists might be segmented also according to the following criteria: *visitor party composition* (individual, family, groups of friends), *visit type* and *purpose of a trip* (education, relaxation etc.), *method of traveling* (own car, buses, ferries, airplanes etc.). Shaw (1999) created a list of variables and thought that the most important are *journey purpose* (business, holiday, visiting friends or relatives) and *duration of a journey* (short-haul or long-haul travelers). Due to new realities of the modern world (natural catastrophes, terrorism), behavioral patterns of tourists change which requires additional and detailed research (Swarbooke & Horner 2007, 96-98.)

Until recent times, the terms “tourist” and “traveler” were interchangeable, but in 1994 Sharpley suggested to distinguish those two words. According to his theory, “tourist is someone who buys a package from a tour operator, while the traveler is the person who makes their own independent arrangements for their vacations”. In 1977 Plog wrote that tourists are roughly divided into two categories: *psychocentrics* and *allocentrics.* According to his theory, psychocentrics are less adventurous and inward-looking people, while allocentrics are risky, adventurous and outward-looking. (Swarbooke & Horner 2007, 84-85.)

A sociologist Cohen in 1972 identified four categories of tourists. *The organized mass tourist* is one who purchases package holidays from travel agencies to popular destinations and travels in groups mostly. *The individual mass tourist* buys package holidays that allow more freedom. They are more inclined to seek novel experience while choosing destinations. *The explorer* arranges travelling on his own and prefers avoiding contact with other tourists. *The drifter* is more likely to make spontaneous decisions and avoid any advice from travel agencies. (Swarbooke & Horner 2007, 84-85.)

In 1979 Cohen came up with a classification which included five groups of tourists. *Recreational* tourists seek physical relaxation and leisure. *Diversionary* tourists go on holiday to escape from daily routine. *Experiential* individuals would like to have more authentic experiences. *Experimental* people seek contact with local people while *existential* tourists want to completely immerse into another culture and lifestyle. (Swarbooke & Horner 2007, 86.)

Perreault, Dorden and Dorden in 1979, based on a research of 2000 households, concluded that tourists are splited into five groups. The first group is called *budget travelers,* these are people who seek low-cost vacations due to financial limitations. The second groups is *adventurous* *tourists* - they search for information in the tourism industry and prefer adventurous holidays. As for *homebody tourists*, they usually do not take advice from other people and are quite cautious in planning their holiday. *Vacationers* spend a lot of time dreaming and planning their holidays. The last category is *moderates* – they want to travel but are not much enthusiastic about weekend breaks. (Swarbooke & Horner 2007, 86.)

In 1986 a survey of 3000 Belgians concluded with the following categorization: *active sea* lovers seek to have holiday at the sea, *contact-minded holiday-makers* value meeting new people, *nature viewers* enjoy beautiful sceneries, *rest-seekers* look for opportunities to relax, *discoverers* are in need of adventures, *family-orientated tourists* travel with their families and value "child-friendly" activities while *traditionalists* prioritize security and safety. (Swarbooke & Horner 2007, 86-87.)

Another survey which was conducted in Norway by Dalen in 1989 and included 3000 responses has suggested the following classification*: modern materialists* go on holiday, for example, for sunbathing to impress people after holiday. *Modern idealists* like excitement and entertainment but they choose more intellectual activities. *Traditional idealists* value culture, peace, sightseeing etc. *Traditional materialists* search for good deals, special offers and low prices. (Swarbooke & Horner 2007, 87.)

In the USA 6500 people were interviewed in 1989 by Gallup and American Express and as a result, the following classification was formed: *adventurers* are independent and confident, *worriers* worry about stress, safety and security, *dreamers* are inspired by the idea of travelling, they seek knowledge about destinations and culture before going there. *Economizers* consider holidays just as a routine to have rest and *indulgers* want to pamper themselves while on vacation. (Swarbooke & Horner 2007, 87.)

And one more categorization was offered by Smith in 1989, he allocated the following seven types: *explorers* travel in anthropological style, *elite* prefers expensive tours and cruises, *off-beat tourists* prefer solitude rather than mingling with others, *unusual tourists* seek to explore cultures and get new experiences while *incipient mass tourists* travel to those destinations where tourism is not yet popular. (Swarbooke & Horner 2007, 87-88.)

The above mentioned typologies present the history of tourism market segmentation and can be used as a basis for analyzing tourist markets in the present times. However, those from 1970-1980s are quite old because the tourism has developed much since those days. They cannot be taken as absolutely relevant for each market. (Swarbooke & Horner 2007, 89-90.)

Analyzing the typologies, it is clear enough that they are created on the basis of 3 factors: destinations, activities while on holiday and type of holiday (independent travel vs. package holidays). The studying of tourist typologies is quite complicated due to several reasons. First of all, general classifications cannot encompass all individual differences and pattern of behavior. Moreover, as every individual is constantly developing and their experience is growing, they usually switches from one type to another during different stages of their life making it quite difficult to measure the size of each particular tourist segment. Secondly, tourism market is constantly evolving, therefore the typologies most of which were done several decades ago, cannot fully represent the modern picture of the today’s tourism market. Thirdly, all the typologies are quite rough because cultural differences on all the continents present another ground of dividing tourists into certain groups. All in all, it can be said that such kinds of categorizations can be applied as a general ground for research but lots of other factors need to be taken into consideration, and therefore typologies will need alterations. These classifications prove to be very useful for people working in tourist organizations, since they can select a certain type of behavior depending on the type of tourist they are dealing with: for example, emphasize the adventurous side, good value for money or safety. (Swarbooke & Horner 2007, 96.)

4.1.3. Different segments of the tourist market

The tourism product is quite homogeneous. Therefore the tourism market is very diverse. Swarbooke and Horner have suggested a tourism segment typology to illustrate the nature of the market. These segments are family market, hedonistic tourists, the backpacker market, visiting friends and relatives (VFR), excursionists or day-trippers, educational tourists, religious tourists, the “snowbird” market, ethnic minority tourists, tourists with disabilities, social tourism and the short-break market. The following chapter describes briefly the characteristics of each segment and some sub-markets inside them. (Swarbooke & Horner 2007, 128.)

The Family Market

Generally a term “nuclear family” is used when talking about families which consist of 2 parents and 1-3 children. However, in Western countries there is a growing number of single-parent families due to higher divorce rates. At the same time in Arabic or Asian countries an “extended family” might often be the case when other relatives are included in a holiday. As regards families with children, they can also be subdivided into families with babies, infants (2-5 years old), early school-age children (5-12 years old) and teenagers. Depending on the age of children, tourists will have different needs, for instance when travelling with a baby, the baby’s safety and comfort is the primary concern. Speaking about infants, parents try to choose not very far destinations and safe accommodation facilities for kids to walk around such as safe swimming pool and not high rocks. Extended families often prefer self-catering or camping holidays since it is cheaper. (Swarbooke & Horner 2007, 129-130.)

Hedonistic market

This segment is a contrast to one described above. It is associated with young people and 5 Ss concept “sun, sand, sea, sex and sangria”. To get much physical pleasure is an objective of the holiday. These tourists typically wake up late, then spend a day on the beach and go out partying in night clubs till the morning of the next day. Hedonists usually prefer independent travelling in single-sex groups, self-catering accommodation and freedom. (Swarbooke & Horner 2007, 130-131.)

The backpacker market

The name of this segment is related to a backpack or a rucksack talking about young people travelling with backpacks rather than suitcases. The segment is mostly young people travelling independently or in groups, seeking low-cost holidays which last more than normally. Backpacking vacation is typical for students or those who take a gap year after high school. This form of tourism can be related to a concept of a global tourist because the youth from different countries and continents tend to behave alike when on such kind of vacation. (Swarbooke & Horner 2007, 131-132.)

Visiting friends and relatives (VFR)

This segment provides little statistical data, since such tourists are hard to identify and they do not stay in accommodation facilities but with their relatives or friends. This segment is of particular interest to local attractions businesses because these tourists are interested in exploring the area and going out to theatres, cafes, fun fairs etc. The majority of VFR tourism is on a domestic scale, nevertheless the international dimension is also a subdivision, for example when families of immigrants visit them in a foreign country or college students travel abroad to visit their international group mates. (Swarbooke & Horner 2007, 132-133.)

Excursionists and day-trippers

These are the tourists travelling for a day to see some place, attend a concert or go sightseeing in a nearby city. The duration of the trip is just a couple of hours. Day-trippers travel usually within their country, however, in Europe it is possible to go broad in a very short period of time therefore this might also be the case. This segment is a core market for attraction businesses and food and beverages services. The decisions of day-trippers are often spontaneous and depend on the weather. (Swarbooke & Horner 2007, 133.)

Educational tourists

The growth in significance of education and a number of students has led to the popularity of educational tourism, when the main goal of going somewhere is studies. Common examples are going on exchange for a study semester, attending language classes abroad which might last from a couple of days to a few months or theme holidays when like-minded people gather in groups to do their hobbies and interact, for instance archeology, foreign culture or cooking. (Swarbooke & Horner 2007, 134.)

Religious tourists

This segment is the oldest and highly restricted by faith. Its uniqueness is that people are driven by duty and obligation rather than relaxation or leisure. The most vivid example is a Muslim travelling to Haj in Mecca. Every Muslim who is physically and financially able must visit this sacred place at least once in his life therefore the flow of tourists in this place is unimaginably enormous. Other clear example is pilgrimages to Rome and Jerusalem by Christians. It should be noted that nowadays, due to a lot of daily stress, many non-believers also travel to sacred place to get spiritual enlightenment and new energy. (Swarbooke & Horner 2007, 134-135.)

The "snowbird" market

This tourism segment includes mainly retired people who have a lot of time and chance to go on a long holiday. They take long vacations, from 4 weeks to 4 months to warm climate destinations to escape severe winters in their own country. They are motivated by changing weather conditions during cold months, improving their health in a more favorable place, relaxing in a nice atmosphere and making new friends to beat loneliness. (Swarbooke & Horner 2007, 135.)

Ethnic minority tourists

Almost every country has immigrants who belong to some ethnic minority groups. These people suffer from unemployment more than locals and have a lower disposable income. The tourists choose the offers of tour operators and might have certain routes and destinations according to their own culture. The biggest sub segment of this is a Black American market. (Swarbooke & Horner 2007, 135-136.)

Tourists with disabilities

This is the most controversial segment since the disabilities vary in their degree and form. Sight problems vary from minor problems to total lack of visions, physical mobility might be related to inability to climb the stairs or being confined to a wheelchair. Sometimes disabled people need a person to accompany them. The access to tourism products differ from country to country, for example an American travelling to Scandinavia will be arranged with little inconvenience while for a Turkish willing to see South America this might be impossibly difficult. (Swarbooke & Horner 2007, 136.)

Social tourism

Mostly this is a European phenomenon which is based on a concept that tourism is every human's right and state should support people on low incomes to afford a holiday. The peak of this kind of tourism was a domestic tourism market in the former Soviet Union, when government organized trips within the country for certain classes of people. Social tourism is now thriving in many countries, particularly in France, Germany and Spain. Subsidized visits to spa resorts are arranged for people with illnesses, non-profit holiday centers and trade unions organize trips for workers on low income. (Swarbooke & Horner 2007, 137.)

The short-break market

The popularity of short-break type of holiday is growing rapidly. Due to a highly stressed life and a lot of daily commitments, people seek to take short breaks to unwind and relax in addition to a normal vacation. The short-break tourism takes a variety of forms: a romantic weekend for a couple to destinations as Paris, Nice, Monaco etc., shopping trips - for example Russians in Finland, health spa weekends to have health and beauty treatments, special activities breaks, for instance fishing tours or horse-riding. These breaks might also be caused by some event, for example a football match or a fashion catwalk. Short-break holidays can be both spontaneous and planned in advance depending on personality types of tourists. (Swarbooke & Horner 2007, 137-138.)

For tourism marketers it is essential to understand that the tourism market is very distinctive and includes various overlapping segments with unique characteristics which need different marketing strategies (Swarbooke & Horner 2007, 138).

4.2. Market Targeting

Having done appropriate market segmentation, it is time for a company is to evaluate different segments and choose the target ones. This process will be described in the following subchapter.

4.2.1. Evaluating Market Segments

In the process of evaluation, there are three crucial factors to consider: segment size and growth, segment structural attractiveness, company objectives and resources. (Keller et al. 2012, 54.) *Segment size and growth* is always evaluated in a segment analysis. It is advised to gather data on current sales growth rates of a segment and expected profitability for different segments. “Right size and growth” is a relative issue therefore companies should select ones which seem to be the most appropriate. (Dibb et al. 2012, 249-250.) For instance, small-sized production companies will find it hard to serve larger segments, while for bigcorporations it is beneficial to choose large segments with high growth rates. (Kerin & Peterson 2010, 65-67.)

Segment structural attractiveness is assessed in order to realize whether the segments will bring high profits using some structural factors. First, even if the segment is large, it might be not prospective since there are already several major aggressive competitors in the industry. Secondly, the level of bargaining power of buyers should be taken into account. Thirdly, the existence of few suppliers may make the segment unattractive by reducing prices or quality. (Keegan & Green 2008, 237-238.)

Company objectives and resources determine the scope and direction of the forthcoming campaign. Target markets should match companies' long-term objectives. Serving wrong segments distracts a company which may lead to unnecessary waste of resources. If a company does not possess and cannot obtain necessary strengths to serve a segment and compete, it should not enter it. (Kotler et al. 2010, 210)

4.2.2. Selecting Market Segments

The next step is to decide how many segments and which ones to serve. There are three market-coverage strategies that a company can adopt: undifferentiated marketing, differentiated marketing and concentrated marketing. (Keegan & Green 2008, 240-241.)

Undifferentiated Marketing Strategy relates to ignoring market segmentation differences and trying to appeal to the entire market with one market offer. The focus is on similarities in consumer needs, mass distribution and advertising. (Dibb et al. 2012, 240.) This strategy is quite economical in terms of costs, but it is hard to develop one product offer which will suit the needs of different types of customer. If several companies target largest segments, the result is heavy competition (Kotler et al. 2010, 211.)

Differentiated Marketing Strategy concentrates on several market segments designing separate product and service offers for each. (Dibb et al. 2012, 240.) This strategy can bring more revenue than undifferentiated marketing. For instance, a French company Accor Hotels has developed several brand lines for different types of customers: Sofitel (luxury hotels), Novotel (three-star hotels), Ibis (two-star hotel), Formula 1 and Motel 6 (limited-service hotels) and Hotelia (extended-stay hotels for elderly). Having operated this way, Accor Hotels managed to become one of the world's leading hotel chains.

Concentrated Marketing Strategy is well suitable for companies with limited resources. The focus is on pursuing the larger share of a small market. This can turn out to be very profitable if a company manages to take a stable strong position on the market. However, this strategy is very risky, since customer preferences may easily change. That is the reason why a lot of companies choose to operate in a few segments, instead of one. (Dibb et al. 2012, 242.)

In the process of selecting a market-coverage strategy, companies need to take several factors into consideration. First of all, available resources that a company has. (Keller et al. 2012, 54.) Next, the degree of product homogeneity, product life-cycle and market homogeneity matter. For instance, it is better to use undifferentiated marketing when it comes to homogeneous products, during the introduction stage of the launch or when customers have the same tastes and purchase in the same quantities. (Kotler et al. 2010, 212)

4.3. Market Positioning

Once market segmentation is done, it is time to work on market positioning in a chosen segment. Kotler et al. (2010) have defined market positioning as "a product's position is the place the product occupies in the minds of consumers relative to competing products, thus positioning is done to form a certain brand image in the minds of consumers". The market position should be planned in such a way that products are presented in the most advantageous way in a selected target market. (Kotler et al. 2010, 213)

Positioning Strategies

There are several strategies related to positioning products. (Shiffman et al. 2012, 70-176.) The first option might be based on *specific product attributes*, for example, it may be utilized by airlines which provide coach and identify first class. (Kerin & Peterson 2010, 145.) When it comes to cars, Hyundai claims to be low priced, Volvo emphasized safety, BMW stresses engineering efficiency. An attribute chosen may become a company's competitive advantage. A price-quality dimension is very popular in this case as well. (Kerin & Peterson 2010, 7-9.)

The second strategy is positioning against product class, for instance, cruise ships position themselves against opposites to destination resorts. Dried milk may be positioned as if it has the same quality as fresh milk. Positioning *by use or application* can emphasize for example a particular period of time when the product can be utilized. (Kerin & Peterson 2010, 145.) For instance, a small café may be advertised as a perfect place for lunch. Positioning *by product user* is related to the specific type of buyers – Johnson & Johnson has placed its shampoo not only for babies but for people who need a mild shampoo to wash hair frequently, which led to their increased sales from 3 to 14%. (Keegan & Green 2008, 247-248.) Positioning *by competitors* includes a reference to competitors to convince buyers that this product is much better than theirs. A vivid example might be the ads of Pepsi and Cola – both companies claimed to be superior that the other. (Kotler et al. 2010, 213; Peter & Olson 2008, 382-383.)

The process of market positioning consists of three stages: the first one is to diagnose competitive advantages on which to build a position. (Lovelock & Wirtz 2007, 195.) The second step is to select the main competitive advantages and the last one is to build effective marketing communications and occupy a necessary position in a selected target market. (Kotler et al. 2010, 214.)

Product differentiation

To gain a prospective market position, a company must differentiate itself from competitors. There are several differentiation approaches. *Physical Attribute Differentiation* is expressed by providing certain features that are physically distinctive (ex. interior). The successful differentiation is able to cause consumer excitement, customer loyalty and increase in the profits. (Kotler et al. 2010, 215.)

Service Differentiation is utilized often in hospitality businesses. Positive distinctiveness is reached by way of providing the target customers with superior service. As a rule, consumers value friendly staff, guest name recognition, personal approach to the needs of customers etc. In contrary, the company can become infamously associated if the service quality leaves much to be desired. (Kotler et al. 2010, 216.)

Personnel differentiation is achieved by hiring the more competent people than competitors and training them to have necessary skills. Employees are to share company's vision and be customer-oriented, consistent, friendly and accurate. They must be able to communicate with customers clearly, quickly solve their problems and be ready to help. (Kotler et al. 2010, 217.)

Location differentiation proves to be a very strong competitive advantage as well. In the hospitality industry, it is particularly important since people are very careful in choosing their vacation accommodation. They consider such factors as distance to the beach\metro\downtown and ecological situation in the region. (Kotler et al. 2010, 217.)

Image differentiation has a goal to create a picture that stands out among the competitors. This method is useful, since brand images of alternative products\service have different pictures in consumers' minds. To create the right picture, deep understanding of the product\service, customer and market is required. (Kotler et al. 2010, 218.)

Selecting the Right Competitive Advantages

Among several potential competitive advantages, a company must select a few key ones. Marketers disagree on how many product benefits a company should communicate. Some consider that one clear competitive advantage is right and enough, while others assume it is good to emphasize two or even three distinctive features. Yet in the second approach is a risk of losing a clear market positioning. Overall, in this case there are three major errors that a company can: underpositioning, overpositioning and confused positioning. Underpositioning relates to a complete failure to position a company. Overpositioning means providing buyers with a narrow picture of the company. Confused positioning, in turn, leaves buyers with an unclear image about the company. Among all brand differences, only meaningful must be chosen. They have to be important, distinctive, superior, communicable, preemptive, affordable and profitable. (Kotler et al. 2010, 218-219)

Communicating and Delivering the Chosen Position

Once companies have chosen their positioning strategy, they have to communicate their positions to target customers, which is not that easy. The implementation process might face various obstacles, for instance, budget cuts on essential expenditures, lack of enthusiasm from employees, poor cooperativeness from the side of stakeholders etc. Yet enhanced positioning defines memorable experience for customers. (Kotler et al. 2010, 220.)

Positioning Measurement: Perceptual Mapping

Perceptual Mapping is a research tool applied to measure brand positioning. Diverse variables can be utilized: price and service attributes, consumer perceptions and product attributes etc. (Kotler et al. 2010, 220-222.). Perceptual mapping gives a visual picture of competitive products and brands and allows marketers to see how buyers perceive their products in relation to competitors. (Peter & Olson 2008, 384-385.)

5 COMPANY AND INDUSTRY ANALYSES

The description of the company and its analysis is done on the basis of several sources. First of all, during the training period in marketing and market analysis the researcher had an insight into the work of Rock and Lake. Being a member of the team for more than half of the year, she could see and follow how the brand is working and developing. Secondly, important and useful information was collected during the interview and discussions with Jenni Wahteristo, president of Rock and Lake. This information proved to be valuable to specify the details for the company description and for conducting a SWOT analysis. The list of interview questions which were asked to the president is presented in the appendix 1.1. The description of the Finnish tourism industry together with appendices 1.2–1.6 is based on the competitor analysis tasks which was done by the researcher as one of the tasks during the training. The factual information about this industry is presented on the basis of the knowledge the researcher obtained during the internship.

5.1 Description of the “Rock and Lake” brand

Rock and Lake is a young brand developed by a network of companies that provide different sorts of services to tourists in the Kangasniemi area on the lakes Soukkio, Kyyvesi, Härkäjärvi and Puulavesi. The brand name is owned by the company “Kakkaramäki”. The central service is accommodation in rented cottages; the complimentary services are activities, meals, sauna and jacuzzi. The focus of Rock and Lake’s services is to simplify the process of holiday organization by providing different elements of the vacation by one brand so that customers can easily order services from one webpage.

At the head of the Rock and Lake operations stands the owner - “Kakkaramäki” which is owned and run by Jenni Wahteristo. There are six other companies composed in “Rock and Lake”. Companies “Lomaromo”, “Hiidenniemen Hirsihuvilat” and “Luusjoen Pihapuu” also possess cottages together with “Kakkaramäki”. The enterprise “Puula Tours” is responsible for boating, firms “Feel Lakes” and “Uistelumatkat” are in charge of fishing. “Siivouspalvelu Liisa” is doing the cleaning part and “Pitopalvelu Ambrosia” is the head of the cooking process. Referring to the words of Jenni Wahteristo, it is very difficult to create a brand which will be managed equally by several enterprises therefore it is necessary and essential that Kakkaramäki controls all the operations.

Rock and Lake exists since March 2012. As Jenni Wahteristo said: “Creating and developing Rock and Lake was like a snowball – one thing led to another.“ Currently there are ten cottages registered in the system, from which five are already one hundred percent in use for rent. The network is planning to develop with the goal to have twenty cottages by the end of 2014 and of course continue enlarging the number of premises during the next years as well. The managers have also in mind rebuilding certain cottages and making new partnerships.

Tourists that rent a holiday cottage from Rock and Lake may enjoy various services during their stay. To begin with, they can order meals to be cooked specially for them and delivered to the cottage or book a cook into the cottage. Secondly, since every cottage is located in the vicinity of lakes, there is always a boat available there for use. Wooden saunas and jacuzzi are also ways to spend leisure time and relax. Speaking about activities, first of all it is guided fishing, in winter also, on two lakes – Kyyvesi and Puulavesi. Rental boats are available for those who wish to order. Furthermore, holiday-makers may choose from six different cruising routes and have tours on the lakes with a guide. As for quiet activities, it is possible to have guided walks in forests to revitalize energy. Regarding other types of services, Rock and Lake also organizes celebrations and meetings on its premises. If tourists wish, they may have, for example, a special birthday party organized by Rock and Lake or they can book space for meetings or conferences. In the nearest future Rock and Lake is planning to increase the range of services, for instance rental canoeing is coming soon. What is more, there is an idea in the process of implementation to provide guests with packages with local food. It is a good way to promote Finnish cuisine. In addition, the managers are planning to have fishing equipment for rent.

The main market for Rock and Lake is Russia because during many years already it is highly popular for Russian tourists to have a vacation in Finland, do shopping, and enjoy nature and activities. Cottage tourism is very appealing to different customers from this country therefore the majority of Rock and Lake sales come from serving Russian tourists. The second market is presented by local people, people from Finland who are also very interested in cottage holidays without leaving their country. Since Finnish nature is very clean and beautiful, there are many Finns who like to spend weekends in the countryside. The third target market in which direction Rock and Lake is working is Europe. The managers would like specially to target Germany, Great Britain and several Eastern and Southern Europe countries who have potential in preferring cottage tourism.

Germany looks as an appealing possible market for Rock and Lake, due to several reasons. First of all, Germany is located relatively close to Finland which makes it much easier for people from this country to travel to Finland than from some other distant places. Secondly, Germany is a very developed country with high average income which serves as a proof that German people can afford having holiday abroad and in Finland as well, despite the fact that it is considered to be very expensive. In the next place, Finland has already been often visited by Germans in late 20^{th} century and it might be reasonable to try and evoke back the interest in having a vacation in this country. In the next place, organization of a holiday in Rock and Lake is a very reliable and time-saving process and these issues are known to be valued by German mentality. Moreover, there are many big cities in Germany whose inhabitants might be tired of the city life and need a relaxation. Referring to the words of Jenni Wahteristo, “Finland with its clean and quiet nature can offer good conditions for rest and Rock and Lake will do everything needed to organize a “package” holiday”. We believe that these reasons could bring German tourists to stay in our cottages”

5.2 Basic analysis of accommodation companies in Finland

This subchapter presents a brief overlook on the cottage tourism industry in Finland on the basis of the results of the training tasks. The broad competitive analysis spotted 54 accommodation companies all around Finland, from which 25 are located in Lakeland, 23 in Lapland, 5 in the Coastal area and 1 in Helsinki area. The companies and their websites were found from the main page related to tourism in Finland www.visitfinland.fi The accommodation services include cottages, cabins, villas, hotels, apartments in villas and so on. To analyze different issues, it was decided to examine the websites of companies to get information.

The first issue the researcher had examine as an internship task was to study in what languages companies make their webpages. The figure 11 outlines comparatively what languages are in use:

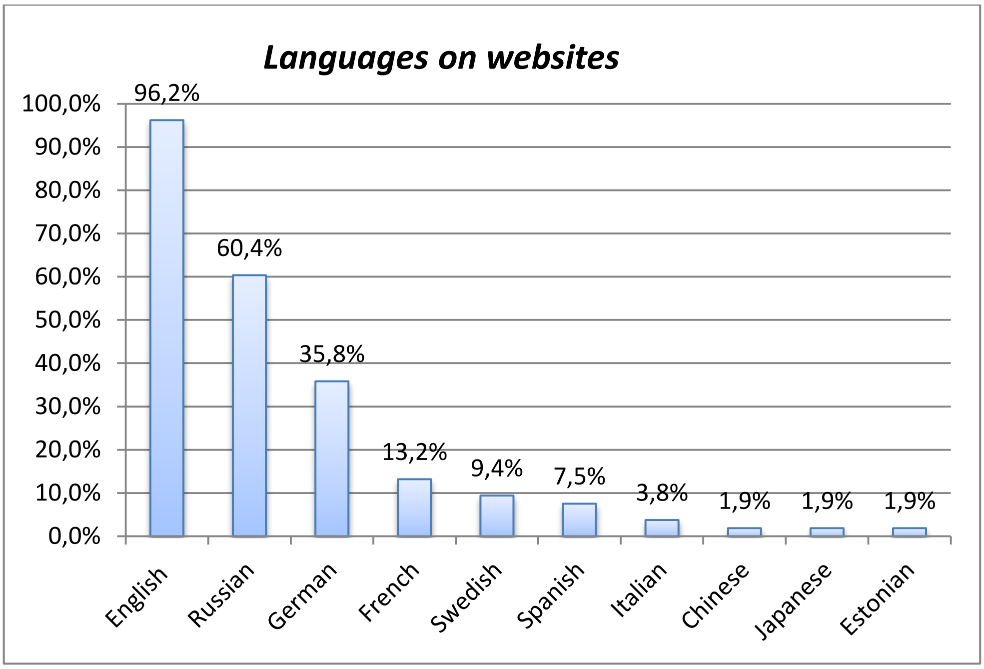


FIGURE 11: Languages of companies' websites

It is clearly seen that English, Russian and German are the most popular languages. The existence of versions in German gives an thought that these companies might have already entered or thinking to enter the German market.

The complete results of the observations are presented in the appendix 1.2. In that table information about each individual company is given to outline comparison. It is clearly seen from it that the majority of the Lapland area websites have translations into several languages, which proves that this area is very popular among all nationalities. However, there are also some websites with only Russian and English. All the companies in the Lakeland area have an English version, nineteen out of twenty seven a Russian version, and nine out of twenty-seven a German one. A couple of websites in this area are done also in French, Spanish and Swedish but these are rare examples.

One of the distinguishing features of companies' services is online-booking service. It was decided to examine how many companies in different areas do provide this service. The table in the appendix 1.3 presents the categorization of companies based on that criterion. Online contact forms were not included in the "online-booking" section. It includes only web-shops and actual reservations online. The overall number of companies who provide the online-booking is twenty-nine in comparison to twenty-four which do not therefore it shows that there the total numbers of companies are quite close. The "Rock and Lake" company is located in the Lakeland area where almost half of companies provide online-booking.

Rock and Lake specializes on providing leisure activities for tourists therefore it was necessary to study the market of activities among other companies in Finland. The table 1.4 in the appendix illustrates the categorization based on existence or non-existence of activities. Overall it is clear that activities are very popular and two thirds of all companies provide some sort of sport activities. Talking precisely about the Lakeland region, nineteen companies provide leisure activities, while six do not. The next issue to look closer was to figure out how many companies provide both online-booking service and activities. The table 1.5 in the appendix presents the results of that examination. Relevant conclusion for the current thesis is that in Lakeland nine companies out of twenty-five provide both online-booking and leisure activities.

Accommodation companies provide different sorts of accommodation; the most popular types are cottages, cabins, hotels and rented apartments. The researcher has studied what kind of accommodation is available in different companies. The appendix 1.6 presents information about each company. Interestingly, it is very often that the same company which provides several types of accommodation, for example having several cottages and a hotel, several individual cabins and several cabins which are divided and rented like apartments.

Speaking about the leisure sport activities, the analysis had identified that the most popular activities in Finland are snowmobiling fishing and ice-fishing, husky safaris, snowshoe walking, hiking, skiing and cross-country skiing, canoeing and reindeer safaris in Lapland. Talking about two biggest regions Lakeland and Lapland, it is obvious that the popularity of activities varies due to the differences in the landscape and weather conditions. The comparative figure 12 shows the difference in how many companies in these regions provide different services.

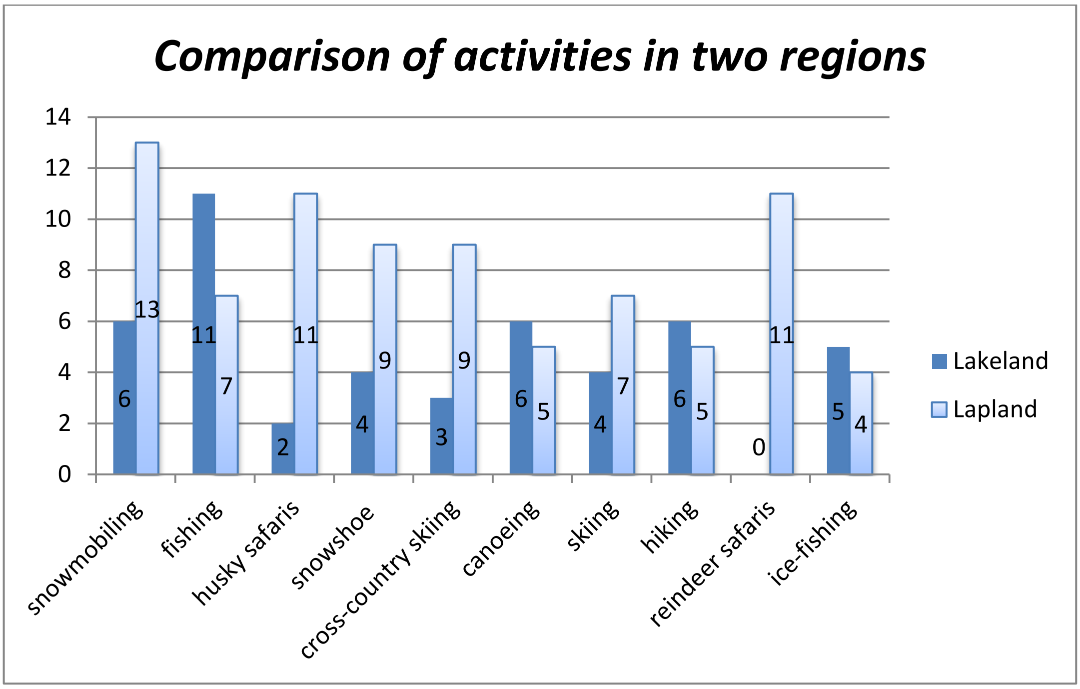


FIGURE 12: Comparison of sport activities available in accommodation companies in Lakeland and Lapland

As it may be seen, for example, reindeer safaris are available only in Lapland. Cross-country skiing, husky safaris and snowmobiling is much more popular in Lapland that in Lakeland, In Lakeland in turn, it is not surprising that fishing takes one of the first positions. As regards other activities, the differences in the number of companies that provide them is not so big to be defined as a trend.

Beside lodgment and activities, accommodation companies sometimes provide some complimentary services. One of the training tasks for the researcher was to figure out the popularity of various services. On the basis of the netnographic observation of companies' websites that the researcher did, the figure 13 was created:

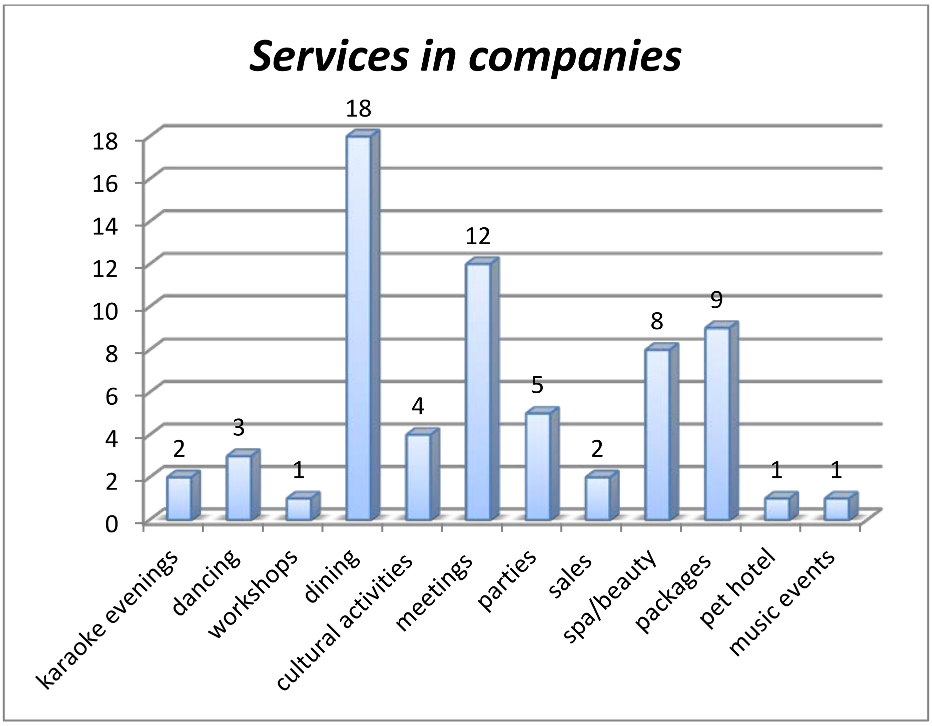


FIGURE 13: Complimentary services provided by accommodation companies in Finland

The figure outlines that the most popular services in the whole Finland are catering and dining services which exist in eighteen companies, meeting and conference facilities are provided by twelve companies, package offers are given by nine companies and spa and beauty treatments may be found in eight. Other services are presented in only a couple of places.

Regarding the prices on cottages, the range is very significant - there are small cabins for less than 100 € per night and villas for up to 2000€ per weekend. These considerable differences depend on several reasons. First of all, size, quality and location of the premises play an important role. Secondly, almost on every company’s webpage customers can find different prices for the same service during different times of the year. This is explained logically by ”hot” tourist seasons. For instance, during summer, cottages in Lakeland cost more than in winter while in Lapland during Christmas the prices are the highest. Certain companies put also different prices during weekends and weekdays. Because of these reasons, computing average prices would be a challenging task,what is more, some companies do not publish information about prices on their webpages for it to be inquired through contact. The prices are typically given per night, per weekend and per week.

5.3 Analysis of Rock and Lake's environment

To analyze the operations of Rock and Lake it was decided to do SWOT analysis, discussing the internal and external environment of the company. The results are summarized in table 6:

TABLE 6: SWOT-matrix of Rock and Lake

Strengths: - Enterprise Resource Planning system - Extensive website developement: three languages, various information, modern style - Possibility to order different "holiday elements" from one company - Strong position on the Russian market - Online-booking system (web shop) - Favorable location – Lakeland is one of the most popular tourist regions of Finland - Modern, new-built cottages with all conveniences - Organization of conferences and meetings - Company employee Anastasia Potakhina (Russian nationality) that helps does the promotion of R&L to the Russian market	**Opportunities:** - Economic possibilities to enter new tourist markets (Germany, England, South Europe) - Growing demand for activities - Favorable conditions for further development of "holiday elements" (ex. new services) - Favorable conditions for business expansion (increasing the number of cottages)
Weaknesses: - The content of the English version of the website is currently less than Finnish and Russian - No German version of website yet - Fewer number of activities in comparison to some competitors	**Threats:** - Political instability in the markets (ex. in Russia in February-March 2014) - Economic fluctuations (exchange rates of currency) - Difficult to predict customer demand in the long run - Weather conditions - Possibility of some other destinations becoming more fashionable in cottage tourism

In order to draw conclusions from this matrix, it is necessary to look closely to all the points and draw possible conclusions from this analysis.

Strengths

Rock and Lake is operating in a very efficient way thanks to the enterprise resource planning. The data from different stages of the business is gathered together in one system, therefore it is possible to track all the data from sales, marketing and other accounts in one place. Moreover, this system is advanced to the point that bookings with booking calendars and information about customers and their orders are collected in this system as well. This allows controlling all the operations and getting access to any possible data needed. Jenni Wahteristo described that a few years ago, all those sorts of calculations and bookings were to be done manually, then with the help of Excel programme and now ERP is a really very helpful tool in managing business. It is not wide common for companies in a cottage tourism industry to utilize this system.

The Rock and Lake's website www.rockandlake.com has versions in three languages – Finnish, English and Russian. It has been developing very quickly, new articles constantly appear and different modifications are done on a regular basis. The front page of the website is available in the appendix 1.7. The range of articles is quite extensive and concerns vacation in the region, so tourists get not only information about available services but also some tourist information and advice. One of the primary goals that Rock and Lake has for the nearest future is developing the website further, including new sections and updating articles to make the website a useful guidance for a cottage tourist. For example, there are already exact plans for this summer which will lead to a serious extension of the brand's page.

As in the modern world, people are always busy and in a hurry, it is important and valuable to "make life easier" and save customer's time, which is always appreciated by them. When choosing Rock and Lake as a source of holiday building, there is no need for vacationers to search for different pages and companies to arrange everything for their time, since they can rely on one company which does everything for them. This is an optimal solution both for those who plan in advance and especially for those who decide on a last minute to travel and have rest. Having one bill for all elements of the holiday is often a more secure, reliable and energy- and time-saving way to plan the vacation. Moreover, possibilities to book online are not offered by all the companies who organize holidays. Therefore, without any doubt it is a company's strength to provide lots of advantages to customers and the company. The ease of booking makes potential tourists more inclined to use the services of Rock and Lake than another company's that does not give this service.

When a business has a strong position on some market it is easier for it to enter other markets. As Russian market is the main for Rock and Lake it is important that cottages of this company are in demand and appealing for Russian tourists. Success in one market can serve as motivation and stimuli to go further and expand. Speaking about strengthening the position on the Russian market, the company's employee Anastasia Potakhina, who is Russian and can well understand the psychology of her compatriots, helps to promote Rock and Lake and her work brings significant contribution to the company.
Next, it is sensible to stress that the location of Rock and Lake's cottages is favorable because Lakeland is a popular region for tourists. When holiday-makers come to Finland they tend to choose either Lakeland or Lapland.

In addition, the quality of accommodation plays an important role of what word-of-mouth tourists will spread and whether they would like to come and stay here again. Rock and Lake cottages are all newly built, furnished and fully equipped with all conveniences, which adds a lot of comfort to its guests. Finally, opportunities to organize celebrations, meetings and conferences with Rock and Lake increase the range of its services so it can be regarded by business customers as not only an accommodation company but also as a venue.

Weaknesses

Even though the company's website is developing well and quickly, it might be said that by the present moment the English version of the site contains a bit less information than the Finnish and Russian one. This gives room for improvement and in the nearest future it is planned to enlarge the English version to make all three equal. In the second place, currently Rock and Lake's website does not have a version in the German language which is a disadvantage in comparison to those competitors in the region who do have it – 19 companies in the whole Finland, of which 9 are located in Lakeland as the appendix 1.2 shows. To compete with them by all criteria for the German market, it seems reasonable to operate the website in German too. Furthermore, talking about activities, it can be concluded that currently the list of Rock and Lake does not include all popular activities in the region. However, this weakness will be well overcome by increasing then number of activities which is planned to be done in the nearest future.

Opportunities

Talking about opportunities, first of all, cottage tourism is becoming more and more popular among people who value calm and clean nature. Therefore there are lots of opportunities to entering new European markets. Rock and Lake currently is thinking to attract tourists from Germany, England and South Europe. Secondly, tourists who stay in cottages are often very interested in activities to spend time. For instance, the majority of Russian tourists who stay in Rock and Lake cottages enjoy doing fishing and the demand for guided fishing tours is increasing. When entering new markets, it seems reasonable to study what activities people from different nationalities prefer the most which might serve then as a potential plan for development.

Thirdly, the more services the company provides beside accommodation, the better is its position on a market. This means that adding new services to the assortment of Rock and Lake is important if the company plans to stay ahead of competitors and always create something new to allure customers to rent exactly their cottages and get these additional services. Finally, the favorable conditions allow expanding the business, i.e. purchasing and adding new cottages to the system of Rock and Lake. This will definitely help to diversify the customer offer and holiday-makers will have a broader choice of premises which will suit their taste.

Threats

To begin with, political instability in the markets may affect the demand of tourists from these places. A good example is Russia in February and March 2014. Because of the situation in Crimea, the number of Russian tourists travelling to European countries decreased during this time. During three weeks there were much fewer tourists from Russia who stayed in Rock and Lake’s cottages and there were many “empty” days – days when there were no guests. However, as soon as the situation more or less stabilized, Russian tourists went on coming to Finland and rent cottages and the business situation improved.

Economic fluctuations also have a considerable impact. During the same period as described above, currency exchange rates of ruble fell, Euro cost much more for Russians and as a result many of them could not afford going to Finland on holiday. Many people wanted to wait until the exchange rates stabilize to go abroad.

What should be specially notified is that in tourism industry it might not be possible to predict the customer demand in the long run. There are lots of tourists that arrange their holiday on the last minute. In Russia, this happens quite often so the booking calendar might seem empty for the next two months and but then closer to these dates situation improves and the flow of tourists is very hard to anticipate. It is necessary to adapt to this fact and operate the business despite of this.

Renting a cottage means getting close to nature, and in this case climate and weather is an important factor that defines the desire of holiday-makers to travel to Finland and spend time in a cottage. This means that the demand depends on the season. If people from certain countries are somewhat afraid of frost, they are very likely to travel to Finland only in summer. Also, tourism fashion trends might affect the demand level. For instance, if at any point, let’s say, Scotland will become very popular as a destination, it is likely that European tourists might choose to go there. To be aware of what is happening on the market, it is necessary to monitor the industry constantly.

6 METHODOLOGY AND RESEARCH PROCESS

Before conducting the research it is necessary to get familiar with different types of data approaches and define the most suitable research methods. The following chapter will first talk about research approach in general, then research methods used to do the current market analysis both in theory and in practice. All the steps of the research process are presented here in details to create the whole picture of the process.

6.1. Qualitative and quantitative research

When doing the research, it is necessary to understand the difference between qualitative and quantitative research. The choice of the approach will determine methods needed to conduct the research. (Kaden 2006, 26-27.) The choice of the approach and methods depends on what kind of data is needed and what is the purpose of the research project. (Saunders et al. 2009, 482.)

Qualitative data is expressed through words often in a non-standardized form and it is analyzed using concepts. During analysis it has to be summarized, categorized and studied in depth.

(Saunders et al. 2009, 482.) The aim of qualitative research is to gather profound deep information, understand the reasons and consequences, analyze the meanings and get an insight into the issue. (Eriksson & Kovalainen 2008, 77-78.) Data collected through the qualitative research is called empirical material and it might take forms of texts, audio and video files. There are numerous qualitative research methods including interviews, focus group discussions, case studies, ethnographic research, action research, to name but a few. (Shiffman et al. 2012, 20.) Empirical material is challenging to analyze and requires a certain degree of professionalism to draw valid conclusions. (Eriksson & Kovalainen 2008, 4-7.) It is a demanding and time-consuming process. (Saunders et al. 2009, 482.) Qualitative analysis involves detailed transcription of the data, categorization, finding similarities and differences, structuring and interpretation. (Saunders et al. 2009, 490.) Interpretation should be logically based on the material and all conclusions must be proved by the actual transcribed data. (Wilson 2010, 254-255.)

Quantitative data is numerical findings which are usually standardized to produce statistics and create figures and graphs. (Saunders et al. 2009, 482.) To analyze numerical data it should be categorized, measured, checked and interpreted. It is necessary to define the data type (categorical, nominal, numerical, interval, ratio) and represent the findings in a logical way. (Kaden 2006, 28.) Often it is irrelevant to include all the numbers in the descriptions, but to select the most important ones, which represent the minimum and maximum values and reflect the trends. Detailed picture of trends is usually presented using visual tools, like graphs, charts and figures. (Saunders et al. 2009, 416-418.) Descriptive statistics is widely used to report the findings in a detailed way and from different angles. Quantitative analysis includes preparing numerical data for analysis, summarizing and categorizing this data, examining the relationships between the variables, finding trends, interpreting and making conclusions. (Wilson 2010, 212-213.)

6.2. Primary and secondary data

Data that is used for a research can be primary and secondary. Both types have their own advantages and disadvantages, and usually they are combined in a research to produce more accurate results. (Wilson 2010, 134.)

Primary data is data generated for a particular research study that did not exist before and meets the purpose of exact research aims. (Dibb et al. 2012, 267.) There are numerous tools to gather primary data, both qualitative and quantitative, for example interviews, surveys, observations and case studies. (Wilson 2010, 135.) The figure 14 presents visually the main options for primary data collection:

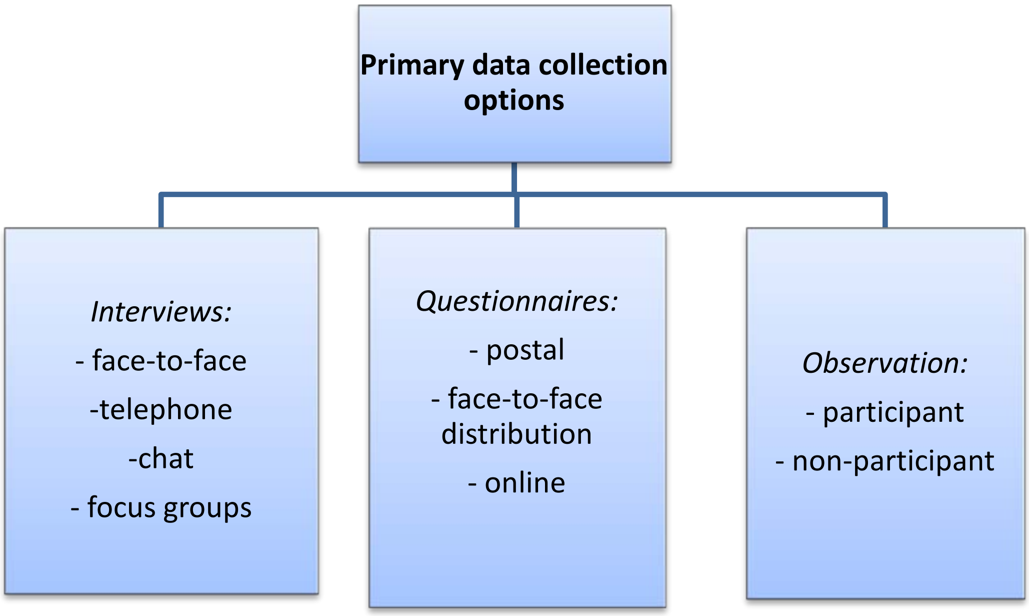


FIGURE 14. Primary data collection tools (based on Wilson 2010, 137.)

There are several reasons to seek collecting primary data. To begin with, very often necessary information is not available in the existing sources, especially if the topic is modern or very narrow. In this case, only gathering primary data can help answering the research questions. (Dibb et al. 2012, 271.) Secondly, existing data might not be suitable for particular research purposes and the researcher might feel that he needs precise information on the topic. Collecting primary data is quite challenging because several factors need to be taken into account such as research methods, sample, questions and sources. However, it produces very valuable information which may well develop the research and answer the research problem. (Wilson 2010, 136.)

Secondary data is existing data from other researchers and all possible sources like newspapers, magazines, annual reports, official statistics and many others. (Shiffman et al. 2012, 23.)

Secondary data analysis is a good start in any research, because it is essential to first find out what information and what results are available about the topic. (Saunders 2009, 258.) Not only might this give interesting and valuable information for the research, but also help to define missing information and research methods for further studies. (Czinkota & Ronkainen 2013, 241.) It is risky to base all the research on the secondary data because the precise research questions of a particular study might not be answered by other sources. (Wilson 2010, 170.)

6.3 Netnography as a research approach

In the recent decades virtual spaces provided a new opportunities and platforms for conducting research. Lots of electronic sources give a lot information and it is possible to connect to people from the most distant places in the world. (Bowler 2010, 1270.) Etnographic research that examines social activities in the Internet is called netnographic research. There appeared a need to separate it from a traditional etnographic research because social experiences of face-to-face research and the research in the virtual space differ considerably. (Czinkota & Ronkainen 2013, 248.) Gathering and analyzing data, reaching people, finding sources of information – everything is so much different from the traditional approach, but at the same time the core principle of ethnographic research stays the same – observing people in their natural surroundings. (Bowler 2010, 1270.)

For a relatively long time at the end of the nineteenth century researchers did not use any special term to define their research approach. Christiane Hine (2000) was talking about virtual etnography, also there appeared later such names as webnography, online etnography, digital etnography and cyberanthropology. (Kozinets 2013, 5.) The main categories of data for a netnographic research are research literature published in the Internet (articles, working documents), existing electronic materials (blogs, home pages of companies, annual reports, official statistics reports) and netnographic materials produced (chat interviews, focus groups). (Eriksson & Kovalainen 2010, 97.)

Anonymity

Virtual space increases the level of anonymity in the interaction because most often people cannot be personally identified if they do not want to. (Bowler 2010, 1271.) The freedom of self-presentation is almost unlimited. People might associate themselves with another type of personality in a virtual world, becoming another person and releasing his inner attitudes and opinions which he might keep secret in a real world. (Czinkota & Ronkainen 2013, 551.) Such "game plays" in chat rooms and forums allows creating multiple personalities which are limited only by imagination and inner sensation of the individual. For the researcher, this level of anonymity brings quite a trouble because he can never be sure who those people who act in online communities are really. (Kozinets 2002, 3.)

Varieties of online social communities

When doing a netnographic research it is essential to know and identify different forms of online communities to broaden the search for the research and find the most appropriate platforms.(Arrasvuori & Olsson 2009, 116.) *Forums and bulletin boards* are text exchanges among the members without personal identification, which are usually replied over time. *Chat rooms* are text exchanges in a real time between two or more people. *Play spaces* are communication platforms in a game where players interact with each other in real time. *Virtual world* is a type of a game where people are connected with more stronger social ties than in a simple playspace but are usually connected by the topic of the game. *Lists* are groups of participants who utilize e-mail contact on a regular basis to discuss some topic. *Rings* are interrelated web-pages devoted to one certain topic. *Blogs* are a collection of articles and texts written by someone, often in a form of a personal diary or as a compilation of articles on a topic of interest. *Literature, audio and visual sites* are virtual platforms for file exchange between the members like music, films, videos and books. *Social networking sites* are designed for communication where users have personal accounts to be engaged in personal or group communication. Since the online world is constantly growing and developing, new forms of online communities are developing and will appear soon. (Kozinets 2013, 84-87.)

Types of online community participation

All the online communities may be roughly identified to four types according to two factors: the importance of communication and interaction between the members and the interest to the central topic of the community. (Levinson & Rubin 1997, 15.) The figure 15 presents these four types:

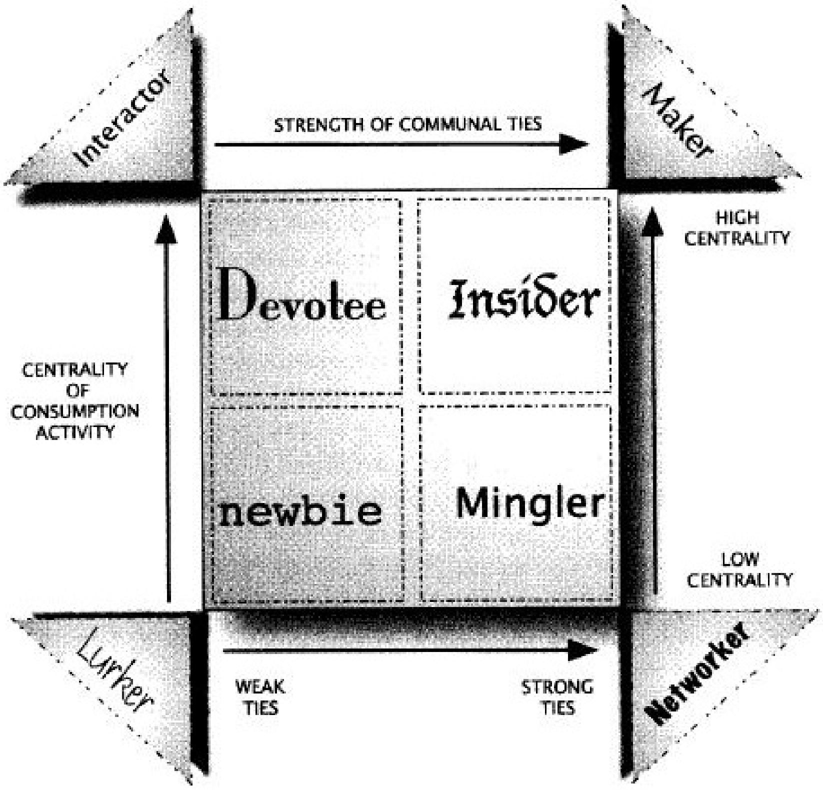


FIGURE 15: Types of online community participation (taken from Kozinets 2013, 33.)

From the graph it is seen that online participation is defined to one of four types based on centrality of consumption activity and the strength of communal ties. (Kozinets 2013, 32-33)

Newbies have very little interest in the topic of discussion and do not have strong ties with the other members of the community. *Minglers* are those who put social interaction as the primary goal of their being in the community. They are not much interested in the theme of the community but they want to socialize and create relationships with other people. In contrary, *devotees* have a very strong interest and enthusiasm towards a central topic of the community but at the same time they do not have strong social ties with other members. (Kozinets 2013, 33-34.) The goal of the interaction for them is to discuss the topic, get advice, share experience with the public that shares the same interest. (Arrasvuori & Olsson 2009, 120.) *Insiders*, in turn, are highly interested in both the consumption activity of the community and the social ties with the members. (Kozinets 2013, 33-34.) Their goal is to be identified as the member of the group, interact intensively with others there and at the same time they do want to create and maintain social ties with the members. (Arrasvuori & Olsson 2009, 120.)

The diagonal dimensions suggest four other types of membership. *Lurkers* are people who are not engaged in the activities of the community, they are just observing them by reading the posts and discussions, by regularly browsing its pages. A lurker can possibly become a newbie later on if this community will keep his interest. (Kozinets 2013, 33-34.) The existence of lurkers cannot be in fact monitored, because they do not write posts and leave the visible traces. However, the number of visits on a certain site may help to estimate roughly how many people visit the page or community regularly. (Arrasvuori & Olsson 2009, 121.) The complete opposite is the *maker* who is located in the top right corner of the diagram. These people have built very strong social ties and they are highly involved in the community discussions and might be considered as experts by others. They might have their own forum or platform as well. The top left *interactor* values a lot the consumption activity of the community and takes a very active part in all discussions. The *networker* has a solid communication basis and established virtual relations and ties with other members. He is not enthusiastic about the topic but wants to socialize with others a lot. (Kozinets 2013, 33-34.)

Types of online community interaction

Knowing the membership and participation classification helps to comprehend further the types of online community interaction which are presented in figure 16:

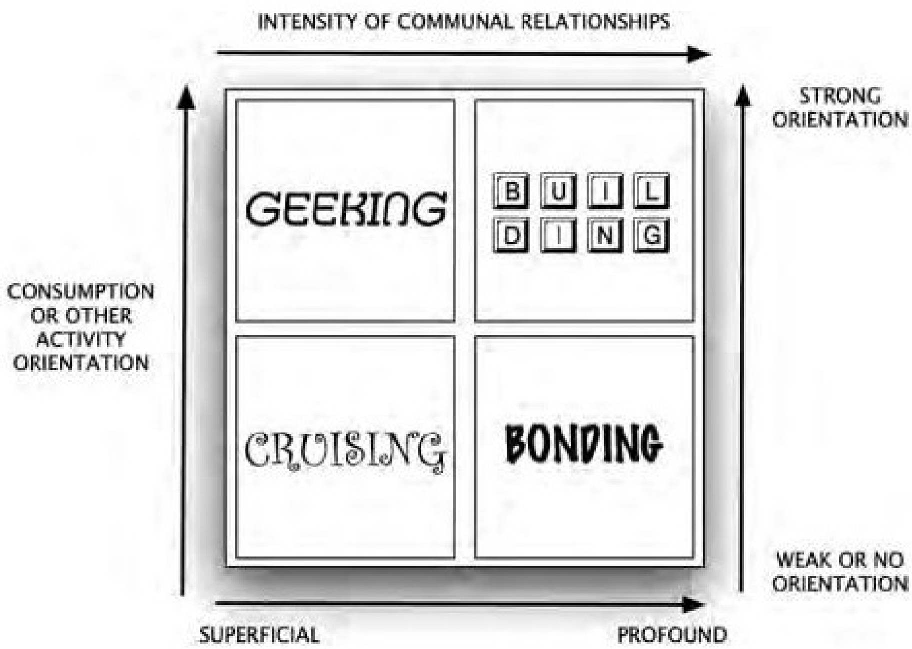


FIGURE 16: Types of online community interaction (taken from Kozinets 2013, 35.)

They are based also on the levels of interaction and engagement in activity. *Cruising communitites* do not offer strong communal ties, good examples are chat rooms and online games, when people chat without knowing each other. *Bonding communities*, in contrary, are those who present opportunities for creating strong and long-term relationship where people communicate in order to get to know each, to find friends and the consumption activity is unimportant. *Geeking communities* show another way – they might provide loads of various information on some topic but they do not connect people altogether as personality, for example this is about website forums and blogs. *Building communities* connect in themselves both the provision of information on the topic and a solid platform for creating long-term relationships. (Kozinets 2013, 34-35.)

Website choice

Usually before doing a netnographic study, a researcher finds a number of websites which he has to choose from. (Levinson & Rubin 1997, 271.) It is always a challenge is to find a good relevant platform and source which will add value to the research. There is a big load of Internet pages that a researcher has need to think carefully which ones to select. (Eriksson & Kovalainen 2010, 100.) Depending on the research problem and objectives, the researcher might be interested in websites of companies or other organizations, online databases with annual reports, corporate or personal blogs, personal websites, virtual communities or social networking sites. (Eriksson & Kovalainen 2010, 101-103.)

To assess the community, one should keep in mind six most important criteria: online platforms should be relavant, active, interactive, substantial, heterogeneous and data-rich. Relevant means that the information that can be obtained from this source is related to the research topic and problem. Active community is one that has recent and regular communications while interactive is the one that has a constant flow of information and communications between the members. Substantial communities have a heavy mass of communicators. Heterogeneous community is the one which comprises various participants and to be data-rich, the community should be “fruitful” in terms of information. (Kozinets 2013, 89.)

Sometimes researchers have to concentrate on certain criteria more while skipping the others, for example a certain community might be quite homogeneous but it may provide lots of information about a particular narrow market segment and if the researcher is studying it, this community will be of a lot of help. (Kozinets 2013, 89-90.) When using some Website for netnographic fieldwork, a researcher can either act in a limited way, which is just informing the participants about the observation and getting their permission, or in a more detailed a profound way which presumes becoming an active participant of the community who contributes to its development. (Kozinets 2013, 92.)

Blogs

The popularity of blogs is on rise already for many years. (Levinson & Rubin 1997, 15-16.) Not only individuals with their personal stories but also companies also now tend to create blogs to share information about their product and service offers and use blogs as one of the ways to enhance the company's image and raise the awareness. (Eriksson & Kovalainen 2010, 102.) Using blogs is very effective in netnographic research, because they often contain very deep information about individuals, their consumption preferences and habits. (Czinkota & Ronkainen 2013, 553.) The researcher has to be very careful with observation to follow the ethical rules but at the same time not disturb the flow of communication in the blog. It is always necessary to get the permission of the blog owner if one wants to make citations. (Kozinets 2013, 179-180.)

Social networking sites

Social networking sites give lots of opportunities for a netnographic research. It is possible with the permission of the members observe various group pages to get an insight into a certain category of people, social networks are well used for marketing purposes and it is a very effective way to find people for online surveys and interviews who are located geographically far from a researcher. (Czinkota & Ronkainen 2013, 551.) The profiles of people contain information about them, and although it is sometimes not fully truthful, it might be relied upon to some extent when searching for some people for the research. Ethical issues stand very strong so the researchers should be careful following the confidentiality rules. (Kozinets 2013, 180-181.)

Challenges of netnographic research

Textual data gathered during netnographic studies is usually not associated from particular people which challenges the reliability of it. Anonymity in the virtual world helps to get more disclosed information and more radical opinions might be voiced, but the researcher is never completely sure in the personality of the person. Neither age, sex, gender nor nationality can be verified. The researcher most often has to rely on the information that Internet users publish about themselves. (Czinkota & Ronkainen 2013, 248.) The question rises also whether the online community reveals real personality traits and identities. These issues raise concerns about netnographic data, because people may talk and behave untruthfully. However, Whitty (2004) has proved with her research that people do not falsify their personalities in the Internet as much as not to be recognizable, this is more of a stereotype. (Bowler 2010, 1272.) Also, alteration of identity which includes speaking untruthfully and hiding true opinion happens as much often in the real world as well, the thing is that it is not that clear for surrounding people. When analyzing netnographic data it is essential to treat the online world as a social environment and online data as social acts. (Kozinets 2002, 7.) These acts should be studied in the context of particular social worlds. In addition, since the researcher has mostly only visual and audio materials to analyze, he must be very careful with the interpretation of the data to make right and reliable conclusions. When observing forums or communications of some virtual communities, there are certain things which may reveal more information – for example, the use of color, type font and pictures. Emoticons in message posts usually help to comprehend the emotions and feelings of people better. (Kozinets 2013, 130-133.)

Ethical issues in netnographic research

Doing an etnographic research online presumes following certain ethical instructions, which are pretty similar with the traditional research. It is possible to do harm online as in face-to-face communication. Therefore the researcher should keep in mind ethics. (Kozinets 2002, 8.) First of all, when communicating with people online, one should be respectful and tolerant not to hurt anyone's feelings and no to harm anyone in any way. (Kozinets 2013, 142-143.) Any sort of communication should be present according to the ethical concerns about confidentiality and anonymity. This means that if the researcher gets some information from an individual, he must assure that the personality of this individual cannot be identified in research studies. Virtual pseudonyms should be treated as real names, so they are not to be identified either. (Kozinets 2013, 144-145.) When it comes to observations, it is necessary to get the permission of the members of the virtual community before the research is conducted, separate permission must be received from an author of some post or message if he researcher wants to quote it or use in some other way. (Eriksson & Kovalainen 2010, 105.) However, certain virtual platforms like major blogs may be observed without getting permission, if the quotations are not used and if the source is openly public to every Internet user. But this situation should be carefully assessed before if this is the case. (Kozinets 2013, 145.)

The base for a reliable and ethical netnographic research is honesty of the researcher with the members of the online community. The researcher should disclose his presence in a community and speak openly about his intentions. (Kozinets 2002, 8.) Even though the participants may alter their personality and use pseudonyms, the researcher must identify himself truly with a real name because he has to follow more strict conduct rules than usual members of the community. If sometimes the research is very complicated to be theoretically described to the members, the researcher must inform them about the research problem and the direction of his study. (Kozinets 2013, 147.) Very often netnographers utilize the public commercial websites for their studies, which may provide lots of interesting information. In this case, the researcher must get familiar with the terms of use of the website which usually contain instructions for using the information and explain about limitations of this netnographic research. (Kozinets 2013, 149.) When conducting chat or video interviews, the researcher must never record the interaction without the permission of the interviewee. (Kozinets 2013, 152.) Furthermore, the researcher must pay attention if the target audience is a vulnerable group, for example children under 18 and behave in an appropriate ethical way which will not harm them. (Kozinets 2013, 153.)

In general, there are four types of concealment when reporting the research studies. The first one is uncloaked participant, which happens if the person wants his name to be published in the report and gives official permission for that. The second one is a minimum cloaked situation, when the research mentions just a name of the online community but no names of individual members. The maximum cloaked situation is when even the name of the community is not published, this is the case for the studies which include some risk for the participants. Finally, the medium cloaked condition presumes certain naming of the community but in more general terms not to reveal the exact group. (Kozinets 2013, 154.)

6.4. Main research methods in theory

There are different methods that maybe utilized in a netnographic research. In this thesis the researcher used the following research methods: secondary data analysis of the official statistical data that exists in an electronic format, online surveying, netnographic interview in chat and netnographic observation. This subchapter gives the theoretical description of two main research methods of primary data collection and provides a solid basis for pre-understanding and usage.

6.4.1. Analyzing statistics (secondary data)

Often dealing with statistics it is good to do exploratory data analysis. It stresses the importance of visual tools in an analysis and it implies that specific analytic techniques are to be chosen depending on the case. One should pay attention that not all the data from some source would be valuable for a particular research study, so the researcher has to evaluate the data and select only the necessary information. (Czinkota & Ronkainen 2013, 245.) First of all, it is necessary to group and give the names to the diagrams and data not to misunderstand them and not to lose information. Secondly, starting with the analysis, it is recommended first to look precisely into each graph or chart to get the meaning of it and make some sort of initial conclusions. Individual graphs have to be explored paying attention first to specific values and highest and lowest values. This might help to define later trends and in some cases when relevant proportions and distributions. Graphs need to produce a result, conclusions that will prove the interdependence of variables. When conclusions about each individual graph are defined, the next step would be compiling the conclusions into one to produce one coherent summary with results. (Saunders 2009, 428-429.)

6.4.2. Surveying and online surveys

Surveys are used to create statistical descriptions of a sample of people by asking them different questions. (Frederick & Van Bennekom 2002, 14.) Surveying is used when it is needed to get responses from a lot of people. (Saunders et al. 2009, 362.) The objective of the survey is to gather numerical quantitative data needed for later analysis. Information is collected by gathering responses to a set of questions. Usually, the survey is answered by only a little part of the population. (Fowler 2009, 1.) A survey process includes the following processes: sampling, designing questions and data collection. (Fowler 2009, 11.) Generally, questionnaires help to gather data related to opinions, behavior and attitudes. (Saunders et al. 2009, 368.) Before devising the survey questions it is necessary to make clear measurable objectives which will guide the work. If possible it is good to get advice from professionals who have more experience and review the literature on the topic. Research timeline can also help a lot in planning the survey process. (Sue & Ritter 2007, 18-20.)

Sampling

Population in research terms means the entire group of people who are studied. Undoubtedly, it is not possible to reach everyone and this is why sampling is always used. (Sue & Ritter 2007, 25.) Sampling means selecting a number of people who might be representatives of the target population. (Fowler 2009, 4.) Characteristics of the sample are then inferred to the target population. However, one should bear in mind that results must not be overgeneralized. When it comes to inferences, two types of error are bias and variability. (Fowler 2009, 11.)

First of all, there is always a probability that characteristics of the sample will differ from those of the population and thus may not represent the data accurately. (Kaden 2006, 121.) Sampling error is the possible random error that can occur when data is collected from a small sample instead of each individual member of the target group. (Keegan & Green 2008, 207.) The challenge is to select the sample of respondents very carefully trying to minimize possible differences and make it as close to the population as possible. (Fowler 2009, 11-13.) Bias error takes place when respondents are chosen irrespective to different demographic and social classes and categories, for example measuring the average income not only households but also homeless people should respond to create the accurate picture of the population. (Fowler 2009, 13-14; Kaden 2006, 164.)

There are different sampling techniques, such as saturation sampling, probability sampling both from open and closed population, convenience sampling, snowball sampling and others. (Kaden 2006, 75.) The objectives and possibilities of the current research defined that convenience sampling is the method to choose. It is a nonsystematic method which is based on reaching people who are available for the researcher. There are no restrictions in participations and actual control over respondents. Convenience sampling of an online survey involves posting the link everywhere where the target respondents may find it. It is less time-consuming and allows reaching a bigger number of people. (Sue & Ritter 2007, 27-33.)

Online surveys

Studies of online surveys are still in the process of development because this approach has appeared relatively recently with the development of technology. (Sue & Ritter 2007, 6.) Surveys cannot be conducted online in all cases. (Kaden 2006, 179.) There are certain reasons for using virtual platforms. The first reason is when the sample is very big and people are located far or in different geographical locations. (Dibb et al. 2012, 274.) The second one is when there is a limited time frame to conduct the research and it is not possible to reach people in any other way than online during this period. Thirdly, online surveys guarantee more anonymity and thus might be well used when the questionnaire deals with sensitive information. (Sue & Ritter 2007, 5.) The prerequisite for an online survey is the fact that target respondents have Internet access to complete the questionnaire form. (Frederick & Van Bennekom 2002, 132-133.) Next, virtual platforms may be used if convenience sample would be enough for research purposes since nobody can assure really who will respond to the questions. (Kaden 2006, 179.) And finally, the researchers of course need to have technical possibilities and abilities to publish the survey online. (Sue & Ritter 2007, 5-6.)

Web Page Surveys is the most often and convenient form of online surveys. It has a number of strong obvious advantages which are summarized in figure 17:

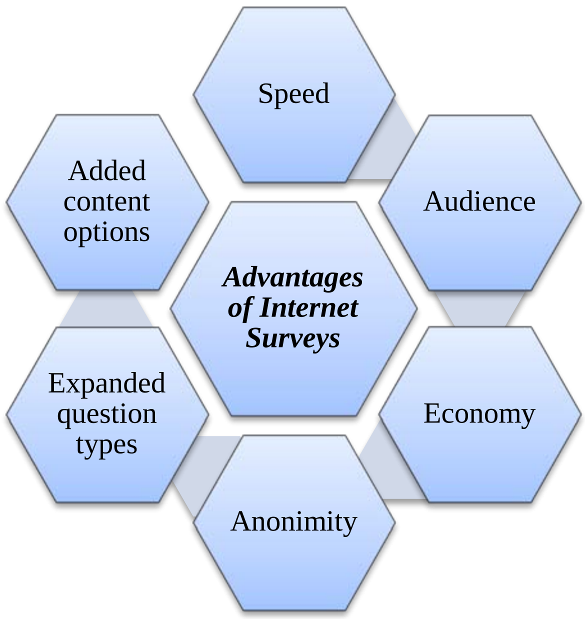


FIGURE 17. Advantages of online surveying (based on Sue & Ritter 2007, 12-13.)

The first one is speed. If the survey is published on a popular website it has a chance to gather hundreds or even thousands responses within hours. (Czinkota & Ronkainen 2013, 260-261.) The second advantage is convenience - if you post the link to the survey on numerous sites, the variety of respondents broadens a lot. Thirdly, in terms of economy internet survey is the least money-consuming. (Dibb et al. 2012, 274.) Very often survey platforms provide possibilities to attach images, audio and video files to questions which increases the opportunities for the research. (Kozinets 2013, 43-45.) Moreover, web survey platforms are usually technologically highly advanced and it is possible to create multiple types of questions. (Czinkota & Ronkainen 2013, 261.) Also, when completing the form online, respondents are independent to choose the time, location and duration needed for responding, let alone there is no researcher and people might be more willing to answer sensitive or embarrassing questions. Undoubtedly, assured anonymity is a strong advantage as well. (Sue & Ritter 2007, 12.) What is more, closed populations present a very good basis for surveying: this includes, for example, organizations having lists of employees, students or other potential respondents who can be reached by email. (Sue & Ritter 2007, 149-150.)

However, as any research approach, online surveying has certain disadvantages. To begin with, not all the people have Internet access therefore responses cannot be overgeneralized to the whole population. Secondly, there is a high chance that respondents may quit the form in the middle. To prevent this, the questionnaire should be made as short as possible to address only the problems of the research. It is good also if it is fun to answer, the design is amusing when appropriate and so on. The third disadvantage is that researchers depend highly on the software so some technical problems may arise in the process of survey publishing. (Sue & Ritter 2007, 13.)

When reaching target respondents online, recruitment can be done in several ways – email or chat invitation, links to the survey on Websites and pop-up windows. The researcher has to select the suitable and effective method depending on the sample and research study. (Sue & Ritter 2007, 88-92.)

Types of questions

Survey questions can be roughly divided into three categories: open, closed and measurement scale. (Czinkota & Ronkainen 2013, 257.) Open-ended questions leave space for the answer and no options are defined. (Fowler 2009, 100.) Respondents have to use their own words to give the answer. It is good to use if the topic is new and researchers want to get new information, however, this type should not be used too much because respondents might be simply lazy or unwilling to create and write responses by themselves. (Sue & Ritter 2007, 43.) Closed questions with acceptable options for choice are well used in most of the cases to make the participation in the survey and statistics analysis easier and thus more accurate. (Fowler 2009, 102.) Closed questions might presume one or multiple options to be chosen. (Sue & Ritter 2007, 48.) Measurement scale presumes that respondents evaluate certain issues according to the acceptance, agreement, importance, quality, attitude, to name but a few. (Shiffman et al. 2012, 29.) For instance the degree of importance might be indicted on the following scale: very important, important, neutral, not so important, not important at all. In this case it is very obvious to create statistics of the responses and categorize them. (Kaden 2006, 138.)At the same time they are easy and not time-consuming for respondents. (Fowler 2009, 100-103.) Sometimes, contingency questions are needed, often with the options “yes” or “no” to qualify the respondent to the subsequent question. (Sue & Ritter 2007, 52.)

Reliability and validity

Questions must be reliable and valid. Reliable means that measures should be consistent and comparable. Valid means that questions should address the issues related to the research study. Good questions connect the gathered answers and issues the survey is trying to study. (Fowler 2009, 87.) Reliability and validity should be well examined before publishing the survey. The following issues indicate unreliable and invalid survey: vague evaluation criteria, not applicable questions for target population, too much leading questions which produce untruthful responses, unreasonable expectations, imprecise wording, combination questions, inappropriate sequence of questions, biased questions and responses, targeting the wrong population and choosing the wrong sample. (Frederick & Van Bennekom 2002, 35-42.) Before publishing the ultimate version and starting the actual survey it is advisable to have a pre-test – let the questionnaire be answered by some members of the target population to make sure that all questions are clear and there are no technical problems if it is done online. (Saunders et al. 2009, 373.)

To ensure the consistent measurement of the responses, there are certain things to bear in mind. First of all, each respondents need to answer the same set of questions. (Fowler 2009, 88.)The questions should mean the same to all the people therefore the words in the survey should be understood universally. (Fowler 2009, 92.) Secondly, the wording of questions is to be thought through very carefully to be clear and unbiased. (Fowler 2009, 88.) Also, simple and short questions and phrases guarantee a more sound approach to the research study. (Fowler 2009, 92.)

Each question should be formulated in a complete clear manner. For example, not just “Age?” but “What was your age on the last birthday?” Researchers should devise questions accurately avoiding poor and unacceptable wording. There should not be multiple questions to be answered at once, like “Would you like to travel to Finland and Russia?” (Kaden 2006, 150-153.) Every question should include the “I don’t know” option or similar in case respondents do not have enough knowledge to answer or simply do not want to. It is reasonable to prevent them from answering randomly to any meaningful option and worsening the reliability of the statistics analysis. (Fowler 2009, 89-94.) If the questionnaire has to be translated into other languages, it is necessary to make sure that translations carry the same lexic and idiomatic meanings and the sense is not changed. (Saunders et al. 2009, 383.)

Questionnaire elements and design

The questionnaire should look nice, professional and motivating. It should be easy to understand and accessible for the target group. (Sue & Ritter 2007, 59.) The survey must start with an introductory text, which will explain the necessary information about the research and encourage the respondents to participate. (Sue & Ritter 2007, 60.) It should define who is the respondent, what is the needed time for completion, anonymity and confidentiality must be assured. (Frederick & Van Bennekom 2002, 74-76.) It is always good to stress that the answers of each respondent are valuable for the project. (Sue & Ritter 2007, 60.) If needed, certain terminology has to be explained before the question set. Instructions about completing the questionnaire are always useful. If the questionnaire is not that short, it is wise to write section headings for better perception. (Frederick & Van Bennekom 2002, 77-79.)

At the beginning of the questionnaire it is necessary to ask some relevant background information from people, such as age, gender, marital status, occupation and others to categorize the responses later and have more precise statistics. (Sue & Ritter 2007, 54-55.) It is better to start the survey with simple questions and the sequence should be logical. People are less likely to quit the survey when they have answered a lot already, so the most difficult questions should appear at the end. (Sue & Ritter 2007, 60.)

The layout of the questionnaire has an influence on how respondents will perceive it. (Saunders et al. 2009, 387.) The appearance of the survey should be suitable, including style, colors, fonts and sizes of letters. Certain fonts and colors look more official than others. Different colors have different perceptions on a subconscious level, both positive and negative. They have to be chosen according to the topic of the questionnaire and target population. (Kaden 2006, 134-135.) And it goes without saying that all the text should be easily readable. Technical capabilities of the virtual platform are to be studied thoroughly to create the best possible solutions for all the questions. (Sue & Ritter 2007, 63-66.) At the end of the question set there should always be a “thank you” note. (Sue & Ritter 2007, 98; Kaden 2006, 161.)

Ethical issues

Like any research, surveys must ensure certain ethical issues for respondents. Surveys should be conducted in an ethical manner with respect to the participants and researchers should make sure that there are no harmful consequences for the respondents. (Fowler 2009, 163.) To begin with, participation in the survey is always voluntary and respondents need to be informed about it and assured that there are no negative consequences if they refuse to answer the questions. They are also to be given information about the purpose of the survey, the name of the organization that is conducting it and sponsors of the research. (Fowler 2009, 164.) It is essential to guarantee confidentiality and anonymity of the responses to protect the privacy. This must be mentioned in the description of the survey as well. (Sue & Ritter 2007, 23.) In addition, if some questions might be skipped, it should be made clear. (Fowler 2009, 164.) Respondents have to understand how the data will be used and whether there are any risks from the third parties related to participation. (Sue & Ritter 2007, 22.)

Analyzing the results of the survey

Data analysis starts with referring to the survey objectives. (Sue & Ritter 2007, 99.) Data from online surveys is almost always tracked by software and it is possible to get ready graphs and some kind of statistics. (Sue & Ritter 2007, 101.) As a result of the survey researchers get textural, categorical, numerical, interval and ratio data. (Frederick & Van Bennekom 2002, 84-86.) Descriptive statistics is a usual effective way to represent the results of the research. To make a presentation in the report more clear and visual, it is necessary to include some graphs and figures which will go logically into the descriptions. (Kaden 2006, 191-194.) In certain cases, cross tabulations are very useful for comparing different variables. (Sue & Ritter 2007, 109-112.) The other ways to present the data in the report are frequency tables, charts, bars, ranges, scatter diagrams and multiple bar charts. (Wilson 2010, 217.) When some respondents did not answer all the questions, the researcher has the dilemma what to do with incomplete responses. These respondents may be discarded from the research or some questions may be deleted later in the analysis, in order not to destroy the reliability and statistics of the respondents. (Frederick & Van Bennekom 2002, 161.)

6.4.3. Semi-structured netnographic interview

Interview is a discussion between two or more people that has a purpose. (Keegan & Green 2008, 203.) Interviews are helpful in gathering important qualitative material for the research or even for formulating research questions, if the project is quite large. (Saunders et al. 2009, 318.) Thus interviewing is considered a qualitative research approach. (Wilson 2010, 138.) Research interview has several variations which are chosen depending on the research topic, questions and objectives. Interviews might be structured, semi-structured or open. (Saunders et al. 2009, 318.)
Interview is a suitable research method in the following cases: when the researcher needs qualitative empirical material and aims to understand the issue in depth, when the questions are mostly open and when the sequence of questions might be varied depending on the respondent. (Saunders et al. 2009, 324.)

Semi-structured interview is a type between structured and unstructured approach. It is based on a prepared set of questions but allows space for exploring more issues and personalizing the interview. (Wilson 2010, 147.) A list of prepared questions and themes guides and directs a conversation, however, the sequence and formulation of questions may vary in different interviews. It means that the researcher is free to skip some questions if they are not relevant for the particular person or if the information has already been given during responding to the previous questions. (Eriksson & Kovalainen 2008, 82.) The order of questions can easily be changed to suit for different individuals and situations. Also, additional questions are often needed to clarify certain responses or if the researcher feels that there is a good opportunity to find something else which is useful for the research. The idea is to have the interview as smooth as possible and gather all necessary information from the respondent. (Saunders et al. 2009, 320-321.) This method is the most appealing for researchers because one the one hand, they have a prepared direction of the interview with the help of questions, but on the other hand, they are flexible to adapt the interview for different people to make it effective. (Wilson 2010, 147.)

Semi-structured interview is a perfect research method when there are several questions to be asked which are mostly open and complex or require some more in-depth explanations. It is usually the most suitable type of interview for several reasons. First of all, structured standardized interview is a method which is chosen when more quantifiable data is needed. That is why it is often referred to as “quantitative research interview”. It is not suitable when the researcher wants to hear more details and ideas. Open interviews, in turn, are very complex to handle and require a high level of experience as they are very complicated to analyze. (Saunders et al. 2009, 321-322.) The interview must be recorded in some way to prove the reliability of the research and to have exact material for later analysis. Possible ways to record are video-, audio-, and textual material. (Wilson 2010, 147-148.)

Types of interview questions

There are several types of interview questions: open and closed, simple and complex, neutral and leading, direct and indirect, primary and secondary. It is necessary to briefly describe each type to explain further the chose set of questions for the interviews which were conducted. (Eriksson & Kovalainen 2008, 83.)

Open questions give the possibility for the respondent to choose what to talk about, so more detailed information can be gathered. The respondent is free to describe his opinions and attitudes, while *closed* presume some particular response on the question. (Saunders et al. 2009, 337.) The example of an open question is: ”Tell me please about your professional career”, while the closed question would be “Do you have work experience in sales?” (Eriksson & Kovalainen 2008, 84.)

Complex questions are those which include several parts in one question while simple include one idea to be answered, It is often the case that several *simple* questions are much more efficient than one complex because it is hard for the respondent to keep in mind all the details of the questions. It is better to ask “When did you start your business?”, “Why did you choose this industry”, “Who helped you with the start-up?” than “Tell me everything about your business: how it started, your motivations, your partners, your plans…” (Eriksson & Kovalainen 2008, 84.)

Neutral questions do not contain pre-assumptions or biases while *leading* often show what kind of response the researcher expects to hear. The neutral question “What is your experience of studying in a multicultural environment?” would be better than “Did you suffer from racial abuse in your class?” However, in certain cases leading questions are necessary if it is needed to clarify the topic and direction of thoughts. (Eriksson & Kovalainen 2008, 84.)

Direct questions are those which state exactly in their formulation what kind of information the researcher is seeking. *Indirect* question, in turn, help to approach the matter from the distance and allow the respondent express their views on the matter and the researcher later on can ask direct questions. Instead of asking immediately “How is it like to be the only woman in the Board of Directors?” it is wiser to ask first about the last board meeting, the impressions of the person, what has happened etc. (Eriksson & Kovalainen 2008, 84.) *Primary* questions are those set in advance which present the core of the interview. Those additional questions which are asked during the interview to clarify the issues are called *secondary* questions. There are virtually always secondary questions in a semi-structured interview. (Eriksson & Kovalainen 2008, 84.)

Internet-based interview

Electronic interviews, also known as netnographic and virtual interviews refer to interviews conducted in the virtual space. They can be divided into synchronous (conducted in real time) and asynchronous (conducted in an offline regime) forms. (Dibb et al. 2012, 274.) The figure 18 visually presents this division:

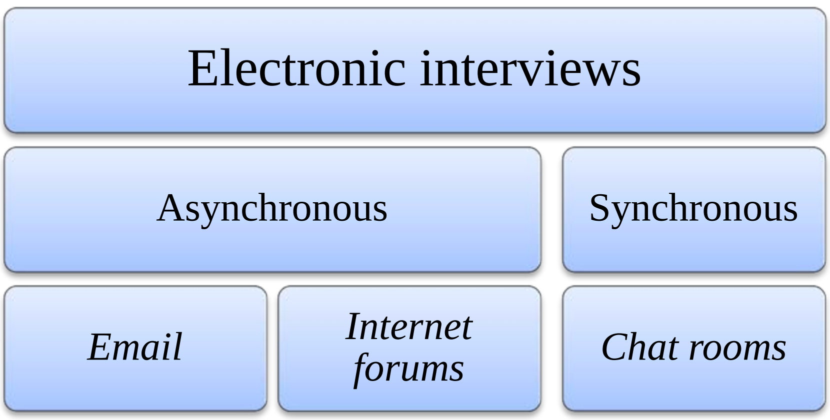


FIGURE 18: Forms of electronic interviews (based on Saunders et al. 2009, 350.)

In chat rooms communication happens in real time, while using emails and forums presumes that people will answer when it is convenient for them. Also, interviewing through Skype using video-talking can prove to be efficient in some cases. Video talks are a lot similar to traditional interviews as it is possible to follow the voice and the body language of the interviewee. (Saunders et al. 2009, 349-350.) Interviewing via forums might take quite a long time until the researcher receives some messages and posts as a response. (Saunders et al. 2009, 351.) The biggest advantage of virtual interviews is that it allows talking to people who are located very far, in different countries and continents. In such a situation, Internet interview might be the one possible for the research. (Saunders et al. 2009, 350.) There are several ways to do recruitment for online interviews, including email, requests on forums, posts in virtual communities and individual invitations through personal messages. The challenge is to find the right people who might be suitable interviewees. (Eriksson & Kovalainen 2008, 103-104.)

Generally, there are a lot of similarities between traditional interviews and Internet-based ones. As a face-to-face interview, virtual interview can be structured, semi-structured and open and it can be conducted in a group or individually. It is necessary first to find appropriate people, approach them and get an agreement about the interview. (Kozinets 2013, 110.) It requires patience, good communicative skills and respect to people. They might be reluctant to answer, respond very briefly or quit in the middle of the discussion. Using private messages, respondents might also go offline and come back answering later. (Kozinets 2013, 111.)

As regards ethical issues, they are also alike. It is necessary to be honest, inform the participants about the purposes of the interview, assure confidentiality and anonymity and that the names of people will not appear in the research report. When it comes to questions, the interviewer should be careful with sensitive questions and must not offend people. (Kozinets 2013, 111.)

Some researchers argue that chat interviews do not have the same level of interaction and spontaneity as face-to-face interviews in real life. Moreover, the researcher can never be one hundred percent sure about who is that person behind the screen who is responding. (Kozinets 2013, 45.) However, anonymity in the Internet may produce more open and honest answers. Also, interviewees are less prone to be affected by gender, age, nationality and ethnic origin of the interviewer. (Kozinets 2013, 110-111.)

6.5. Research methods in practice

The following subchapter describes in detail how each research method was utilized for the work of this thesis. The whole process of data collection is described, both the preparatory stages and the implementation.

6.5.1 Statistics analysis

Market analysis is not full without analyzing secondary data. Therefore it was decided to start the process of data collection with statistics. Statistics allows getting a broad picture about the market and numerical data helps to evaluate and interpret the knowledge about markets. Tourism industry researches are becoming more popular these days and it made the researcher of this thesis think that there must already be some research done on the German tourist market. Since the general approach of the market analysis was chosen to be netnographic, it became evident that statistics would be searched on the Internet. Here the researcher bore in mind that all data sources should be carefully checked for reliability. After browsing different platforms and sources with statistics, the researcher noticed that data differs on different websites. Therefore it was decided to search for official statistical reports done by the tourism industry which are officially approved. This way ensures the reliability of the data and excludes the possibility of wrong distorted conclusions. Finally, four official statistical reports were selected for analysis.

The first and main source is the report called *"Trend Research: 2013 Travel Market"* done by *ADAC Verlag GmbH & Co. KG*. This is the official German organization that does researches in the field of tourism and publishes regularly reports on their findings, both in German and in English. Travel Market researches are published annually and it was decided to take the report for the year 2013 as it is presents the latest data available. This report consists of 63 pages and concerns various holiday issues for German tourists. The report consists of figures and graphs with minimum text explanation. Among the topics covered are main and additional holidays, top destinations, timing and duration of different kinds of vacation, reasons for travelling, travel spending, holidays with children, preferred holiday activities and image profiles of European destinations. The statistics is based on a survey of 4000 Germans living in Munich. The questionnaire was answered both electronically and in writing.

The second statistical source is *"Germany Consumer and Travel Trade Research"* issued in February 2008 for the *Canadian Tourism Commission*. This report of 268 pages is devoted to the market analysis of German tourists. The focus of this research was the popularity and prospective of Canada as a tourist destination for Germans. The statistical report is based on several surveys, interviews and focus groups researches. However, apart from this, the report also contains other different issues useful for the current thesis research, such as the history of vacation trends of Germans, size of the market, ranking of popular destinations, purposes of travel, vacation activities, time and duration of holidays, trip components and tourist market segmentation.

The third statistical source used is *"European Tourism 2013: Trends and Prospects"* quarterly report Q3 2013 done by *European Travel Commission*. The report was officially released in Brussels in November 2013. Economics analysis and forecasts are provided to the European Travel Commission by Tourism Economics. The report of 41 pages contains an overview of tourism trends in Europe in 2013, forecast for future tourism development, numerous travel market share analyses and economic outlook on the issues of European tourism. Several major European and world countries are discussed in details, Germany is in the list.

The last source which was utilized is *"Global Tourism Watch: 2012 Germany Summary Report"* done by the *Canadian Tourism Commission*. The Canadian Tourism Commission started the Global Tourism Watch program in 2007. Its main goal of this was analyze 12 key travel markets. A separate report was published about each market. The Germany report of 20 pages mainly concentrates again on the Canada as a travel destination but there is good information about German travel market conditions, which was also taken for this thesis.

The process of secondary data analysis started with careful reading of these four reports to select information which is precisely relevant for the topic of this thesis. All the data was collected aside and after all the reports were processed, the statistics chosen for analysis was grouped by topics. Since the main statistical source lacked descriptions and conclusions it was a responsibility of the researcher to do this. The researcher analyzed the topics one by one, for example, top destinations, timing of holiday, holiday budget and so on. It was necessary to create the own new graphs of statistical data to be used in the thesis report. In the process of analysis, different statistics topics had to be combined. After all the graphs were drawn, the researcher started the process of interpretation and drew the conclusions.

6.5.2 Semi-structured netnographic interviews

One of the research questions of this work is „What kind of services do German tourists prefer?", which is connected to the research objective - to analyze German customer preferences in the tourism sector. This research objective requires deep understanding of the topic, getting insight into the tourist psychology of Germans. It is necessary to describe tourist preferences from the point of view of Germans, and qualitative research allows a certain degree of subjectivity. For this reason, it was decided that conducting interviews with German tourists should be necessarily chosen as a research method in this work. Talking directly to Germans about their holiday habits was supposed to be a good source of primary data collection that would produce new empirical material for the research.

When thinking about the type of the interview, it was almost immediately obvious that a semi-structured interview is the most suitable one. The researcher of this thesis is not competent enough to conduct an open theme interview and then interpret the results accurately due to the lack of experience. When it comes to the structured interview, it is a quite limited type of interview that does not allow space for discussing issues in depth with individuals. It is not allowed to vary questions depending on the respondent, change their order and the formulation. Therefore a structured interview was not chosen. The detailed advantages of the semi-structured interview are described in chapter 5.4.3.

Interview questions

To prepare for the semi-structured interview, it was decided to create a set of 10 questions which would serve as a base. The list of questions is available in the appendix 2.1. Later on during the actual interviews it was planned to change questions a bit if needed, add some others or skip those prepared if the researcher would feel the ground of discovering new aspects with particular respondents or if certain questions would at the moment sound irrelevant.

It seemed reasonable to start an interview with some general open question which would make the interviewees reflect on the topic of holidays, also that question should have been useful for understanding if the person was interested in cottage tourism. Therefore the first question was an open one "Tell me please what associations come to your mind with the phrase "relaxed holiday in a lakeshore cottage"?" Each single interview was supposed to be started with this question to understand in what direction an interview could go. The second question devised was "Can you describe what image you have about Finland in your mind?" This open question allows getting an insight into the perception of Finland by Germans and also gives the idea how to conduct the interview further. After knowing the attitude of the respondent towards Finland, it was decided to ask them "How do you think German people find Finland as a holiday destination?" Of course, here the researcher had to be careful not to generalize the answers because of course one individual cannot talk for the whole population. However, this question is relevant because Germans know in general how their countrymen usually consider different destinations, and this question was supposed to bring some sort of ideas of how Germans treat Finland. The first open questions allowed people talking freely about their opinions, associations and attitudes and it was expected that they would bring valuable precise information on the topic of tourism in Finland.

Next, the researcher decided to create questions which would discuss holiday preferences in general because getting this kind of information is essential for the research. Since one of the research problems is „What kind of services do German tourists prefer?", it was decided to ask people directly "What kind of services do you appreciate during your holidays?" This question would bring information which precisely answers the problem. The next question is pretty related to the previous one – "What kind of accommodation do you prefer during the holidays?" This question had two purposes, first of all, to get the ideas in general about accommodation preferences as it is part of services, and secondly, to see if people name cottages as a preferred place to stay. The next question is a bit more clarifying to the previous two – "What kind of services do you appreciate in hotels and other accommodation premises?" It was thought to be useful in getting ideas what is important for Germans and later analyzing the services of "Rock&Lake" in this context.

The third part of the questions was devoted to the holiday atmosphere as it contributes a lot to tourist preferences and habits. The direct question "In what atmosphere do you like to spend your holidays?" is quite straightforward and would bring exact answers. It was supposed to compare the answers with the atmosphere of holidays in Rock&Lake cottages to see if it suits the taste of Germans. Afterwards, the direct closed question "Do you like spending holidays in a relaxed and quiet atmosphere?" goes well, for the following reason: this is the atmosphere of a holiday in a lakeshore cottage, so this would exactly bring ideas if people like it or not, in case they described some other type of atmosphere in the previous question.

Finally, the researcher decided to ask a closed leading question “Would you like to rent a cottage near the lake in Finland to spend a weekend with your family or friends?” It was interesting to hear ideas directly on the matter, see reactions of people and how many of them would say yes. In case of a positive answer, the next and last question was created to be “What do you think about winter activities, such as skiing or ice-fishing?” These particular activities were mentioned in the question because they are part of Rock and Lake’s services.

Defining, finding and approaching target respondents

When the questions were created, the researcher had to define a target group to hold discussions with. Hypothetically, the researcher assumed that Germans in the age category of “40+” are the ones to be interviewed, because usually this is the target group of tourists who appreciate relaxed peaceful holidays in a cottage surrounded by nature. After analyzing statistics and finding the proof for that, it was finally decided that Germans who are older 40 were to be approached.

Here the researcher faced the problem where to find target tourists because it is very hard to “catch” them in Mikkeli and there is very little chance to meet them somewhere accidentally. At first it was thought that it is possible to cooperate with hotels of the town and ask them to help contacting their guests. However, this approach was denied as unfavorable, because it might be seen as a direct invasion into the private atmosphere of Germans having holidays in Mikkeli, which is unacceptable. Finally, it was decided that a netnographic interview is a perfect way to approach people who are located far geographically. After studying how to conduct an interview in the Internet and about its advantages and disadvantages, the researcher was assured that it is exactly the research method to be used in this case. The description of the netnographic interview is presented in the previous chapter of this thesis and explains in details why the researcher has chosen this interview method.

When evaluating different virtual platforms to conduct an interview, it became obvious that chat interview is the most appropriate. It allows respondents staying anonymous and does not make the researcher invade into their privacy. Video interview was not selected, because it was evidently supposed that people would not agree to share their Skype details with an unknown person and give an interview openly. Therefore, it was necessary to select a website or some communication platform that would allow finding target German tourists there and have a chat discussion with them.

After evaluating different chat websites, the researcher selected www.interpals.net as a place to conduct interviews. The appendix 2.2 contains a screenshot of the front page of this website. It is highly popular among people of different countries and nationalities. The purpose of this site is to practice languages, find penpals and friends from all over the world. Members of this virtual community create an account, publish their photos and information about themselves, describe their hobbies and interests and mark language levels. With the help of the search engine it is possible to find people of a certain age from a particular country, speaking a particular language and having specific hobbies. This virtual community was considered as the most suitable for the research purposes because it is easy to find people of a specific category there. The researcher defined this community as a bonding community since its purpose is interaction and socialization; there is no topic that connects people. People register there to communicate with others and create different types of relationships.

Following the rules of the netnographic research, the researcher of the thesis created an account on this website, publishing truthful information about herself. To begin with, the researcher spent a couple of days browsing the community and talking to different people on various topics to feel the atmosphere of the community and become a full member of it. To approach people the researcher used the search engine of the website, indicating the following information: *Age: 40-70, Sex: both Males and Females, Location: Germany, Language: English, Status: Online only.* As people indicate their language levels, the researcher was looking for Germans who speak good English to have a more smooth and fluent interview. It was necessary to browse the profiles of people to see if they suit the research purposes, and one of the essential criteria was the interest in tourism which might have been written in the description of hobbies. The researcher contacted only those people who explicitly stated on their profiles that they love traveling. Also the researcher contacted only those people who provide sufficient information about themselves to be more certain that these people are real and belong to the target group needed for the research.

One same message was sent to 25 different people, changing only the name of the person, almost equally males and females, who matched the search, the text of the message is available in the appendix 2.3. The message contained presentation of the researcher, name of the university, information about the research, brief explanation of the chat interview process, assurance in voluntary nature of the interview, confidentiality, anonymity and importance of individual contribution to the research. From twenty-five people six have responded and showed interest in participating in the interview. There were some responses from other people who have said they are unwilling to participate, afraid or do not trust the researcher. Additional messages assuring the scientific nature of the research and confidentiality did not help to change their opinions. Out of six people who agreed to answer the questions, there was one female of 62 years old and five males of 43, 55, 51 and two of 45 years old. All of their profiles stated explicitly that these people like to travel, enjoy new experiences and meeting new people from different cultures.

Interview process

With three people the interviews were held in a real-time regime, they answered quite fast, showing that they were willing to help and interested in the discussions. Three others at the very start informed that they are not available online all the time and said that they would write the responses at their convenience. Therefore these three interviews were held in an offline-regime but nevertheless each within twenty-four hours. People responded at a convenient time when they could and the researcher was following their answers and reacted fast commenting and asking new questions.

Each interview started with the associations question as was planned. The first interview was more structured than the others, because that was the first experience of a chat interview for the researcher so it was decided to conduct it according to the prepared set of questions just slight changing the words to adapt to the conversation. The person was willing to answer and provided precise responses. The second interview was already held a bit more freely, for example, when the respondent answered that the preferred type of accommodation for him is a cottage, it was logical to ask about leisure activities there afterwards. In the flow of the conversation, the researcher asked about previous experience of cottage renting to get more information. To the question about the atmosphere, the person already answered that a relaxed atmosphere is preferable so there was no need to repeat afterwards the same precise question. The formulation of the questions was adapted for this individual in the context of his preference of cottage tourism.

The third person named Scandinavian countries in the list of associations to the first question, so it was reasonable to ask what he thinks about cottage tourism in these countries. The nature of conversation demanded adding some secondary questions to clarify the issues; also the order of questions was changed completely to support the natural flow of discussion. Since the person was very open and talkative, at the end of the interview, it was sensible to discuss also a bit what Finnish tourism companies can do to attract more German tourists. The fourth respondent was not much talkative so it required asking additional leading questions like “What do you think about cottage tourism in Finland?” or “Among what kind of people might Finland be a popular destination?” This respondent did not have any associations to the first question, so it required asking him “Could you please tell what kind of holidays do you prefer?” Overall, the order of other questions was not changed in this case but a couple of secondary short questions were asked.

The fifth person was the most open and enthusiastic about the interview, all the answers were very full and precise. The nature of the conversation was very easy and natural and additional questions were asked like “What kind of activities would you enjoy if you stay in a Finnish countryside?” Moreover, this respondent was also willing to discuss what might attract more Germans to Finland and what could be done by Finnish tourism and accommodation companies with orientation to the German market. To the last individual, it was additionally asked “What kind of leisure activities do you like to do on holiday?” and “Who is the German tourist who might be interested in a cottage vacation in Finland?” Other questions stayed without changes in formulation and order, with the exception of one.

Conclusions about the interview process

Speaking about the researcher’s impressions of the whole interview process, there are several things to be mentioned. First of all, some people were talkative and open while others answered very laconically, which required making necessary additional questions and careful further interpretation. It seemed also that some respondents wanted to stay polite and nice towards the researcher. Therefore they probably expressed their attitudes in a way “what the researcher wants to hear” when it comes to holidays in Finland. However, this impression happened only during two interviews out of six. This behavior cannot be generalized to all the interviews, because three other respondents were quite direct and if they wanted to express something, which they predicted would not be liked by a researcher, they still did not hesitate to voice their opinion. In general it might be said that the process of interviewing was quite pleasant and easy-going and the researcher had positive impressions about this research method. The objectives were met and useful empirical material was gathered.

Qualitative analysis of empirical material

To analyze the empirical material, all chat conversations were transcribed into the word-document as they were on the conversation histories with indications of dates, times and all the stylistic decisions of the website, making in total seventeen pages of text material. This word-document was printed and used later as a basis of the qualitative analysis.

To start the process of analysis, the researcher read all the interviews several times to remember the details of the discussions. The next step was to group all the answers related to each separate question. Afterwards, the responses for each question were analyzed in terms of similarities, differences, trends in answering, most often named responses and so on. The nature of interviews required effort from the part of the researcher to interpret the information accurately and make reliable conclusions, because the only source of information was the text and no body language, face expression, voice and other nonverbal ways of communication. Overall, qualitative analysis of netnographic interviews proved to be quite time-consuming.

6.5.3. Online survey

As surveying is one of the most popular and widely used methods of primary data collection and is the basis for making statistics, it was decided to conduct a survey among German people which would create some kind of new statistics directly related to the research of this thesis. Although it was evident from the start, that it would not be possible to reach a big number of people, still getting the results of the survey seemed appealing for the researcher. Since the target population lives far from the researcher, online survey was the only option to consider.

Questions

At first, there were eighteen questions created which were later shortened to twelve. The researcher predicted that the long questionnaire would be tiring and unappealing for respondents therefore only the necessary questions were left. The questionnaire was divided into two parts: basic demographic questions to classify respondents and the topic questions about vacations. The appendix 2.4 contains the complete questionnaire form in the English language.

The demographic part consisted of four questions. The first question was about gender and it was obligatory to answer it. The second one was also obligatory and it dealt with the age – the age groups defined were younger than 20, 20-29, 30-39, 40-49, 50-59, older than 60. The options were created to be exclusive and divide the population into age segments which would be then easier to analyze in terms of market segments. The third question asked about marital status and had options: married, divorced, widowed, single, in a relationship. Even though not obligatory, this question was supposed to better define tourist market segments, because travel preferences can be different, for example among people who are single from those who have a family.

The last demographic question concerned the occupation of the respondent and gave the following options: student, entrepreneur, retired, housewife/houseman, looking for a job, employed. The option “employed” presumed typing in a gap the job or profession. Initially the researcher wanted to ask the question about monthly income but later it was assumed that this question sounded unattractive and for some people even frightening because people usually stay away of discussing money issues. Therefore, instead of the question about income, it was decided to ask people about their occupation, since it may shed light to the approximate income they possess.

The actual holiday part contained eight different questions related to travel preferences and habits. Question number five asked about the frequency of holidays abroad and suggested options: “once in several years”, “once or twice a year”, “three or four times a year”, “five times or more”, “other” and “I never went on holiday abroad” The researcher made sure that the respondents had the options for each possible case.

Question number six suggested choosing three holiday destinations where the respondent would wish to go. The list was based on the ranking of popular destinations from ADAC “Trend Research: 2013 Travel Market” and contained twenty-five destinations (the order is written as it was in the questionnaire): Finland, Sweden, Poland, Russia, Switzerland, Austria, Denmark, Croatia, France, Great Britain and Ireland, Spain, Portugal, Italy, Greece, Turkey, Northern Africa (Egypt, Tunisia, Morocco), Southern and Eastern Africa (Namibia, Kenia, Tanzania), Middle East, Far East (ex. China, Thailand), Australia and New Zealand, Canada, USA, the Caribbean, Central America, Southern America. The destinations were grouped a bit by regions but the order was generally made random not to create biases in choices.

The next question was open and asked in which country the respondent would preferably spend their holiday of two to five days. The questioned gave the gap to type the response. The question was created with the intention to find out how many people would write Finland. The duration was marked as “two to five days” because this is the usual time of cottage booking in Finland, and in Rock & Lake in particular.

Question eight inquired about the budget for the typical five-day holiday. Since the researcher had already secondary data about travel spending on the main holiday, information on the short holiday budgets had to be acquired. The options suggested were: maximum 500€, 500-999€, 1000-1999€, 2000-2999€, more than 3000€. These sums were selected on the basis of the ADAC research report with some alteration – adding the option “less than 500€”, assuming that there are actually quite a lot of people who prefer to travel cheap especially when it comes to two days in a neighboring country.

Question nine was another open one and asked the respondents to write the name of the countries which in their opinion were the best destinations for the following types of holiday: “Beach and bathing”, “City trips and sightseeing”, “Cruise on a ferry”, “Fishing and hunting”, “Exploration of nature”, “Winter sports, skiing”, “Summer sports”, “Cultural trips”, “Wellness and spa”, “Quiet and relaxed atmosphere”, “Hiking”. Some of these categories were chosen also on the basis of ADAC research statistics, and others like “Fishing and Hunting” and “Quiet and relaxed atmosphere” were created with the intention to see if people prefer “Finland” in these cases.

The last three questions were likert-scale ones. Question eleven was to evaluate the importance of different holiday aspects, such as “Staying in a comfortable accommodation”, “Getting to know a new culture”, “Having a lot of fun”, “Caring about your health and beauty”, “Staying in a calm and relaxed atmosphere” and “Having everything organized in advance”. The attitude scale gave five options: very important, fairly important, neutral, not so important, not important at all. Assessment of holiday features by respondents helps to find the components which are in average the most important for tourists.

In two questions the respondents had to mark the importance of different issues on the scale: “strongly agree”, “agree”, “neutral”, “disagree” and “strongly disagree”. Question ten suggested eleven statements related to different types of holiday: “I like lying on a beach and sunbathing”, “I like city trips and sightseeing”, “I like cruises on a ferry”, “I like fishing and hunting”, “I like exploration of nature”, “I like winter sports (ex. skiing)”, “I like summer sports”, “I like cultural trips”, “I like wellness and spa”, “I like quiet and relaxed atmosphere”, “I like hiking”. The question was devoted to discovering how much the respondents liked different vacation possibilities and evaluating the extent to which the activities that can be possibly done in a Finnish environment are preferred by Germans. Question twelve regarded holidays in Finland precisely. Respondents were offered six statements concerning different vacation opportunities possible in Finland which had to be evaluated: “Finland is the country where I would like to spend a holiday”, “I think that renting a cottage is a good idea if you want to relax”, “I would enjoy fishing”, “I would enjoy doing different sorts of winter activities in Finland”, “I would enjoy doing different sorts of summer activities in Finland”, “I would like to spend a weekend in a cottage near the lake”. This question was supposed to compare the interest of different tourist market segments in having a holiday in Finland and analyze the potential attractiveness of “Rock and Lake” services for them.

Process of survey page creation

The questionnaire was first created in the English language, but later it was decided that it should be published in German to be able to reach more respondents, to convey the meaning of all questions and broaden the auditory for the whole population of Germany and not only those who speak English. The researcher used her German language skills to translate the survey, which was later checked by two Germans. All necessary corrections were made to make sure that the meanings in the English and German versions are absolutely the same. The appendix 2.5 presents the questionnaire form in the German language.

When searching for the virtual platform to publish the survey, different options were considered until www.webropolsurveys.com was chosen to be the most appropriate for this purpose. The appendix 2.6 shows the front page of Webropol resources. It provides good technical possibilities for creating an advanced survey, let alone the usage is free of charge, which was also a point to consider when doing this research. Speaking about the design of the survey, the neutral style with a white-beige background color was selected; also the typefont of Times New Roman seemed the most suitable. Question wording was done in dark-blue color while the answer options were black. When necessary, certain words were written in bold. The classical design of the survey was supposed to look neutral and unbiased not to disturb the attention of the respondents.

The survey page started with a questionnaire name “Preferences and habits regarding the holiday theme”. Afterwards, the introductory text was written explaining the topic and importance of the research and to whom this survey was devoted. The message assured confidentiality and anonymity of the responses, the voluntary nature of participation. It explained that the data would be used in research purposes only. As advised, it was also written that the questionnaire would take only a couple of minutes.

Both demographic and holiday parts were opened with an introductory sentence stating the purpose of these questions. Respondents were once again assured that the personal information in the questions was gathered with the only purpose to classify the responses. At the end of the survey, respondents were thanked for participation. The whole survey page was done in the German language. The survey was available in the Internet during 30 days from March 3 till April 3. The appendix 2.7 shows the starting page of the survey.

Recruitment of respondents

To spread the survey link, the researcher decided to utilize the virtual community Interpals www.interpals.com again, for the same reasons as the interview method. The researcher has created the basic message which was then sent randomly to German people registered on the website. The text of this message is presented in the appendix 2.8. In each case something was changed in the message – apart from adding the name of the person, different greeting and thanking words were used to avoid being banned for spam. The message introduced the research, the researcher and encouraged people to take their time to respond on this survey and send this link to some German person they know as well. The process of recruitment turned out to be more difficult as anticipated since lots of people did not respond or responded negatively or impolitely. However, there were many cases of a very friendly attitude when people informed that they were glad to help and gave feedback on the questions and wished the researcher good luck in the thesis process. The researcher answered to every individual message and clarified some issues regarding questions when they arose. Another way of recruitment was sending the survey link to Germans which were known by the researcher and asking them to spread it in turn among different age categories of Germans they knew.

Survey analysis

When the responses were collected, the researcher started the process of data analysis and interpretation. The platform Webropol Surveys provided basic automatic graphs which were utilized for further procession. Since they were in German, it was necessary to produce new graphs in English. At first, each question was analyzed separately and afterwards they were grouped according to the topic. The researcher used the SPSS statistical programme to produce graphs and make cross –tabulations. The focus was on different demographic segments to spot the trends, similarities and differences. It was not possible in all cases, but only in certain ones due to the small number of respondents. On the basis of the whole analysis, there were made conclusions which in details are described in the market analysis chapter.

6.5.4 Netnographic observation

To analyze the images of different vacation destinations, it was decided to use German websites and blogs related to travelling. Initially several blogs and websites were chosen but finally these two Websites were selected for observation:

Reise - Der Blog für Reise-Tipps

This is the main German tourism blog, the website is the following: http://reise.germanblogs.de/ The screenshot of the first page of it is available in the appendix 2.9 The name of the website is translated from German as “Travelling – the blog for travelling tips” It has a vast collection of articles and pictures about various destinations, including all necessary information for tourists: main places for sightseeing, descriptions of culture and traditions, cuisine, what-to-do lists and lots of advice about travelling to different places.

While studying the website it was discovered that Reise Blog is one part of the network of German blogs that have separate blogs about politics, economic, culture, health, sport and science. This is a trustworthy source of information for Germans since it is one of the main official informative platforms.

TUI Reise Center

This is a popular German tourist agency, the website is http://www.tui-reisecenter.de/ Appendix 2.10 illustrates its front page. Mainly the website contains tourist packages to different destinations. Based on the information from this site it is possible to see what destinations are “the hottest” now for Germans.
Since both the sites are public, the researcher did not need to register or inform anyone about the study. The process of observations included browsing the articles about different destinations to classify them according to different German tourist segments. The researcher paid attention how the country was presented, what articles were available about it and tried to make conclusions as to what sort of tourists might be interested in these places. Also, it was decided to pick the countries which are presented in the fullest way and describe the image created about them in a bit more details.

7 MARKET ANALYSIS

The following subchapter describes in details the results of the research. At first, the Germany country profile is given to provide basic information about the country. Next, the results of each research method are reported to present the consistent information.

7.1. Germany: country profile

Federal Republic of Germany is a country in Central Europe, bordering the Baltic Sea and the Northern Sea that consists of 16 administrative states. The area of the country is 357,027 sq km. Its neighboring countries are Poland, Denmark, Netherlands, Belgium, Luxembourg, France, Switzerland, Austria and Czech Republic. Germany has a temperate and marine climate with cool, cloudy and wet winters and summers. (BBC Germany country profile)

In 2014 the estimated population of the country is 80,996,685, which gives Germany the 18th place in the world. 74% of the population lives in the urban areas. German ethnic group represents 91.5% of the total population; also there are Turkish, Greek, Italian, Polish, Russian, Serbo-Croatian, Spanish and others ethnic groups. Speaking about the age structure, children under 14 years old make up 13% of the population, young people between 15-24 years - 10.6%, adults of 25-54 years constitute 41.7%, adults of 55-64 years make up 21.1% and people over 65 represent 20.9% of the total population. The median age in Germany is 46.1 years. Life expectancy at birth is 80.44 years. (CIA 2014)

The German economy is Europe's largest and the fifth largest economy in the world. It is a leading exporter of machinery, vehicles, chemicals, and household equipment. Labor force in Germany is highly skilled, which contributes to a successful growth of the country. Average income is 3871€. (Statistisches Bundesamt 2012)

Germany is one of the world's largest and most technologically advanced producers of iron, steel, coal, cement, chemicals, machinery, vehicles, machine tools, electronics, automobiles, food and beverages, shipbuilding and textiles. Like the rest of Western Europe, Germany faces considerable demographic challenges, such as low fertility rates and declining net immigration. It increases pressure on the country's social welfare system. (CIA 2014) The main economic indicators of Germany are summarized in table 7:

TABLE 7: Main economic indicators of Germany for 2013 (based on CIA 2014)

GDP (purchasing power parity):	\$3.227 trillion (6th place in the world)
GDP - real growth rate	0.5%
GDP - per capita (PPP)	\$39,500
Labor force	44.2 mln (73.8% work in services)
Unemployment rate	5.3%
Public debt	79.9% of GDP
Inflation rate (consumer prices)	1.6%

The German travel market is expected to remain at least in the nearest future the world's largest in terms of volume and expenditures. However, economic uncertainties may lead to some sort of instability in planning long-haul vacations. The survey of 2012 done by Canadian Tourist Commission has shown that the main reasons for Germans to cancel holidays are: illness, family commitments, economic concerns, safety concerns and health risks. (Global Tourism Watch: 2012 Germany Summary Report, 4.)

7.2. Statistics analysis

The following subchapter presents the analysis of the secondary data taken from official tourism reports described in previous subchapters. All the graphs included in this chapter were made specially for this thesis on the basis of the statistical reports. The subchapter consists of two parts: holiday parameters and tourist market segmentation

7.2.1. Holiday parameters

The secondary data analysis starts with holiday parameters which include the frequency of annual, short and additional holidays and willingness of Germans to take them, main reasons for travelling, preferred time of a vacation, average spending top travel destinations and types of holiday.

Speaking about *annual holidays*, the statistics shows that the majority of German tourists – 80.4% - go on extended holidays, either once or a few times a year. However, taking also a few short holidays is an overall trend. Thus, the most preferred combination is one extended holiday and at least one or two additional short holidays. Those who do not go on an extended annual holiday, choose to have several short holidays during the year. Talking more about short holidays, it is clearly seen from the graph that almost half of the respondents – 49.4% - go on a short vacation some time during the year. As regards individuals who do not go on vacation, the percentage is quite small, only 8.8% of the population. This information is visually illustrated in the figure 19:

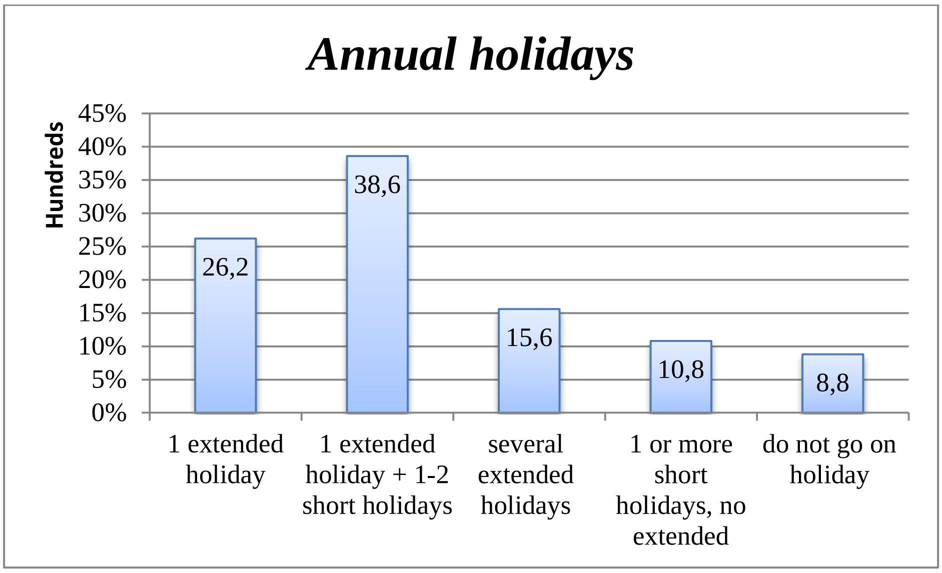


FIGURE 19: The popularity of different types of annual holidays for German tourists (based on ADAC Trend Research: 2013 Travel Market, 6.)

Since the holiday in a “Rock and Lake” cottage is supposed to be a *short holiday*, it seems reasonable to discuss further the attitude of German holiday-makers towards short holidays. Their opinions are presented in figure 20:

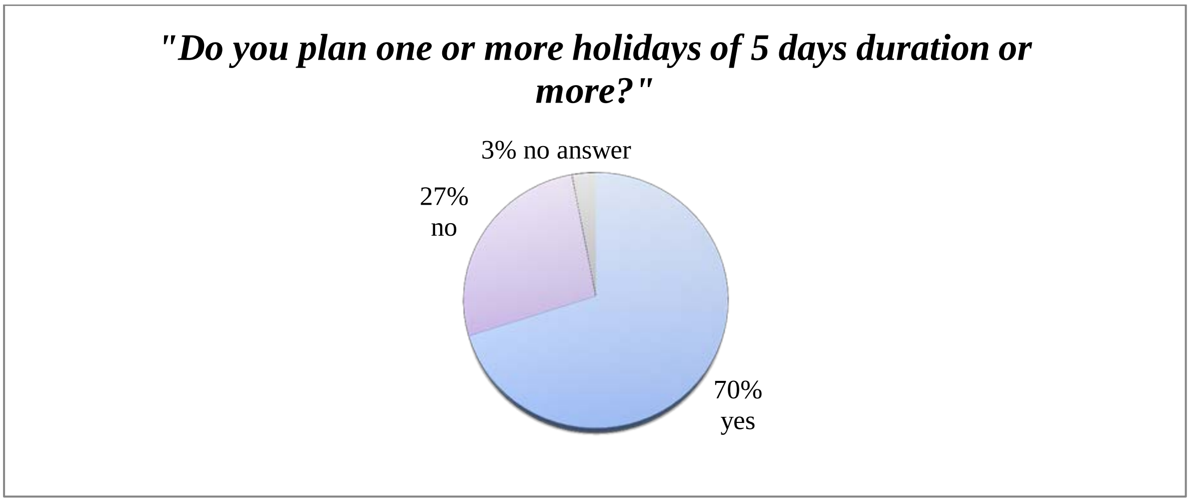


FIGURE 20: The attitude of German tourists towards short holidays (based on ADAC Trend Research: 2013 Travel Market, 7.)

According to the research data 70% of respondents are willing to take one or more holidays of five days throughout the year, so it proves that short holidays are very popular for Germans.

Those respondents who have answered positively to the previous question have indicated the following frequency of short holidays which is in figure 21:

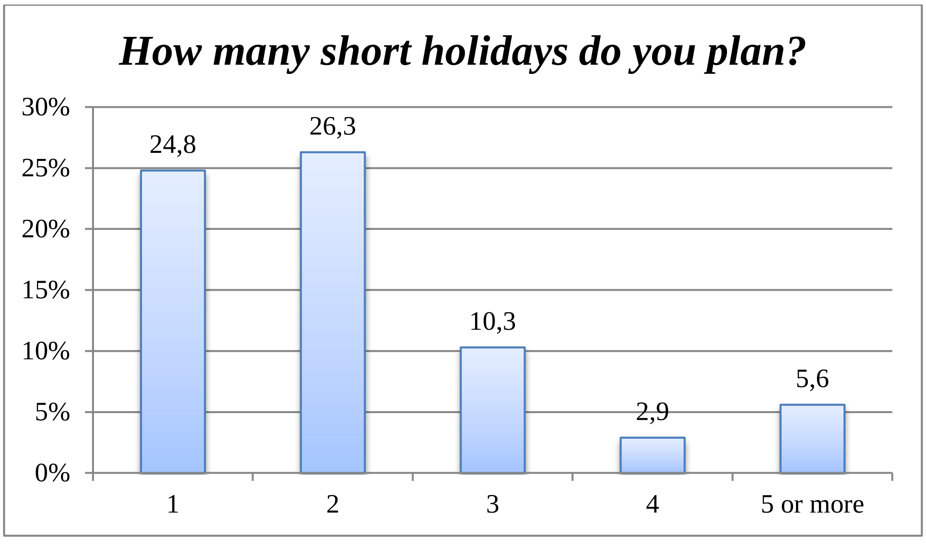


FIGURE 21: The frequency of short holidays for German tourists (based on (based on ADAC Trend Research: 2013 Travel Market, 7.)

It is clearly seen from the graph that the most common number of short holidays is one or two annually, which was chosen by 51.1 % of respondents. Three-time short vacation is typical for about 10% of the population, and there are also those who take more than four – 8% of people. When it comes to a demographic portrait of the people, the research showed that 75% of 40-49 year-old women tend to go more often on a short holiday.

Apart from main annual and short holidays of a couple of days, a special type of holiday is defined by the researchers which is called *an additional holiday*, and it lasts more than a typical short one but less than the main vacation. Usually it is taken in addition to the main annual leave but it does not normally affect the ability of people to travel also short-time. The survey shows that nearly every second respondent plans additional to the main leave holiday. The figure 22 shows how many additional long holidays German tourists prefer to take:

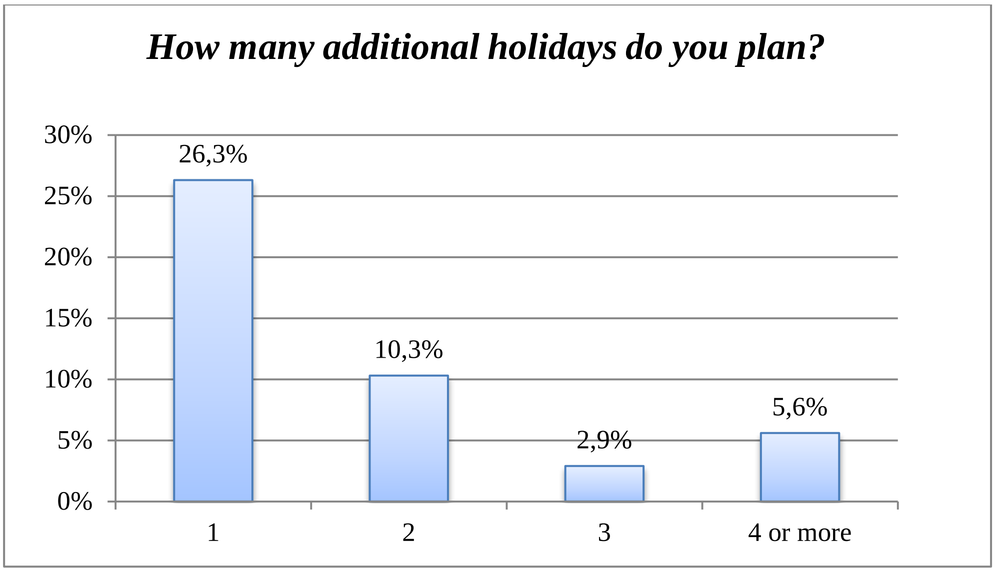
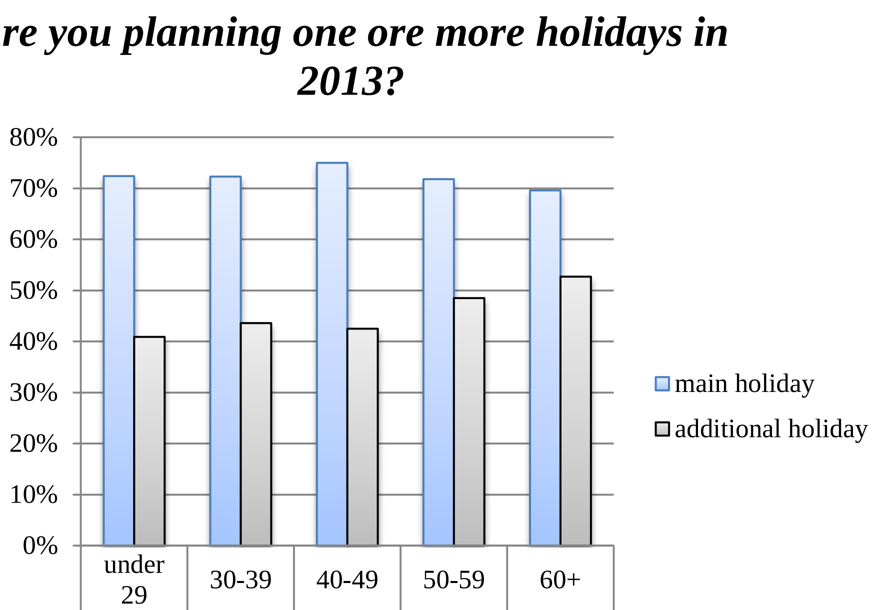


FIGURE 22: The frequency of additional holidays for German tourists (based on (based on ADAC Trend Research: 2013 Travel Market, 34.)

There is no doubt that different age groups have different tourism preferences, therefore they were also analyzed separately by the ADAC Reise-Monitor project. The total number of the 60+ generation wanting to go on holiday in 2013 has slightly diminished in comparison to previous years, but the number of holidays they plan is clearly rising. The figure 23 reflects the attitude of different age groups towards taking additional holidays:



	under 29	30-39	40-49	50-59	60+
main holiday	72,4%	72,3%	75,0%	71,8%	69,6%
additional holiday	40,9%	43,6%	42,5%	48,5%	52,7%

FIGURE 23: The attitude of different age groups towards additional holidays (based on ADAC Trend Research: 2013 Travel Market, 35.)

Based on this statistical data, it is possible to make the following conclusions: the planning of a main annual holiday does not depend on the age; the small differences in percentages among age groups do not allow making any conclusions. When it comes to additional holidays, the overall trend seems to be that the older the people, the more often they decide to take an additional holiday. This is quite logical, because older people do not have family commitments with small children and retired people have usually more free time to explore the world.

Another issue in discussing holiday parameters is the *reasons for travelling* (figure 24).

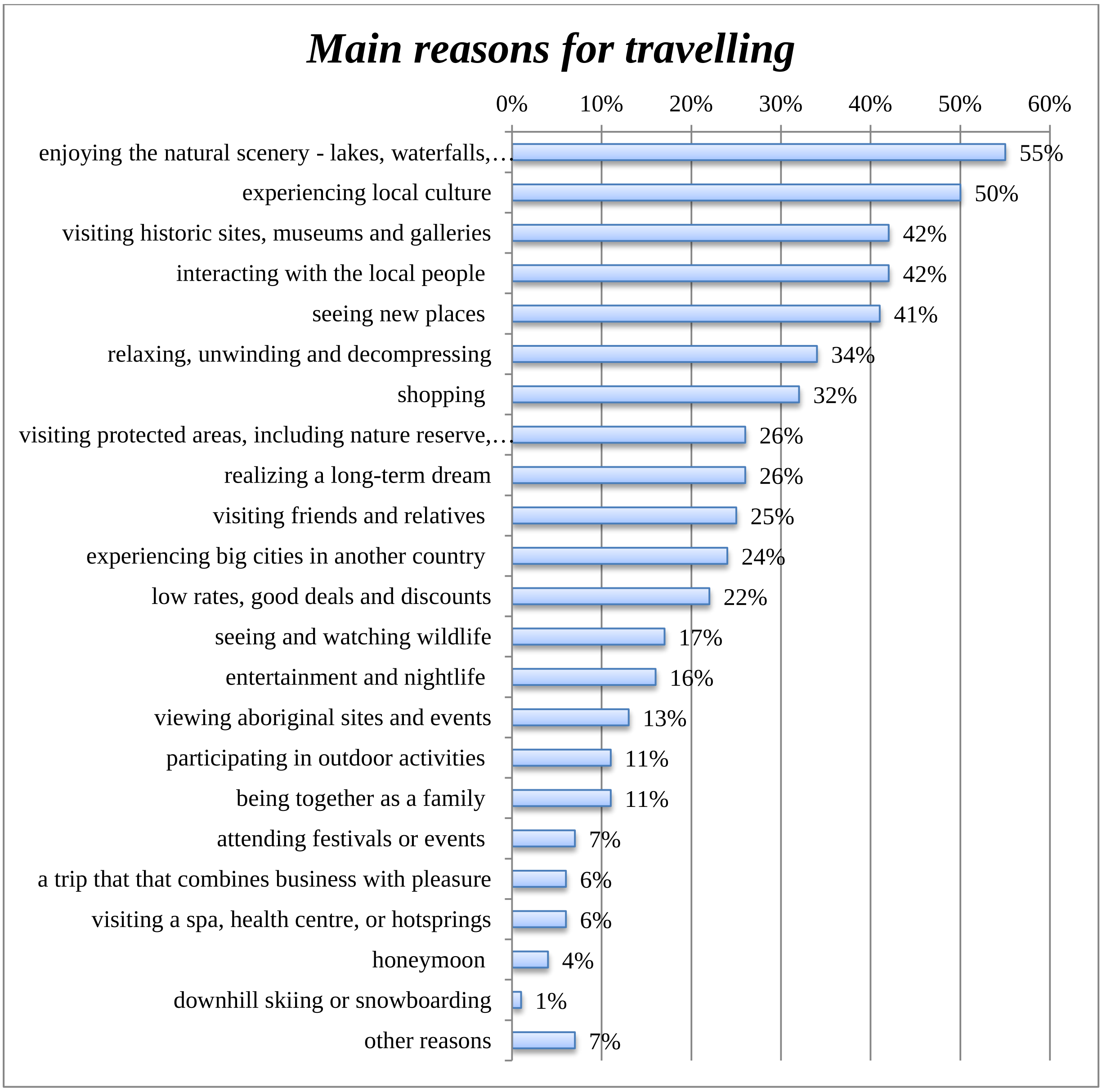


FIGURE 24: The ranking of main reasons for travelling for German tourists (based on Germany Consumer and Travel Trade Research 2008, 67.)

Since they vary significantly among different tourist segments, the research of the Canadian Tourism Commission has done the ranking of reasons in terms of popularity and preference The respondents could choose several options applicable to them therefore the total percentage is well over one hundred.

Looking at the graph, it is clear that natural surroundings play an important role in planning a vacation and enjoying mountains, beaches, lakes, rivers, waterfalls and other landscapes is the primary reason of travelling for most of the Germans. Next, the cultural aspect is very important – getting to know local traditions and places, historical sites and art. Another main reasons are relaxation and shopping. Visiting friends and relatives is also a common reason which is however hard to monitor by tourist organizations.

Holiday organization

Under the topic of holiday organization, duration and timing of holidays were studied as well as travel on the main holiday. It is necessary look closely to when Germans tend to go on holiday, which season seems to be the most attractive for them. The detailed statistics on this matter was prepared in 2013 by ADAC Reise-Monitor which studied the *connections between the time and duration* of the holidays. The figure 25 was originally taken from ADAC report since the researcher did not have precise numerical data to create a new graph.

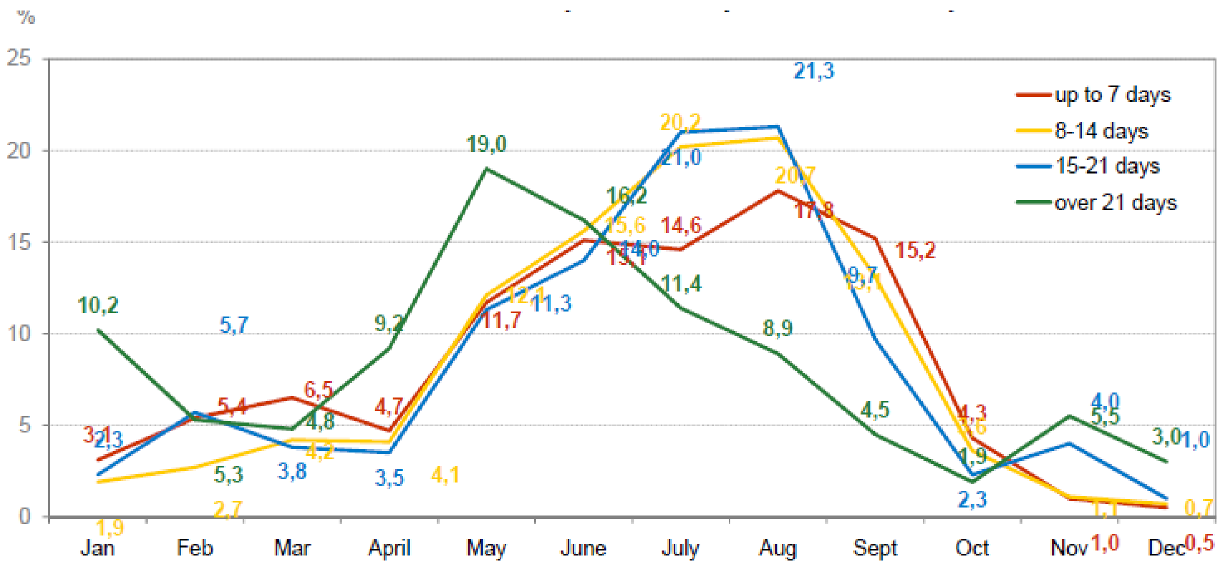


FIGURE 25: Travel seasons by duration (taken from ADAC Trend Research: 2013 Travel Market, 16.)

The main conclusion that can be drawn from this data is that a peak season of traveling for Germans is from May to September with August as a peak vacation month. The graph shows that the time of the travel does not depend too much on the duration of the holiday, for holidays up to three weeks the peak month is August, for a long vacation of more than three weeks it is May. To be more precise, short holidays of up to 7 days are mostly taken in the period from June to

September, holidays of one to three weeks are taken most often in summer in July and August, whereas for a long holiday of more than three weeks Germans most frequently choose January and May.

The next issue to study the *duration of the main holiday*. Respondents of the ADAC survey were asked how long their main holiday in 2013 would be and the responses are presented in the figure 26:

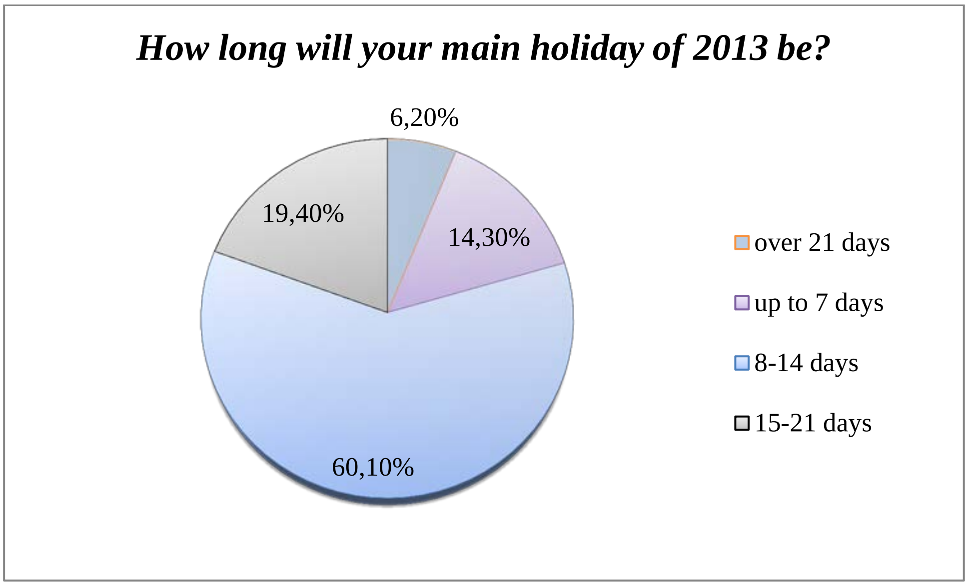


FIGURE 26: Duration of the main holiday (based on ADAC Trend Research: 2013 Travel Market, 16.)

In general, between one or two weeks is the expected main holiday duration – more than half of the respondents selected this option for themselves, 14.3% of respondents are planning a holiday of up to 7 days, these were mostly women under 29. One in five rests on vacation during 15-21 days and these were mostly respondents over 60. As for the rest 6.2% - they take a main holiday of more than three weeks at once.

To be precise, speaking about different areas of travelling, according to the same report statistics Germans spend on average 12 days inside their country, two weeks in Europe and 18 days overseas. As regards the means of travel in this context, holidays by air last on average longer than holidays by car, 18 and 15 days relatively.

Together with the main holiday duration, it is reasonable to cover the *duration of additional holidays* which is illustrated in figure 27:

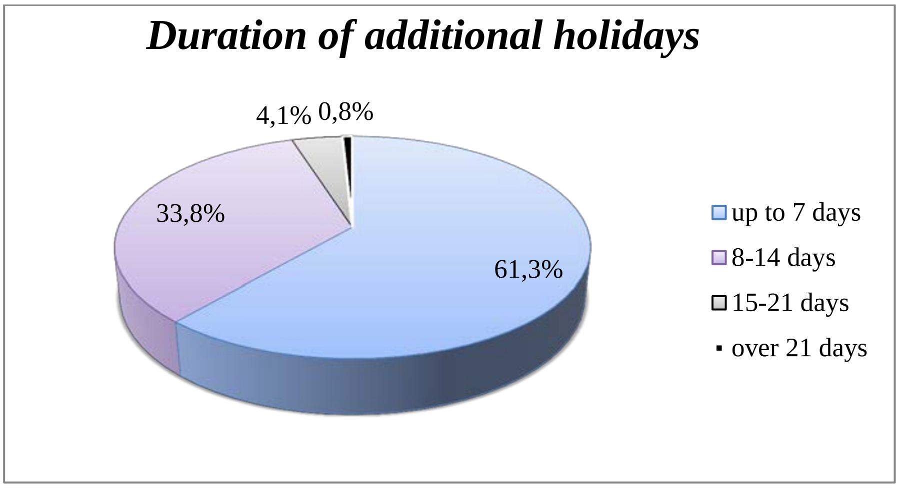


FIGURE 27: Duration of additional holidays (based on ADAC Trend Research: 2013 Travel Market, 39.)

On the basis of the graph, the majority of Germans spend up to 7 days on additional vacation. Also, 1-2 weeks is a popular choice, while taking more than two weeks is a rare case. The average duration of an additional holiday also differs depending on the destination. In Germany it is seven days, in Europe 8 days and 11 days overseas.

Another matter in this section of analysis is travel spending. Participants of the ADAC research were asked how much they spent in total on their 2013 main holiday. The average sums they have mentioned are indicated in figure 28:

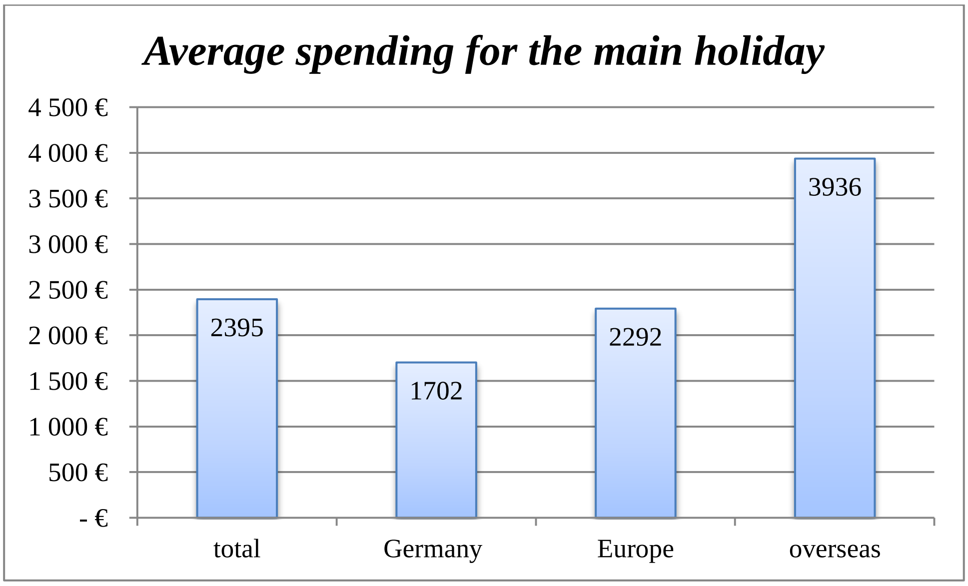


FIGURE 28: Average spending on the main holiday of 2013 (based on ADAC Trend Research: 2013 Travel Market, 16.)

As the graph illustrates, the travel spending is directly related to the place where holiday-makers go, which is quite obvious. Another obvious fact proved is that vacation overseas is the most expensive, while staying in of Germany costs the least.

Image profile of European destinations

Obviously, different countries form different images in the mind of tourists. This depends on many factors – previous experience, marketing of tourist organizations, word of mouth, information obtained from the media and other factors. Destination images also vary in different markets among various categories of tourists. ADAC Reise-Monitor research found that German tourists have certain associations connecting features of holidays and places (table 8.)

TABLE 8: Image profile of European destinations (based on ADAC Trend Research: 2013 Travel Market, 46.)

Characteristics	**Rank 1**	**Rank 2**	**Rank 3**	**Rank 4**	**Rank 5**
with kids	Germany	Belgium,Holland	Denmark	Austria	Italy
singles	Spain	Turkey	Italy	UK/Ireland	Greece
seeking adventures	Spain	UK/Ireland	Italy	Turkey	France
bughet-minded	Turkey	Croatia	Greece	Germany	Spain
seeking comfort/luxury	Switzerland	France	Germany	Austria	UK/Ireland
seeking to charge batteries	Germany	Denmark	Austria	Italy	Spain
interested in culture	Greece	France	UK/Ireland	Italy	Germany
seeking activity	Austria	Switzerland	Germany	Spain	Italy
individualists	UK/Ireland	France	Denmark	Switzerland	Germany
wishing to socialize	Spain	Italy	Turkey	Germany	Greece
senior holiday-makers	Germany	Austria	Switzerland	Belgium/Holland	Denmark
young people	Spain	Turkey	Italy	Croatia	Greece

As the table shows, there are a number of European countries that are selected for multiple purposes of holiday, such as Italy, Austria, Spain, Turkey and Greece. Looking at rank 1, we see that for example, Spain is considered to be a place for individualists, those who seek adventure and wish to socialize. Turkey is appropriate for those who have a limited budget, whereas staying in Germany is seen to be good for senior citizens, those who travel with kids and seek comfort.

Top holiday destinations

When it comes to the main holiday, 58.1% of the respondents prefer to travel around Germany during their vacation, the rest 41.9% of Germans go on abroad and they chose the destinations as reflected in figure 29:

FIGURE 29: Ranking of vacation destinations for the main holiday (based on ADAC Trend Research: 2013 Travel Market, 10-11.)

Talking about overseas destinations, 16.1% of the respondents prefer distant overseas destinations where USA is the most popular place. As regards Europe, top 3 countries are Spain, Italy and Austria.

When it comes to additional holidays, the overall picture does not change much however one might see the differences in percentage points and also the order of countries. (figure 30.) Staying in Germany is again the most common choice for 53.3% of the respondents. The rest

46.7% have selected the destinations and the order of preference is indicated in the graph below. USA is on top again when it comes to overseas countries.

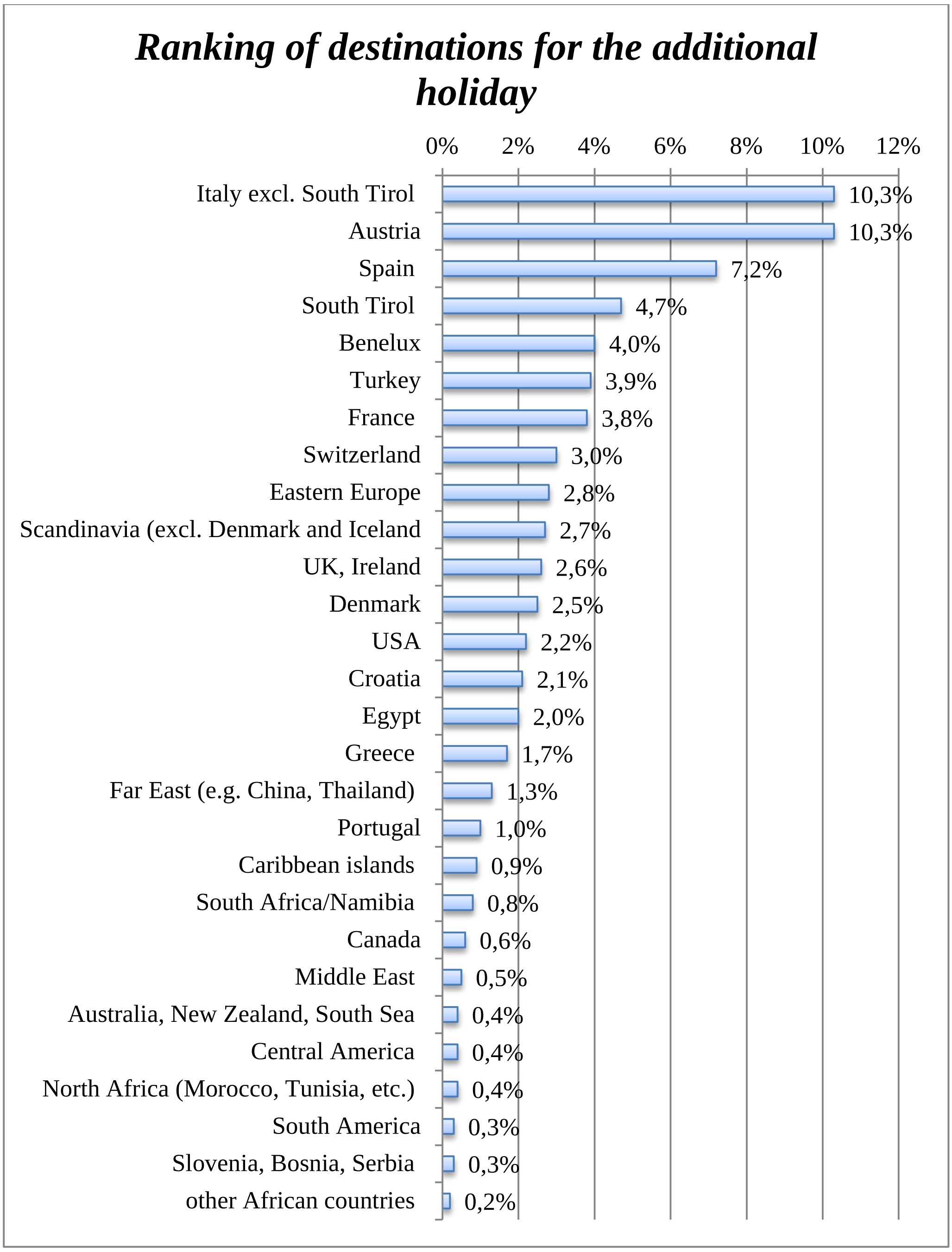


FIGURE 30: Ranking of vacation destinations for the additional holiday (based on from ADAC Trend Research: 2013 Travel Market, 37-38.)

Undoubtedly the frequency of visiting different countries varies from year to year and from season to season. According to the European Tourism Commission, overnight stays of Germans has changed in the following way in the first quarter of 2013 as shown in figure 31:

FIGURE 31: Changes in German visitor nights in selected destinations (taken from European Tourism 2013: Trends and Prospects Q3/2013, 9.)

The graph shows that for example, the number of overnight stays in Portugal, Malta, Poland, Slovakia, Luxembourg, Netherlands, Croatia and Austria has risen in the first quarter of 2013 in comparison to 2012. In contrary, a number of European countries which are in top travel destinations faced a decline in the number of stays, such as Spain, Belgium, Denmark and others. These countries remained in top foreign destinations due to increasing rates of stay during the rest of 2013.

Types of holidays

Studying tourism preferences of a market is not full without assessing the attractiveness of different activities that might be done during a vacation. Reasons for travelling define the type of the vacation. The figure 32 outlines the popularity of different types of holiday for German tourists as regards the main annual holiday.

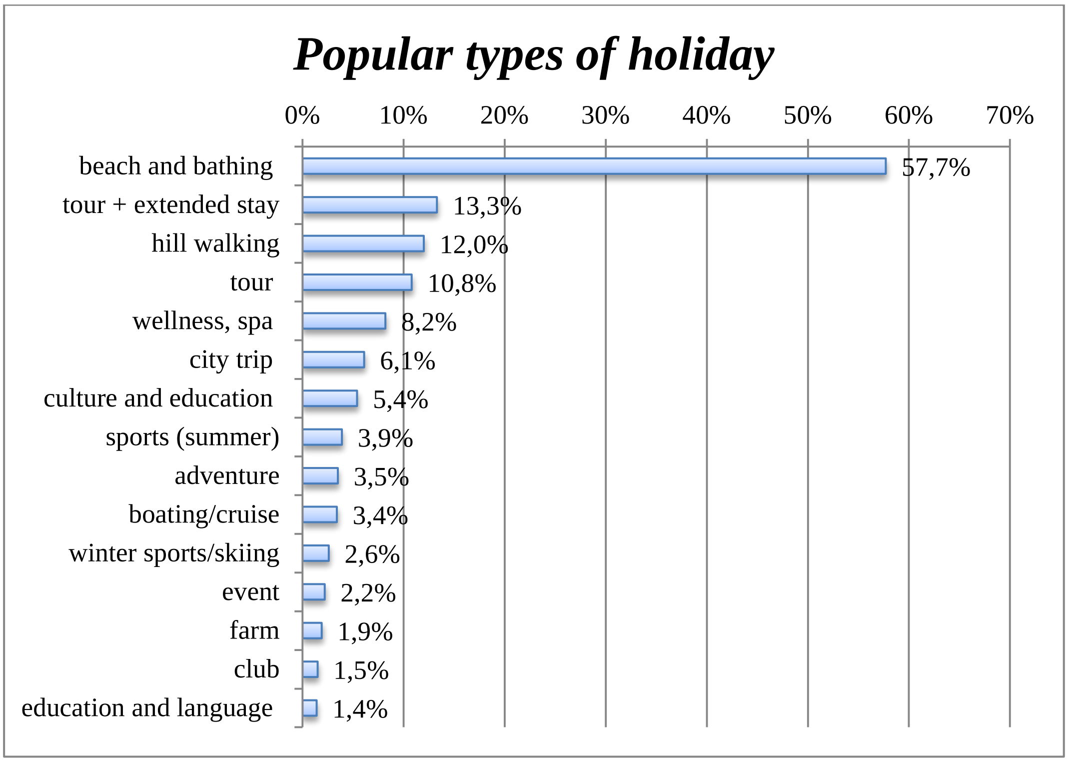
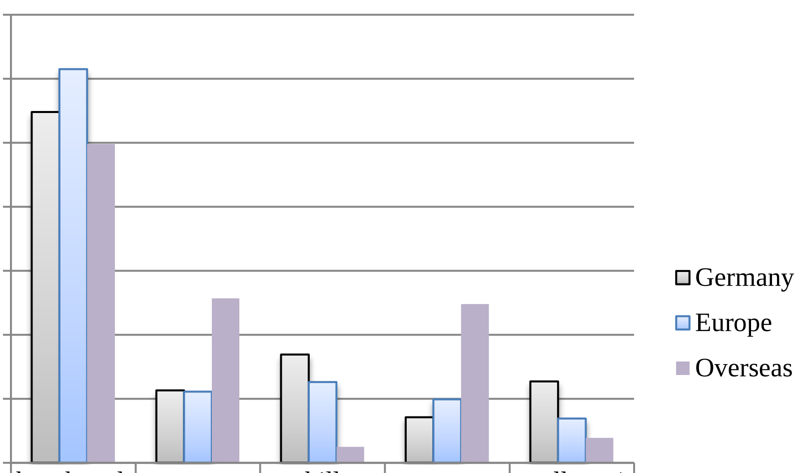


FIGURE 32: Popular types of holiday (based on ADAC Trend Research: 2013 Travel Market, 37-38.)

The trend to choose sunny destinations to relax on a beach is clearly obvious from the statistics. Next tours are very popular, but as it is seen the differences in percentages between number one holiday type and number two is tremendous. In comparison to this difference, the percentage values for other options do not vary between each other so much. Holiday in a “Rock and Lake” cottage may be attributed in this context to winter sports (skiing) or summer sports (rally) if we consider activities as well.

The popularity of different types of holiday varies also among regions. The figure 33 shows that tour and extended stay holiday is liked most overseas, whereas wellness and spa is and hill walking are more popular in Germany.



	beach and bathing	tour+extended stay	hill walking	tour	wellness/spa
Germany	54,80%	11,30%	16,90%	7,10%	12,70%
Europe	61,50%	11,10%	12,60%	9,90%	6,90%
Overseas	49,80%	25,70%	2,50%	24,80%	3,90%

FIGURE 33: Preferred types of holiday in different regions (based on ADAC Trend Research: 2013 Travel Market, 29.)

As regards boating and cruising holidays of 5 days, the main destinations for a boating and cruise holiday of 5 days: Germany, Scandinavia (excl. Denmark and Iceland), Spain, Italy, Caribbean, Denmark and Egypt.

The respondents of the ADAC Reise-Monitor survey were also asked about destinations which they consider to be the best for different types of holidays. The most popular responses are shown in the table 9:

TABLE 9: Top destinations by types of holiday (based on ADAC Trend Research: 2013 Travel Market, 31.)

Beach and Bathing	Wellness/Spa	Tour	City trip
Germany	Germany	Germany	Germany
Spain	Italy	USA	Austria
Italy	Austria	Italy	Italy

The results of this question prove once again that apart from Germany the “hottest” destinations are Italy, Austria, Spain and the USA.

Types of holiday are directly related to the activities performed during a vacation. Therefore it is necessary to discuss the popularity of different options to spend leisure time on holiday in this context. Here is the statistics about what kind of activities do German tourists prefer in the figure 34:

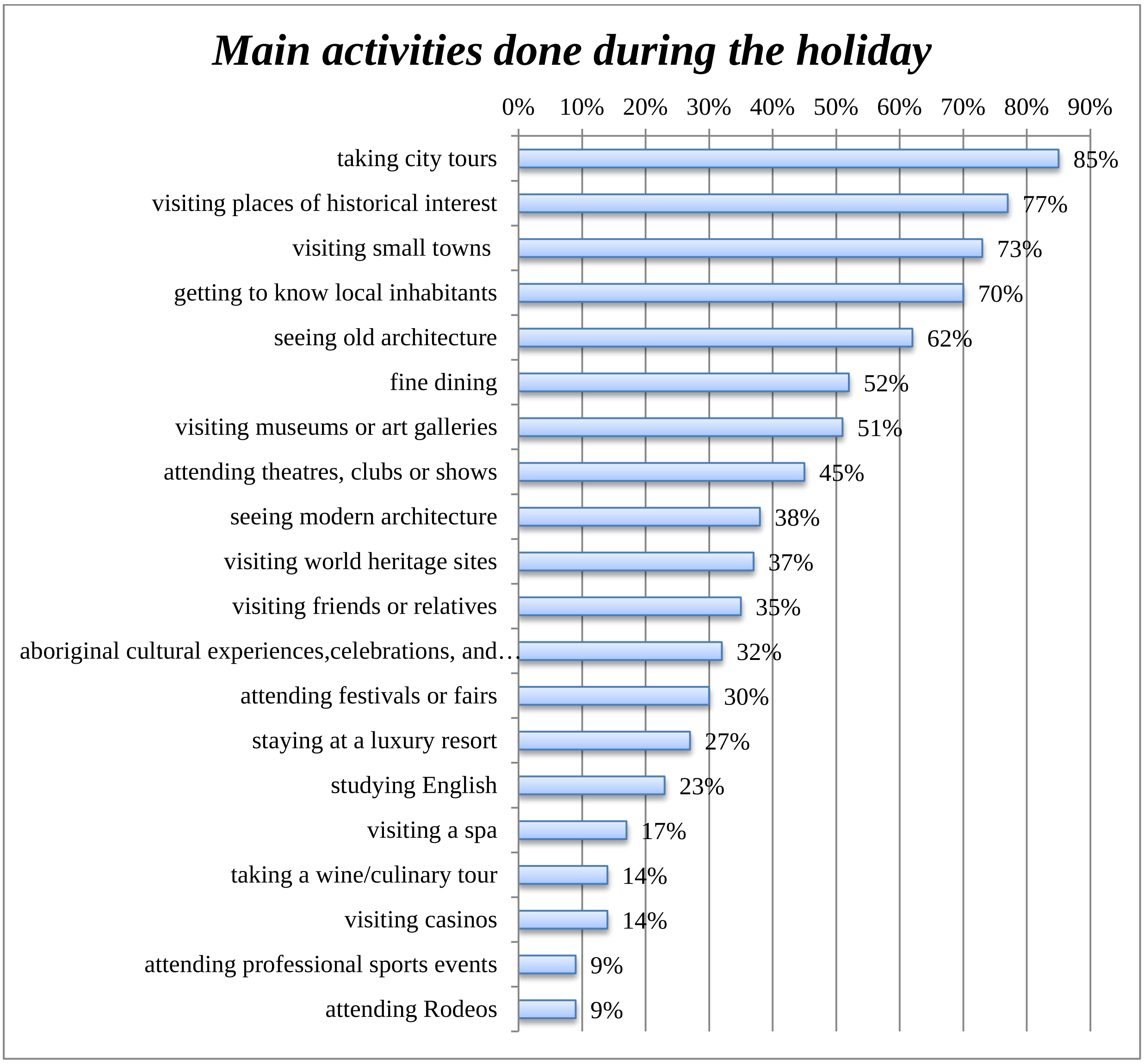


FIGURE 34: Main activities done during the holiday (based on Germany Consumer and Travel Trade Research 2008, 69.)

Respondents of the Canadian Tourism Commission had to select all the options applicable to them. Therefore the total percentage is well over 100. High popularity of tours to big cities and small towns are consistent with the high preference of a tour type holiday. Attractiveness of cultural trips and getting familiar with the local traditions is proved in this survey.

7.2.2 Tourist Market Segmentation

The objectives of this thesis presumed analyzing the tourist segments of Germany using secondary data. The Canadian Tourism Commission has made a research on this issue when evaluating the potential market in Germany. On the basis of the survey and focus group research the German long-haul market was divided into 5 tourist segments: Resort Style, High Culture, Local Culture, Nature Viewing and Nature Participation. (Germany Consumer and Travel Trade Research 2008, 103.) The figure 35 outlines the distribution of the German population among these segments:

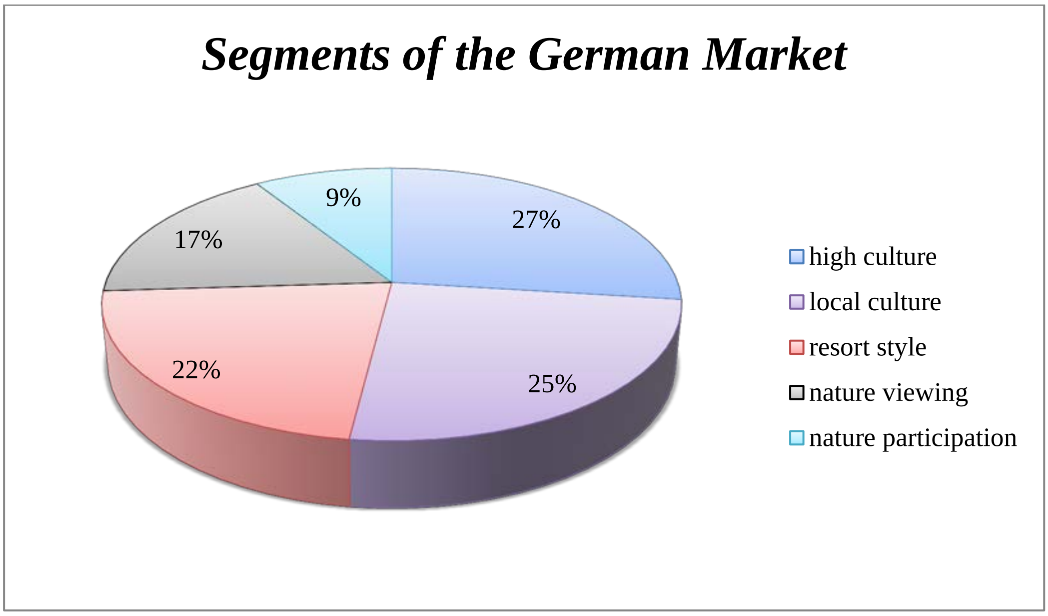


FIGURE 35: Market segmentation of the German tourists (adapted from Germany Consumer and Travel Trade Research 2008, 103.)

Resort Style

The main attributes of this holiday are relaxation, sun and luxury. These holiday-makers are keen on sunbathing or other beach activities. It is quite usual to stay at luxury surroundings and in expensive hotels, which is however not the case for all the tourists of this segment. Relaxing atmosphere to feel secure and safe is essential. Very often holiday in a resort style is chosen by those who want to "escape" from the daily routine and bring the family together. Thus the family market dominates in this segment. (Germany Consumer and Travel Trade Research 2008, 104-106.)

High Culture

Tourists from this segment are fascinated by city life and culture. Holiday activities usually include visiting museums, art galleries and historical attractions. People attend theatres, clubs or shows to experience contemporary culture. Sometimes experiencing nature goes along with enjoying the convenience of the modern world. Tourists usually tend to see as much as possible in the time available and pass their time very actively. The survey showed that people over 60 not always but often belong to this tourist segment. (Germany Consumer and Travel Trade Research 2008, 104-105.)

Local Culture

The key objective for a tourist of this segment is meeting and interacting with local people to experience their lifestyle and traditions. It is likely that they decide to stay in one area during their vacation to understand better the way people live. Often holiday-makers choose to stay at the home of a local resident to immerse better in their daily life and habits. When they book accommodation, unique types of it specific to the area are usually preferred. Opportunities to try various dishes from the local cuisine are appreciated by these tourists. Travelling to distant places to get to know aboriginal culture is a perfect example of a vacation for tourists of this segment. (Germany Consumer and Travel Trade Research 2008, 104-105.)

Nature Viewing

This segment appreciates being surrounded by beautiful nature and experiencing it sensually. Tourists try to find unspoiled natural sceneries and places to get away from noise and tiredness and relax. Clean and healthy environment is a priority. Tourists enjoy seeing wildlife and immersing into the world of nature. This segment appeals to broad range of age and income. (Germany Consumer and Travel Trade Research 2008, 104-105.)

Nature Participation

This tourist segment is not satisfied with visual stimuli of nature - they want to get involved and do some active outdoor activities. Often soft adventure prevails; possible options might be downhill skiing or snowboarding. When choosing a travel destination, tourists of this segment pay attention to the availability of a wide selection of activities and frequently choose to travel in a group. Normally these holiday-makers are under 40 because active sports presuming having good health conditions and stamina but there might be older people who still meet these criteria. (Germany Consumer and Travel Trade Research 2008, 104-106.)

7.3 Interviews analysis

For better analysis it seems reasonable to start with detailed descriptions of each singular interview to present the image of respondents. Afterwards, the subchapter contains overall conclusions based on the interview material.

Individual analyses of each interview

The first interviewee was a male of 45 years old who lives in Wessel. Being very open and friendly, he gave full precise responses to all of the questions. With a phrase “relaxed holiday in a lakeshore cottage” he produced the following associations: “quietness, nature, easy-going, sunsets, water and naturism. Finland associated for him with nature, lakes, Helsinki, Nokia, sauna, friendly people and good education. To his mind, Finland is quite an attractive tourist destination for those who seek holidays in nature surroundings, want to try country living or vising a modern urban city like Helsinki. He informed that his favorite holiday type is cruising. Otherwise he likes to stay in a hotel or holiday apartment. Holiday resorts are considered often to be the places to go.

When it comes to services, he claimed to appreciate good quality of food and drink and friendliness of the staff. To the question about holiday atmosphere, this respondent replied that he enjoyed “relaxed and easy-going” atmosphere. He then referred to Florida and Caribbean islands as his favorite destinations but also said that big cities like Paris, New York, Venice and Vienna interest him a lot as well. As regards activities, this person never tried ice-fishing so he could not comment on that and as for skiing he once did it in Austria and thinks it was a nice experience. The interviewee found the possibility of renting a lakeshore cottage in Finland very appealing since he likes sauna and nature a lot.

The second respondent was a male of 43 from Bönen. His associations list in response to the first question included peace, tranquility, fishing and hiking. Finland brings the images of snow, cold winters, complicated language, high alcohol prices and sauna. He believes that most of the

Germans love the sun. Therefore Finland might be a suitable travel destination only for individuals. Speaking about accommodation preferences, this person referred immediately to cottage type and said that he always booked a cottage on the Internet when he travelled to another country.

As for services, eating out is important for him. Therefore good quality of food and drinks is necessary. Concerning activities, hiking is the favorite one, also the interviewee stated that he is fond of swimming so swimming pool or the coast are the features he is often looking for. Another type of holiday he enjoys is taking trips to different towns around some area. As regards the weather, the interview claimed to hate winters. Therefore no winter-activities are preferred. In summer the drawback for him is having lots of mosquitos. The person definitely prefers tranquility and rural atmosphere on vacation to have rest from daily life. The opportunity to rent a cottage in Finland is perceived with a certain extent of interest but only in high summer when there are fewer mosquitos.

Another person who gave the interview was a male of 45 from Weiden. Relaxed holiday in a lakeshore cottage is associated for him with Scandinavian countries, Hurtigruten cruises, Ireland, Scotland, England Cornwall and Alaska. The above mentioned areas were named because the person had had experience of renting cottages there and the impressions were very positive. The interviewee informed that he did not like hotels, but would rather stay in an open quiet place and cottage vacation was named to be definitely the type of vacation he would always be looking for. The only image about Finland that the person had was a “fascinating language”, in other aspects he said that he does not have enough knowledge about the country. When it comes to Northern Europe he is more familiar with Sweden and Norway.

The interviewee informed the researcher that the following year he would be planning to go on holiday to Scandinavia and renting a cottage in Finland might be a good option and the person has a desire to try this experience. In relation to the perception of Finland by Germans, he said that they consider this country to be very expensive and that not everybody could afford it. Based on his response, Scandinavian countries are not in the first place when Germans are deciding on a vacation destination. Referring to his own experience with Scandinavia, it took him a while to “open up these wonderful countries”. For him, the main reasons of going there are nature and solitude. He supposed that many Germans believe it is not worthy going to Scandinavia since there is nothing to see for such high prices. As he said, for certain Germans everything what is over 350€ is considered to be expensive. On the basis of his own experience, he assumed that Hurtigruten travels are now very popular among Germans.

Talking about holiday services, this person confessed that he likes to keep everything to the basics, and he can well do with just a place to stay overnight, kitchen and bathroom. When it comes to vacation atmosphere, the respondent’s taste is very broad: he enjoys hiking tours in the forest, relaxation far away from cities surrounded by nature, sightseeing tours and visiting archeological digs and excavations. The choice of each vacation depends on the mood and life circumstances. Holidays that include only a fun part are not for him. This interviewee suggested that the image of Finland might be improved in Germany by a more intensive work of travel agencies promoting this country and also information in the media – TV, newspapers, commercials. Because of lack of information, he believes that not everyone is ready to investigate and search by themselves.

The fourth person was a male of 55 from Duisburg. He described his vacations as being quite spontaneous because he likes to decide everything – accommodation, eating facilities, activities - on the spot. Within Europe he goes to different places with the intention to see new places and the destination is usually the main reason of his journey. The person told that making a contact via Internet in the place of travel is a usual thing for him to later meet those people in real and get some travelling tips or even staying at their place. The goal of his trips is to learn about new countries and local people, for that he is ready to step back in comfort of what he is used to have. The only services he claimed to have are shower and internet access.

When it comes to accommodation premises, renting a small house or cottage when possible is the primary option for him. However, speaking about cottage renting in Finland, the person could not form any opinion since he never tried this and never thought of that kind of idea. Nevertheless, this possibility made him interested and he expressed his readiness to try such a vacation in the future. When inquired about the image of Finland, the respondent named it to be a “Scandinavian country with a beautiful countryside”. He strongly believes that Finnish language is extremely difficult and it is very costly to travel to Finland. In his opinion, Germans like Scandinavian countries a lot, but the number of people going there declines due to the high prices.

The next interviewee was a female of 62 years old from Heidelberg. When thinking about a holiday in a lakeshore cottage, she had the same associations as the other respondents – peace, tranquility, comfort, scenery and nature. As for the associations connected to the image of Finland, she produced a longer list: "low density of population, beautiful country, Helsinki, vast forests and lots of lakes, mosquitos, cold winter, difficult language, tango, widespread knowledge of foreign languages, good social system, relaxed and a bit reserved people". When asked about how Germans treat Finland as a holiday destination, she said that it is an interesting option but too expensive because she believes that most of the Germans look for not even inexpensive holidays but really cheap ones. So, in her opinion, severe weather and high prices are the main preventers of going to Finland. The respondent thought that promoting nature should be the main focus of Finnish tourist companies with an emphasis that there are ship connections between Germany and Finland to have a cruise. In addition, to her mind Finnish cuisine is unknown in Europe and promoting it might help in attracting more tourists.

To the question about services in accommodation premises, the person informed that she appreciates large beds, light rooms, good healthy food, late breakfasts, pool or lake in close vicinity to have an opportunity to swim and reasonable prices. As for the type of accommodation, she does not like camping or mobile homes, all other types seem to have no big difference for her. When asked to think about possibilities of renting a cottage in Finland, she considered this a very attractive option because she enjoys sauna a lot. She reflected also that an interior design like wood in a natural style appeals to her a lot. This female likes to spend her vacation in a very relaxed and quiet atmosphere with the chance to socialize with other tourists and locals but be sure to keep safe from drunken people. As regards the activities, she used to go on for swimming, cycling and dancing tang a while ago but now due to health problems she is very restricted in her choice. Currently taking boat trips on lakes is often the choice of her holiday.

The last person interviewed was a male of 51 from Berlin. His associations list to the "relaxed holiday in a lakeshore cottage" was interestingly different from the others – "sun, trees, breeze, not many other people, SPA, free skies, pier, fishing". He believes that Finland is a very cold country where nevertheless the sun is always shining. He expects to see here many hills with conifer trees. As regards the human spirit, he described Finnish people as reserved who like low-budget tangos and high priced alcohol. Fishing is described as one of the main activities. When asked about the attitude of Germans in general towards going to Finland for a vacation, the person informed the researcher that it is seen as “a special holiday destination<…>to have something quiet and calming”. In his opinion, it suits well for nature-lovers, probably those who like it intact or wild and do not like beaches and hot weather. Taking about type of holiday, the person pointed out that no camping for him, but a place to stay is necessary.

Referring to accommodation types, the most preferable for him is a room in a hotel with all conveniences, good shower room, mini bar, mini safe, cable local TV, proximity to a pub in the area. He is enthusiastic about meeting local people so the hotel should be located in the area where it is possible to meet them and interact. In general the accommodation premises should have a relaxed atmosphere to “cultivate laziness”, also the respondent is fond of getting massage and spa treatments. It is good for him when the hotel organizes some trips to the places of interest and local entertainment. The idea of renting a cottage in Finland made him reflect on his youth when he wanted to do this with his girlfriend to “escape from the world”. Now one of his primary goals when travelling is communication with local people and other tourists so he would rather not spend his vacation in a quiet place without people. In the opinion of this respondent, such a holiday possibility might be recommended as an option to honeymooners or couple who are “in fresh relationship” to enjoy time together in a calm place.

Interview conclusions

After discussing each interview separately it is necessary to take an overall look at them in order to form conclusions relevant to the research. It should be kept in mind that the information must not be overgeneralized because opinions of six people cannot talk for the whole German population.

To begin with the first question, the respondents tended to have quite similar associations when told the phrase “the relaxed holiday in a lakeshore cottage”. The list of common associations includes quietness, nature, peace, tranquility, fishing, hiking, comfort, scenery - the interviewees produced the associations related to these concepts and images. This defines the atmosphere the respondents attach to this type of holiday. When it comes to the image of Finland, it seems that German people associate it at the first place with snow, cold weather, complicated language, good education, sauna and high prices. Also certain people recall scenery, forests, lakes, low density of population, reserved character of people and fishing.

In general, Finland is not likely to be seen as a popular tourist destination mainly because of high prices and cold weather. Several respondents stated that Germans usually care a lot about the level of prices and it is one of the most decisive factors. Referring to the interview material, several respondents said that their countrymen usually prefer mostly either stay inside Germany or go to sunny places. Based on the responses, it seems that lots of holiday-makers value clean nature and Finland is stated to be the place for those nature-lovers who do not like hot weather. It was said during interviews that Germans are not generally aware of things to do in Finland and therefore may stay away from choosing this country. It was mentioned during the interviews that little is known about Finnish cuisine whereas for some Germans this issue is of particular interest when going on holiday abroad. The interviews revealed that there is little promotion done by travel companies to attract more tourists in Finland. Moreover, the interviews showed that it is probable that Germans do not know that in summer the weather might be very warm and pleasant and it might be a perfect time to come in Finland.

However, it is highly likely that people of the older age groups are quite interested in spending their holiday in Finland if they seek solitude, tranquility and clean nature. This conclusion is based on several positive answers to the opportunity of renting a cottage in Finland. This idea was taken by almost all respondents in a very friendly way. Opportunity of such a holiday was considered as “interesting” and “special”. Several respondents mentioned that sauna is one of the most attractive features of a cottage vacation. One of the respondents gave the idea that a wooden design style might be well promoted and “sold” well among older people of Germany. Another interview suggested that such a cottage vacation may be a good option for honeymooners or couples who want to stay together without being bothered by other people.

The people interviewed did not mention any special services they would require, they are quite well satisfied with having basic conveniences, such as kitchen, bathroom, Internet and good quality of food. Certain ones mentioned just such extras as minibar, mini safe, large beds and convenient location. Talking about the kinds of accommodation, hotels and cottages were named as the most preferred options. Cottage type was mentioned by the respondents who stated explicitly that they like to be independent during the holiday.

Regarding the holiday atmosphere, it seems that people can be divided roughly into two tourist segments – those who would rather mingle and interact with other tourists and locals and those who prefer quiet peaceful atmosphere to relax and spend some time on their own. This second group is the one who might be interested in having a vacation in a cottage. This suggestion is based on the fact that those interviewees who claimed to prefer tranquil holidays on their own, were most enthusiastic about renting a cottage in Finland. Four out of six respondents stated explicitly that they like to be surrounded by nature, spend their time in a rural atmosphere and have peace.

7.4 Results of the netnographic observation

In the German blog Reise destinations are classified by regions: Africa, America, Asia, Europe, Oceania, Scandinavia. At the same time such countries as Australia, France, Morocco, Italy and Portugal have separate sections for them and have the biggest number of articles. Travelling inside Germany has also the separate section but inbound tourism is out of sight of this research, therefore it was not analyzed. After having browsed the articles about different places, the researcher defined a number of countries and regions into five tourist segments that exist in Germany. Table 10 presents the classification:

TABLE 10: Typical destinations for German tourist market segments

Nature Viewing	Nature Participation	High Culture	Resort Culture	Local Culture
Finland Norway Sweden Central America China Thailand	Austria Switzerland Russia	France Italy UK USA Benelux China Portugal	Egypt Caribbean Islands Maldives Spain Greece Turkey Tunisia Thailand Portugal	Middle East Morocco Namibia Kenia

The table includes those countries which are covered well in the blog articles to be able to make conclusions. The limitation of this classification is that it might be subjective to a certain extent because it was done only by one researcher and on the basis of one website, but it has ground to present an overall picture of destination profiles for Germans. Also, the image of countries might vary, so this classification is relevant only from the perspective of the German tourist, as it is presented on a travelling blog.

As an overall trend, the focus of articles about African countries is traditions of local people and how they are conserved in the modern African society. The stress of such distant places as Caribbean and Maldives is on sunbathing, popular beaches, relaxing atmosphere, having fun and enjoying the weather. Austria and Switzerland are claimed to have wonderful opportunities for doing sports due to landscapes, for example skiing. As for the European countries, most of them appeal to a High Culture segment with the attention on art, culture, monuments, cuisine, theatre and history. The subheading of this section is called “the centre of culture”. The most of articles in the European section are devoted to Spain, Austria, Croatia, Czech Republic and Turkey.

Number one after Germany country that has the biggest number of articles and occupies a special section on the blog is *Australia*. This is a bit surprising since according to the statistics, only 0.9% of Germans travelled there in 2013. However, this country is presented from different perspectives, including accommodation, nature, aborigines, cuisine, city life and sightseeing. Moreover, inside the Australia’s section, one can find separate subsections related to cities, nature, culture and hotels. City lovers can find articles about shopping and active life in different cities, such as Sydney, Melbourne, Brisbane, Adelaide and Perth whereas those who are interested in aborigine culture can get familiar with facts about them and their traditions. People, who enjoy being in natural surroundings, can find articles about animals, exploring vast Australian territories of the land and getting to know unique landscapes. What is more, there is a lot of information about Australian beaches and luxury tourism. Speaking about active tourism, there are articles about doing sports in the country. Therefore Australia did not fall into any categorization since it is presented as a destination that satisfies the taste of every tourist and it can be defined as a universal destination for any market segment. Several pictures were taken from this German blog and are presented in collages in appendix 3.1.

Another country that is perfectly highlighted is *France*. It belongs to the top ten popular countries for Germans, so the presence of the special section for it on this site was not surprising. France is clearly presented as belonging to a High Culture segment which is reflected in a collection of pictures from the site in appendix 3.2. Articles talk about theatres, museums, city tours, French culture and exquisite French wine. There is some history about different geographical regions of France and also descriptions of the cities from the tourist perspective. One can find interesting articles about French castles, film festivals and hotels. Finally, several articles about Eiffel tour were not surprising to find.

The third well-presented country is *Italy* which was also defined to be a country for a High Culture segment. It explained by the existence of a big number of articles related to Italian culture and art, historical cities and places, excursions to unique sites. Also, there is sufficient information about carnivals, theatre and folk dances and tourist may find advice how they can use this information to plan tours to Italy. Pictures that illustrate Italy can be found in the appendix 3.3 One might find a couple of articles about Italian beaches on the Mediterranean but this is not highlighted therefore it was considered insufficient to define this country to Resort Culture segment on this blog.

Next readers of the blog get to know *Portugal.* The collection of pictures is presented in appendix 3.4. On the basis of the available articles, the researcher perceived it to appeal also to both High Culture and Resort Style segments. First of all, one may find extensive collection of articles related to Portuguese culture and art, famous painters and unique historical buildings. At the same time, Portugal is presented as a place with beautiful nature surroundings that has several sunny islands with nice popular beaches where people may sunbath and enjoy their time. Renting luxury villas is stated as one option of comfortable accommodation. There are also descriptions of cities and what-to-do notes there with a focus on relaxation, having fun and enjoying oneself.

The last country that has a separate section is *Morocco.* The focus of the articles made the researcher decide that this country belongs to a Local Culture segment for Germans. Morocco is perceived as a unique place of Muslim culture that has another code of behavior than Europe. The articles concern unique pieces of Moroccan art, especially clothing and ways to decorate it, traditional cuisine, and cultural heritage – in Morocco there are several sites that are guarded by UNESCO. Landscapes are very descriptively presented together with articles about city life and atmosphere. A special feature of the country that is stressed is that old traditions of Moroccan subcultures are nowadays closely intertwined with the contemporary ones which altogether form a special atmosphere of modern Morocco. The images from the German blog that represent Morocco are gathered in appendix 3.5.

Talking about *Finland*, it has some articles, but not so many, in the sections “Scandinavia” and “Europe “ and it definitely belongs to a Nature Viewing segment as it is presented as a more relaxed and quiet country, there are nice articles about nature. The illustrations in appendix 3.6 from the blog might prove this assumption. Separate articles are devoted to different animal species that exist in Finland. It is specially stressed on the site that winters are cold and summers are warm. What is interesting, there are a couple of articles about cottage renting. In addition, there are texts which compare rural and urban countryside, describing different vacation opportunities.

Speaking about the main travel agency of Germany, the front page presents different travel packages to Spain, Portugal, Dominican Republic, Indonesia and Mexico. The descriptions state that these countries are unique places to have unbelievable vacation. In each case it is specially stressed that when these countries have “the hottest” seasons and for which time the prices are the most reasonable.

7.5 Results of the online survey

The following subchapter presents the results of the online survey and conclusions which were drawn from them. The data was analyzed using the SPSS statistical programme and the screenshot from the variable view window can be seen in appendix 3.7. Cross tabulations in the appendices 3.8 – 3.35 serve as evidence to conclusions and are referred to in the text.

Demographic description of the respondents

The overall number of respondents that the researcher managed to get was seventy-five people. The analysis of survey results started with demographic information. The figure 36 shows the ratio of males and females in the research. There were more men than women, but the difference is not too big.

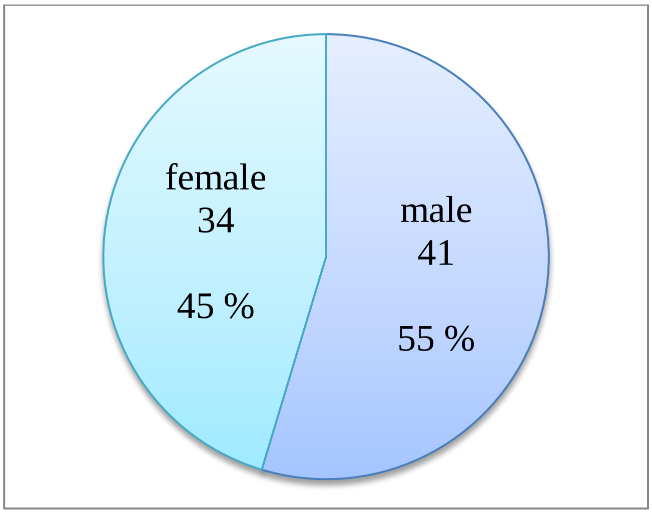


FIGURE 36: Distribution of respondents on the gender criterion

Speaking about the age groups, representatives of each one are present. However, the figure 37 clearly shows that the biggest age group is people between twenty and twenty nine years old – thirty five people. Almost the same number of responses was gathered from the next two age groups. As for people under 20 years or over 60 there are only one person in each.

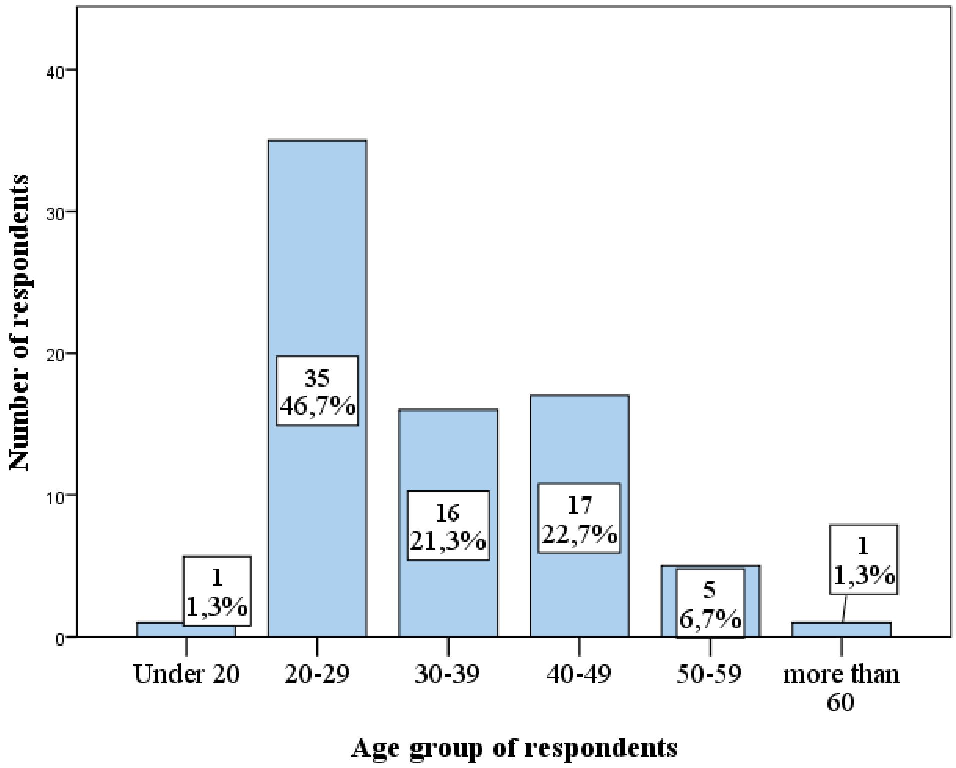


FIGURE 37: Categorization of respondents on the basis of the age group

The third demographic question examined was marital status of the respondents. Since the bigger part of them are young people under thirty, it is not surprising that more than half of them are single. Almost one fourth are married and ten respondents are in a relationship (figure 38).

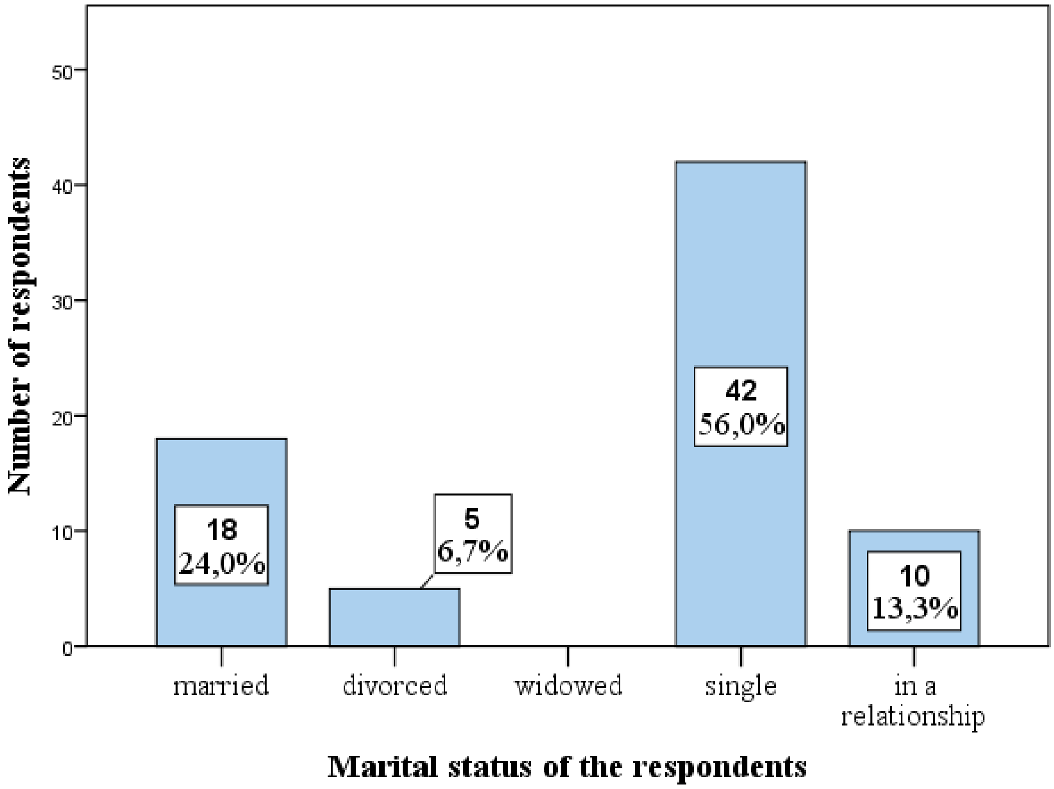


FIGURE 38: Categorization of the respondents on the basis of the marital status

Finally, talking about occupations of respondents, almost half of people are employed, the second biggest group are students (figure 39). There are a few entrepreneurs and there is only one person in groups “retired”, “housewife” and “unemployed”.

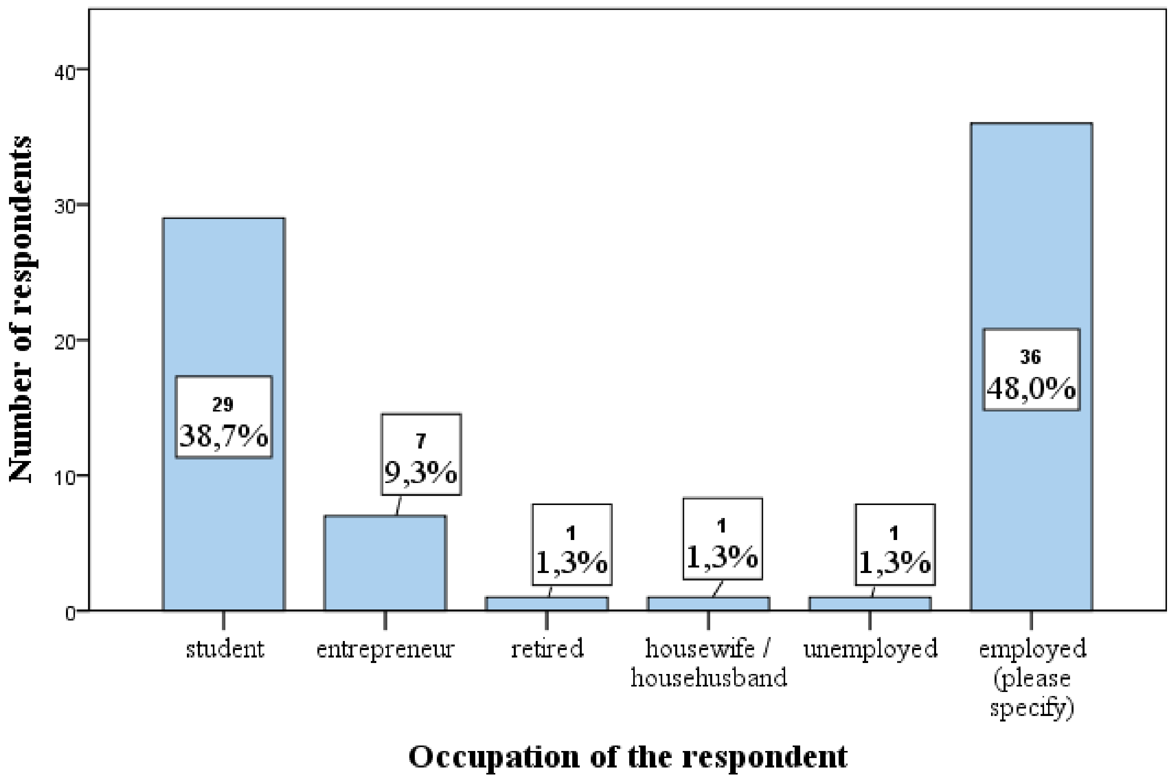


FIGURE 39: The categorization of the respondents on their occupation

Frequency of holidays and budget

The first issue to start the analysis of travel habits of the respondents is the frequency of their holidays abroad. The figure 40 presents the results of this investigation:

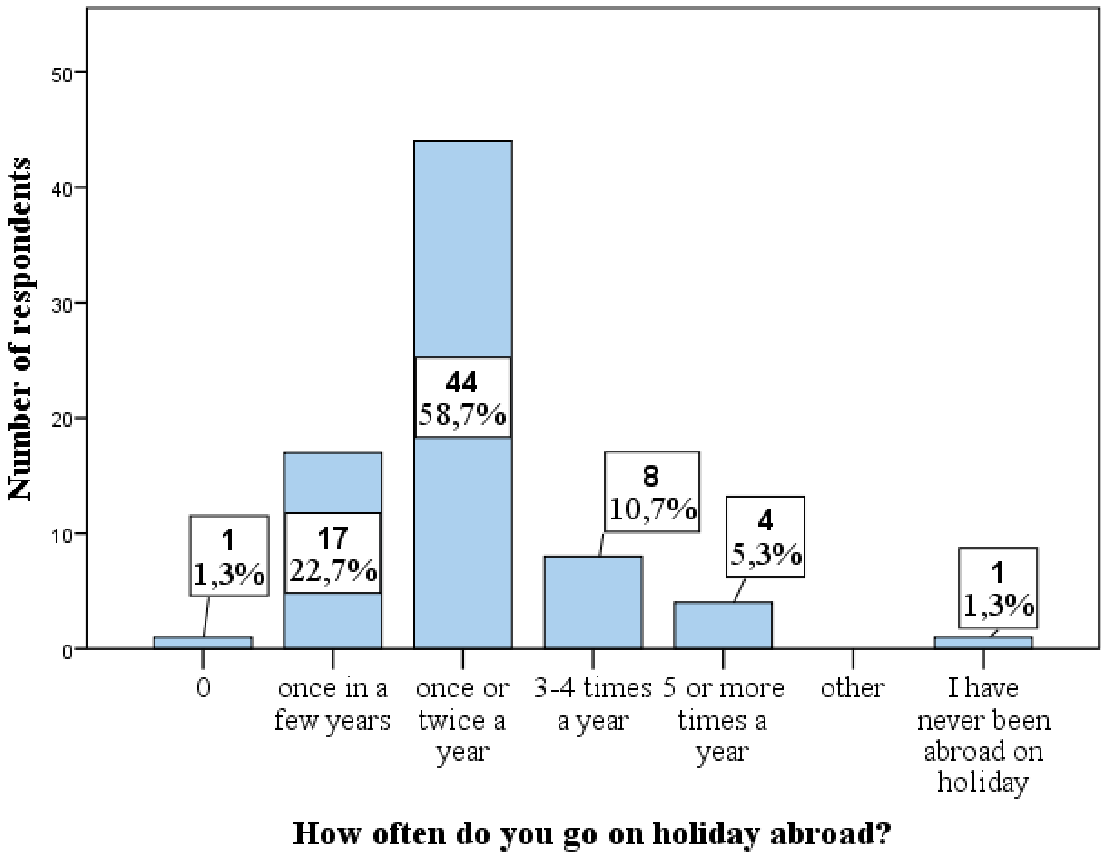


FIGURE 40: Frequency of holidays abroad

The figure outlines that more than half of respondents go abroad once or twice a year. Secondly, it is not rare that people go abroad once in a few years – this option suits for almost 23% of respondents. Speaking about frequent holidays which take place three or more times a year, this is the case of approximately 16% of respondents.

It is possible to compare how people of different gender, age and occupation responded to this question with the help of the cross tabulation tables in appendix 3.8. The observation shows that almost all responses for frequent holidays of more than three times a year were given by male respondents. The vast majority of people under 30 go on holiday once or twice a year, people between 30 and 40 do the same or go even more rarely. This information is explained by the fact that the biggest part of these respondents is mostly busy people - students and employed people.

The next issue to discuss is how much money the respondents are ready to spend on a short vacation (figure 41).

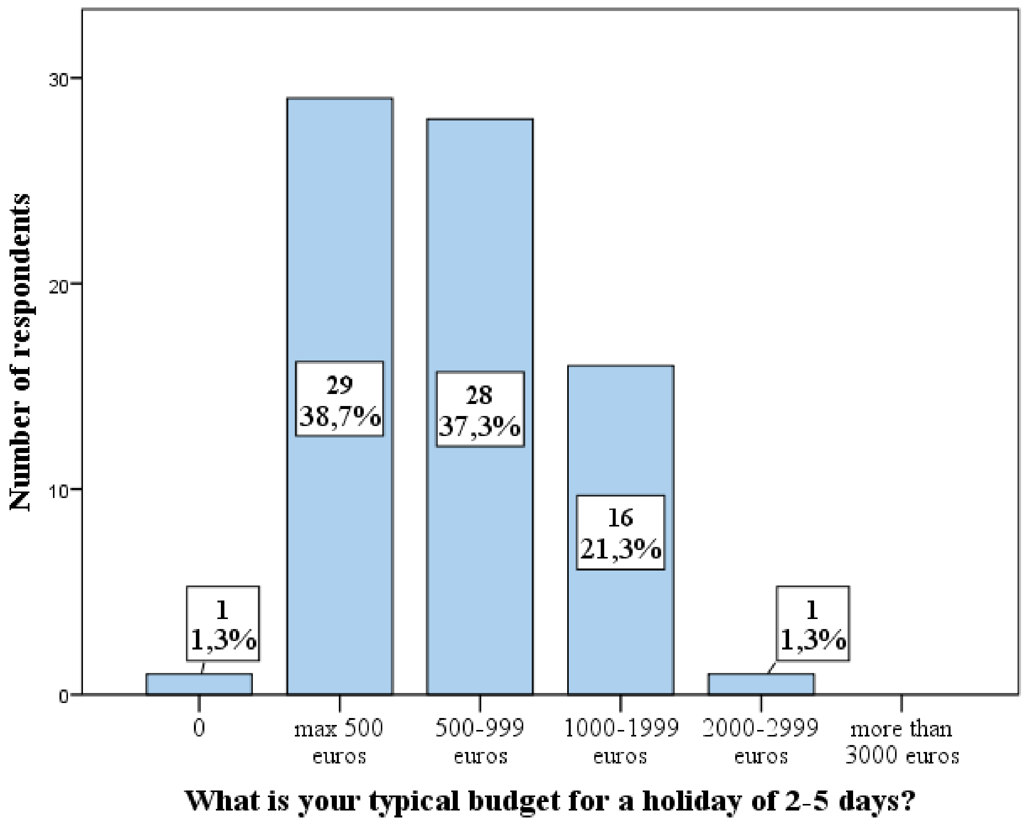


FIGURE 41: Typical holiday budget for a short holiday

It can be clearly seen that the biggest amount that most of the respondents are ready to pay is one thousand euros, most of the people prefer to travel cheaper than that. Up to two thousand euros is a case for 16 respondents which is almost 21% of the sample.

The cross tabulations in the appendix 3.9 show that half of female respondents prefer paying maximum 500 euros while men are more ready to pay for more expensive holidays. Younger people prefer mostly cheaper holidays while respondents of over 40 can afford spending a bit more. The entrepreneurs chose different prices probably because they can afford spending more.

Choice of travel destinations

Since in the question about preferred travel destination, respondents had to choose three options, the overall number of answers obtained is 221. The figure 42 outlines the popularity of different countries.

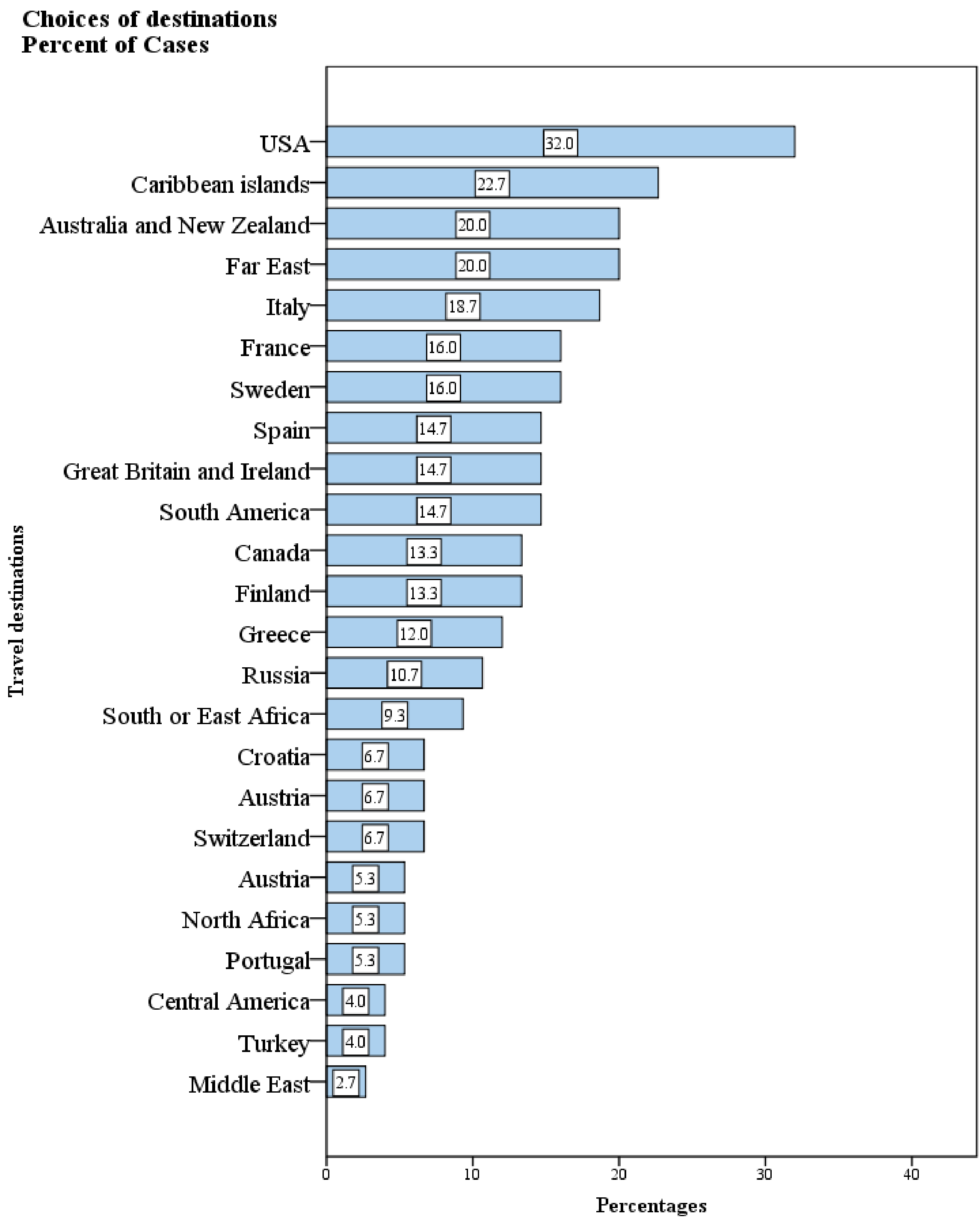


FIGURE 42: Dream destinations of the respondents

As it may be seen, distant places such as USA, the Caribbean islands, Far East and Australia with New Zealand received the biggest number of responses. Although seen as dream places, it is not necessarily so that respondents travel there or even were there at least once. However, they might be places they are planning to travel soon or would dream to be. In Europe, the countries which were chosen most often were Italy, France, Sweden, Spain, Great Britain and Finland. The choice of Italy, France and Spain is not surprising to discover because these are one of the top destinations for Germans according to Reise-Monitor in figures 29-30. As for the choice of Sweden and Finland, this shows that these countries appear quite attractive to German respondents. Approximately 16% and 13% of the sample respectively chose these countries. Interestingly, there were not many people who opted for Turkey and Croatia which have good positions as destinations according to statistics in figures. It might be so that respondents did not consider the places they have already been as dream destinations anymore and wished to vote for other more exotic countries.

The following observations are based on cross tabulations from the appendix 3.10. Regarding age, 43% of young people under 30, mostly students, chose USA, popular choices for them were also Australia and new Zealand, Far East,France, Italy, Great Britain and Sweden. Next for them are Russia and Austria. It might be thought that young people due to their activism and desire to explore new things would prefer to travel far to get new experiences and in Europe they chose big major countries. Talking about respondents between 30 and 39, USA is still number one, then one fourth of them have chosen Canada, Australia and New Zealand, Far East. Almost every fourth has selected Finland, Sweden or Russia. Speaking about people from the age group between 40 and 49, almost one fourth have chosen USA, Great Britain and Italy. They have also selected different other options but there is no strong trend here.

The open question about destination preferences precisely for a short holiday of 2-5 days has brought the following information: 15% of respondents chose Italy, and almost 14% were France. The next popular choice was staying in Germany which had 9,6% of respondents. The fourth place was shared by Finland, Austria and Great Britain, each of these countries received 6,8% of votes. Five people who selected Finland were spotted manually from SPSS data file and it turned out to be that they do not belong to any particular demographic group – there are three males and two females, who are representatives of all age groups, mostly employed, either single or married. The complete list of countries which were chosen by people together with their numbers and percentages is available in the appendix 3.11.

Destinations associated with different types of holiday

When starting to analyze the results of the question nine which concerned countries suitable for different types of holiday, it is necessary to keep in mind that many respondents skipped some options therefore the number of respondents for each type of holiday sis different, at the same time there was one case when one person mentioned two countries. The researcher must be careful reporting the results, because the percentages are counted on the basis of the available responses, which means that they cannot be compared in different groups. The complete ratings of countries with the number of people which selected each place and the computed percentage are available in the appendix 3.12. In cases of responses like “Africa” or “Scandinavia”, the respondents did not specify which country exactly they mention, probably they do not have any strong association with particular country but rather the region.

To begin with the first type, beach and bathing, the obvious leader for the sample is Spain which gathered about 37% of 65 responses. The next choice was Greece with 10.8%. The third place is taken by Italy and Turkey, each collected 7.7% of votes. The second type is city trips and sightseeing, among 76 responses every fifth respondent selected Italy, 15.8% were for France, a bit less got the USA – 13.2%. Great Britain and Germany gathered 10.5% and 7.9% respectively. Finland received 2 votes, which makes 2.6% of the question sample.

For the next holiday type, cruise on a ferry, 62 responses were obtained. The number one destination for the sample is Caribbean with 32.3%. The second one is the Mediterranean. People did not specify any particular country rather chose the region. We might think that they can associate this holiday with islands in the sea which belong to different countries, but this cannot be said for sure, just as we cannot say which country they would choose in that region. The third place is Norway with 14.5%. Finland was mentioned once.

Speaking about fishing and hunting, many people from the sample skipped this option and as a result there are only 54 answers available. Norway, Finland and Sweden are clearly ahead with 29.6%, 27.8% and 14.8% respectively. Concerning winter sports, 57 people answered and here Austria is an evident leader with more than 60%. The second popular choice was Switzerland with 15 people, which is 26.3% of this sample. As regards exploration of nature, Finland takes the first place with approximately 17.1% of 70 respondents. The second place is for Sweden with

10 responses, which is 14.3%. Five people voted for Canada and Norway which is approximately 7% of the total.

The next issue to discuss is summer sports. Out of 54 responses, 16.7% were for Germany itself and Spain. Slightly less received Italy – 14.8%. Next go France and Greece with 9.3% and 7.4%.

Among 70 answers for cultural trips, Italy is ahead of all destinations – 28.6% responses. In the next place go Germany and France with 12.9% and 11.4% respectively.As regards wellness and spa holidays, Germany is the leader with more than half of responses. Next goes Finland with 11.3% and Spain with 6.5%.

Regarding vacations with quiet and relaxed atmosphere, every fourth respondent out of 62 considered it is better to stay in Germany. Number one foreign country was Finland with 14.5%. Next goes Sweden with about 8%. The last holiday type to discuss is hiking. The leader here is obviously Austria. Out of 62 responses collected, it received more than 30%. The second place is taken by Germany itself – 22.4%. Next go Switzerland with 13.4% of responses and Scotland with 7.5%.

If the statistics obtained from the survey is to be compared with statistics of Reise-monitor which was discussed in the previous subchapters, we can find the following similarities: for beach and bathing Spain and Italy appear ahead in both cases, for wellness and spa staying in Germany is the most often case, and the choice of Italy for city trips also corresponds to statistics. Making conclusions about Finland, for survey respondents it is among the top for fishing and hunting, exploration of nature and vacations of quiet and relaxed atmosphere.

Attitude towards different types of holiday

To discuss the attitude of German respondents towards different types of holidays, it is necessary to look in details to each holiday type, spot the overall trend and compare responses of different demographic groups. To begin with, here are the results for “beach and bathing” (figure 43.):

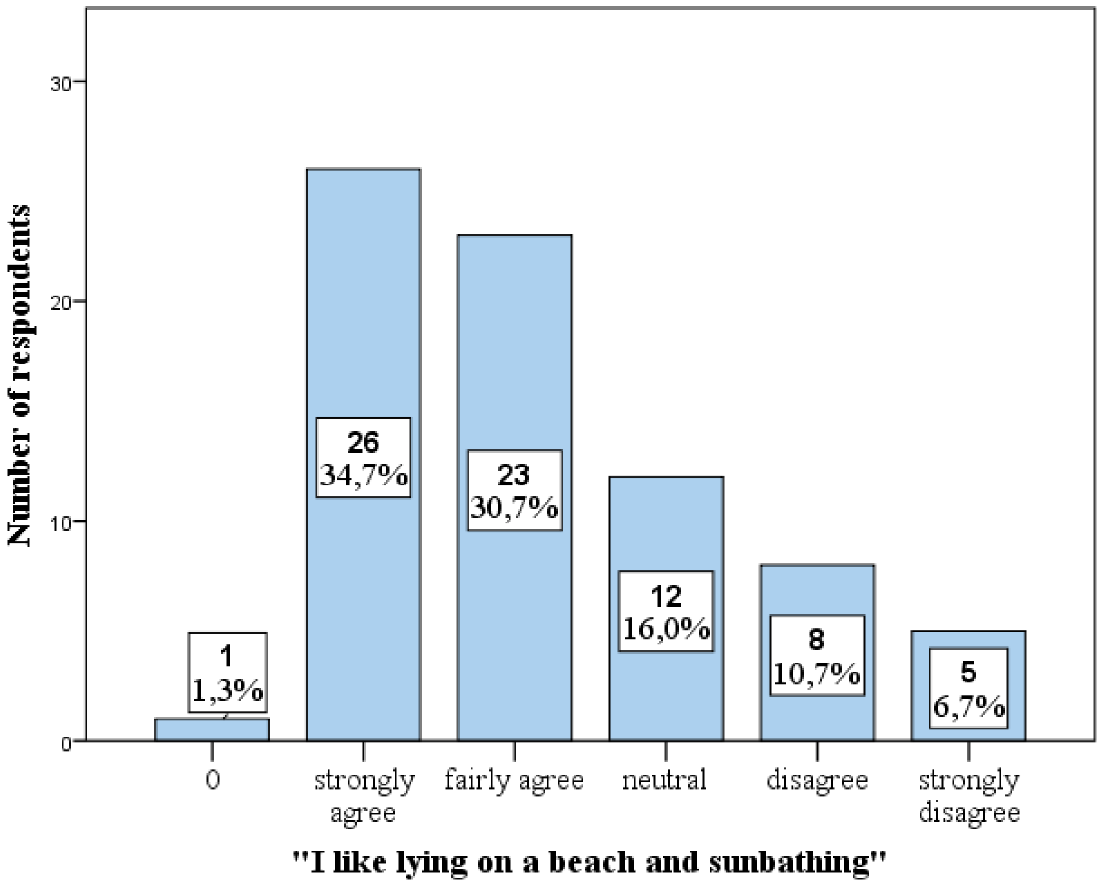


FIGURE 43: Attitude of respondents towards beach and bathing holiday

The graph shows that the majority, about 65% of respondents, like fully or to some extent this type of holiday. The demographic comparison shows that females answered positively more often than males, while males more often stayed neutral. Speaking about age groups, young people under 30 like this type of holiday more often than people older. (Appendix 3.13.)

The second vacation time to discuss is “city trips and sightseeing”. The figure 44 shows the distribution of responses:

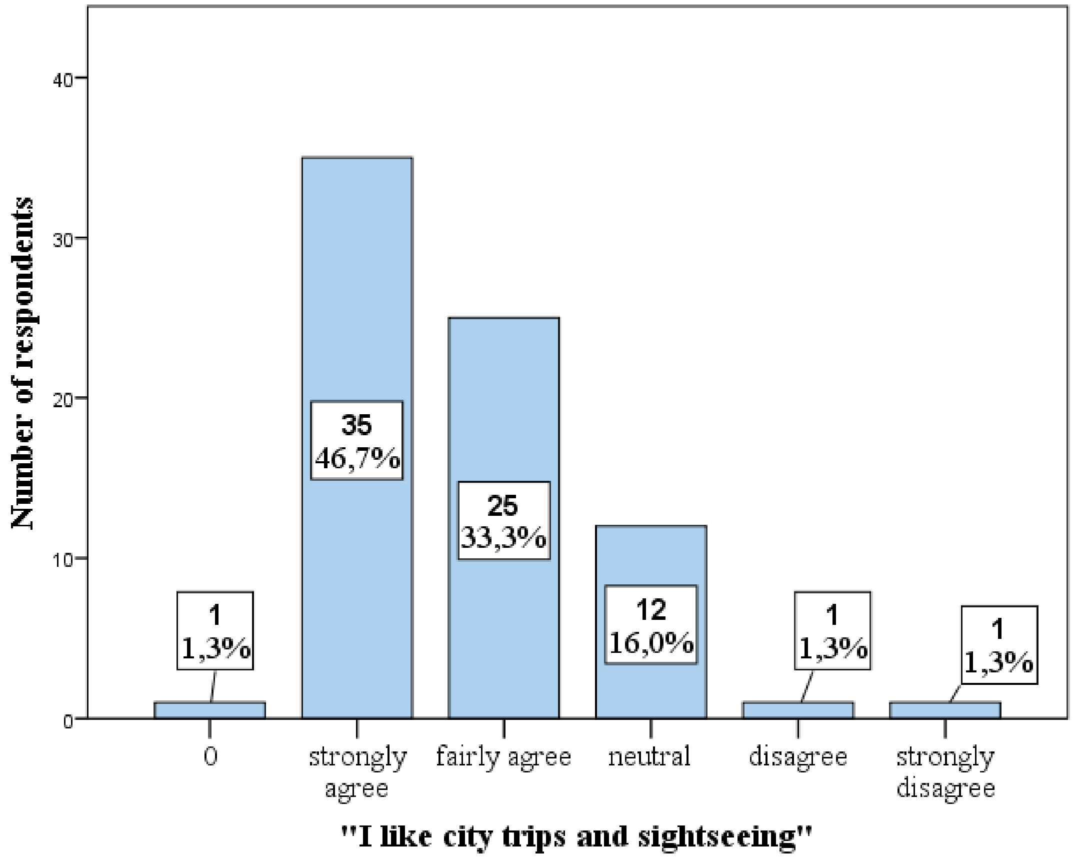


FIGURE 44: Attitude of respondents towards city trips and sightseeing

It is obvious that this type of holiday is of a lot of interest and appeal to respondents since the vast majority – 80% answered positively. Only individual responses were negative. It can be concluded that again female respondents answered positively more often while males more often stayed neutral. People from different age groups are almost equally interested in that, just people from the category “40-49” chose “strongly agree” option much more often than others. (Appendix 3.14.)

Regarding cruises on a ferry (figure 45) it is not possible to make very strong overall conclusion:

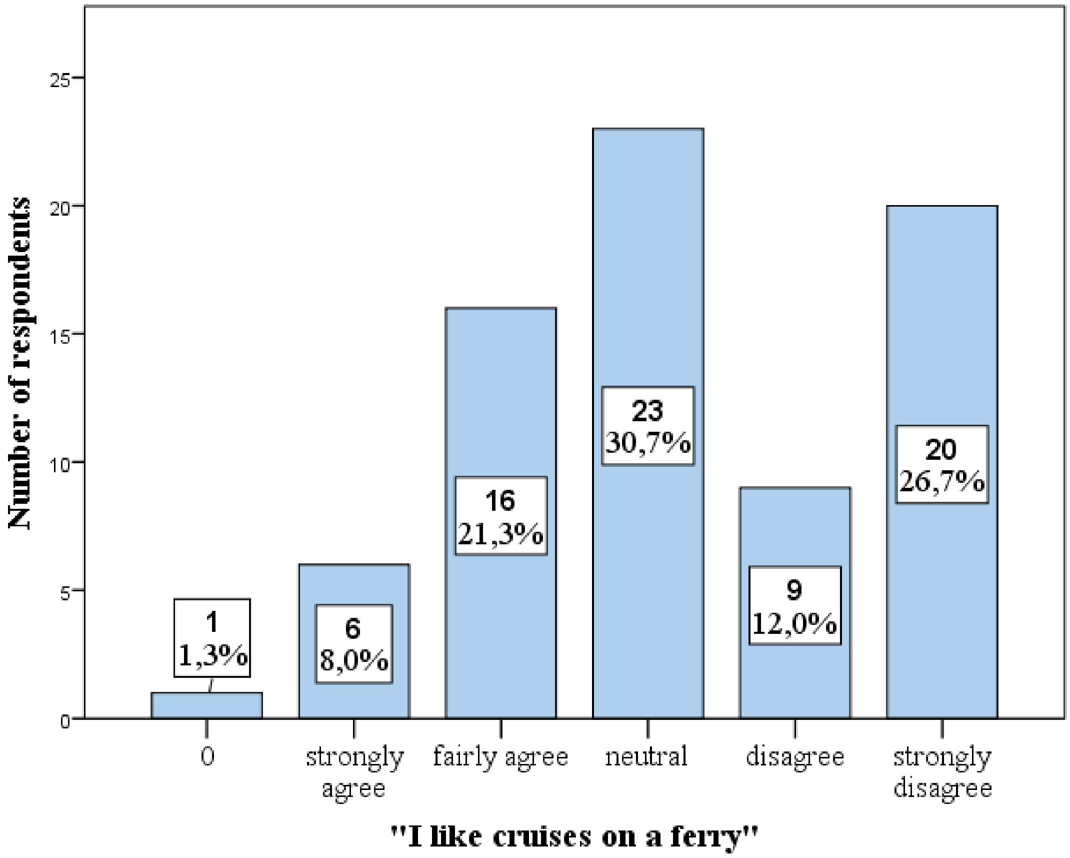


FIGURE 45: Attitude of respondents towards cruises on a ferry

The answers of respondents vary a lot, but they more often disagree or stay neutral than agree. There are no significant differences among answers of different demographic groups. (Appendix 3.15.)

The next holiday type to examine is fishing and hunting (figure 46.) It is obviously seen that almost all the respondents do not like this leisure activity or they stay neutral. The cross tabulations from appendix 3.16 also do not allow making strong conclusions for different demographic groups.

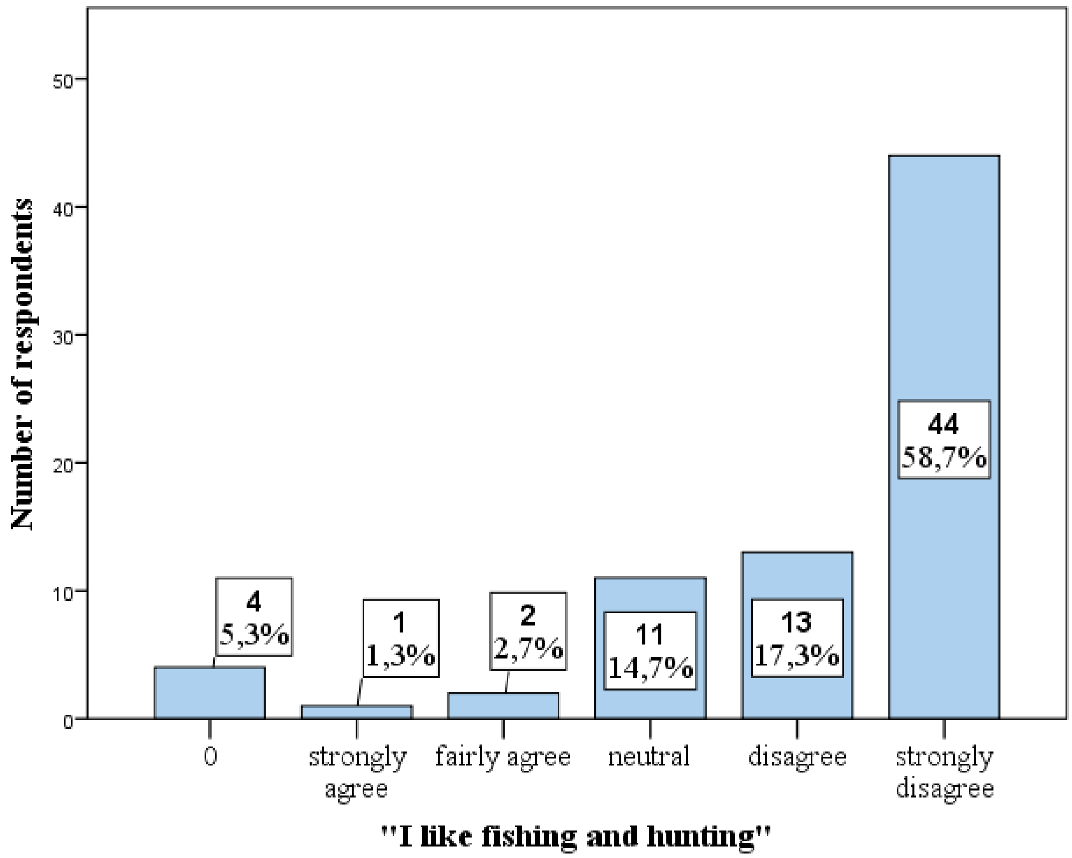


FIGURE 46: Attitude of respondents towards fishing and hunting

Speaking about exploration of nature, it is considered an appealing activity which is proved by the survey results shown in the figure 47:

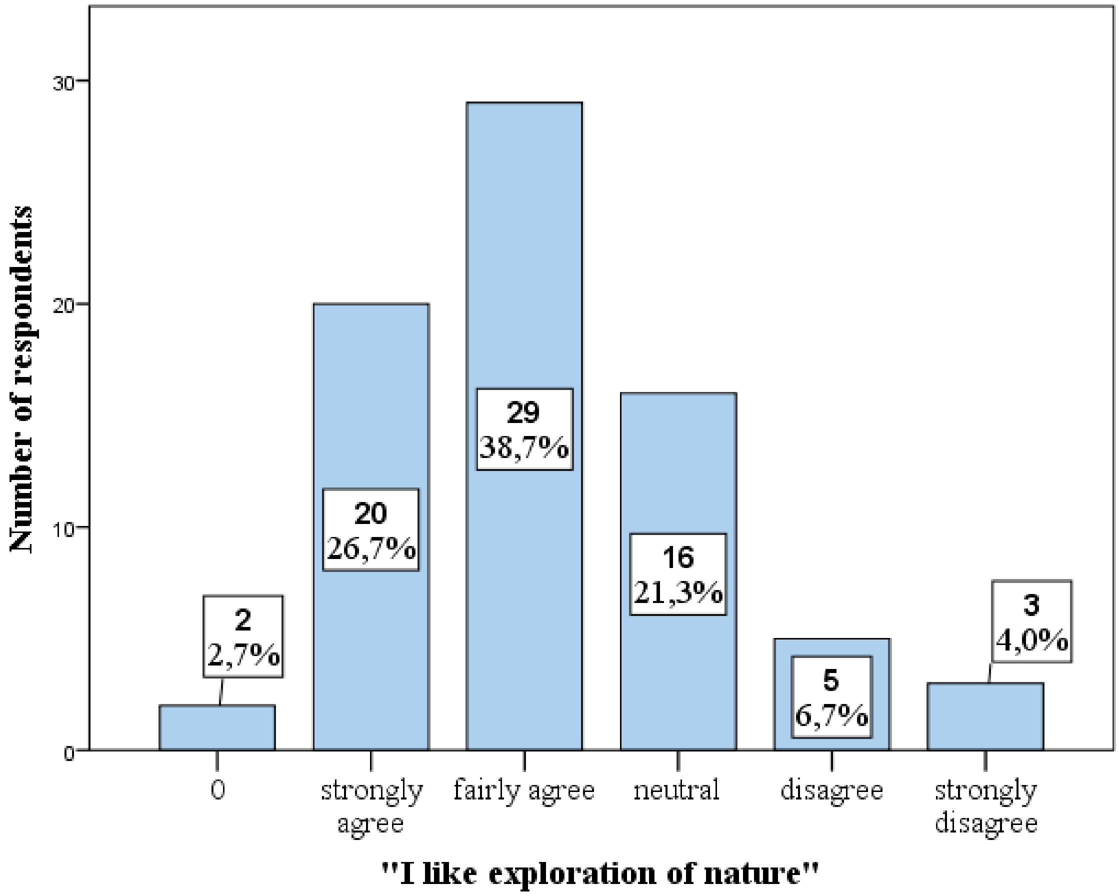


FIGURE 47: Attitude of respondents towards exploration of nature

More than 60% of respondents agree either fully or fairly that they like exploration of nature and every fifth stays neutral. It might be concluded that male respondents tended to more often answer positively, while women stayed neutral more frequently. As for the age groups, people over 30 answered positively in almost all the cases except for just a few individuals, while for young people from 20 to 29 there were more cases of disagreement. (Appendix 3.17.)

The next holiday type to examine is winter sports. The figure 48 presents the opinions of respondents and shows very clearly that there is no particular overall trend in responses. All the options gathered either same or very similar number of votes.

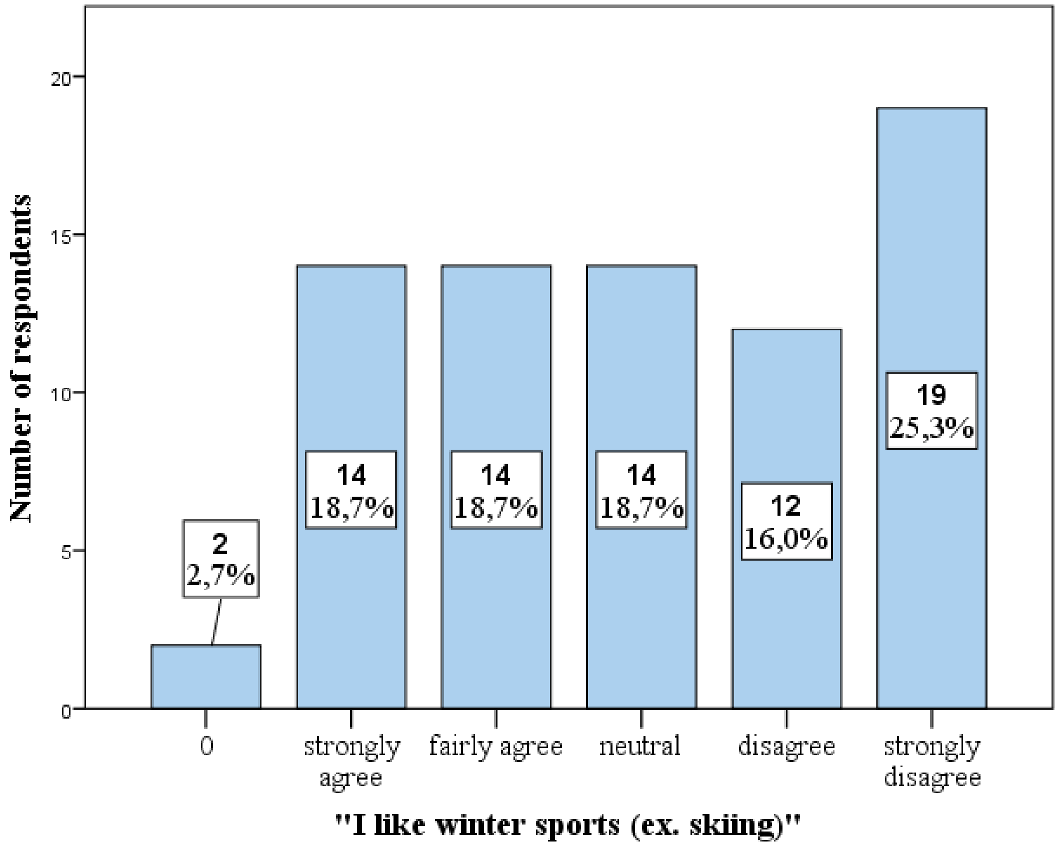


FIGURE 48: Attitude of respondents towards winter sports

However, as regards the age, 40% of people under 30 selected “strongly agree” option while people older 30 were mostly for neutral or disagree options. This conclusion is supported by dependency on occupation – more than half of employed people “disagreed” with this holiday while more than half of students “agreed”. (Appendix 3.18.)

The next case concerns summer sports and the results are available in the figure 49:

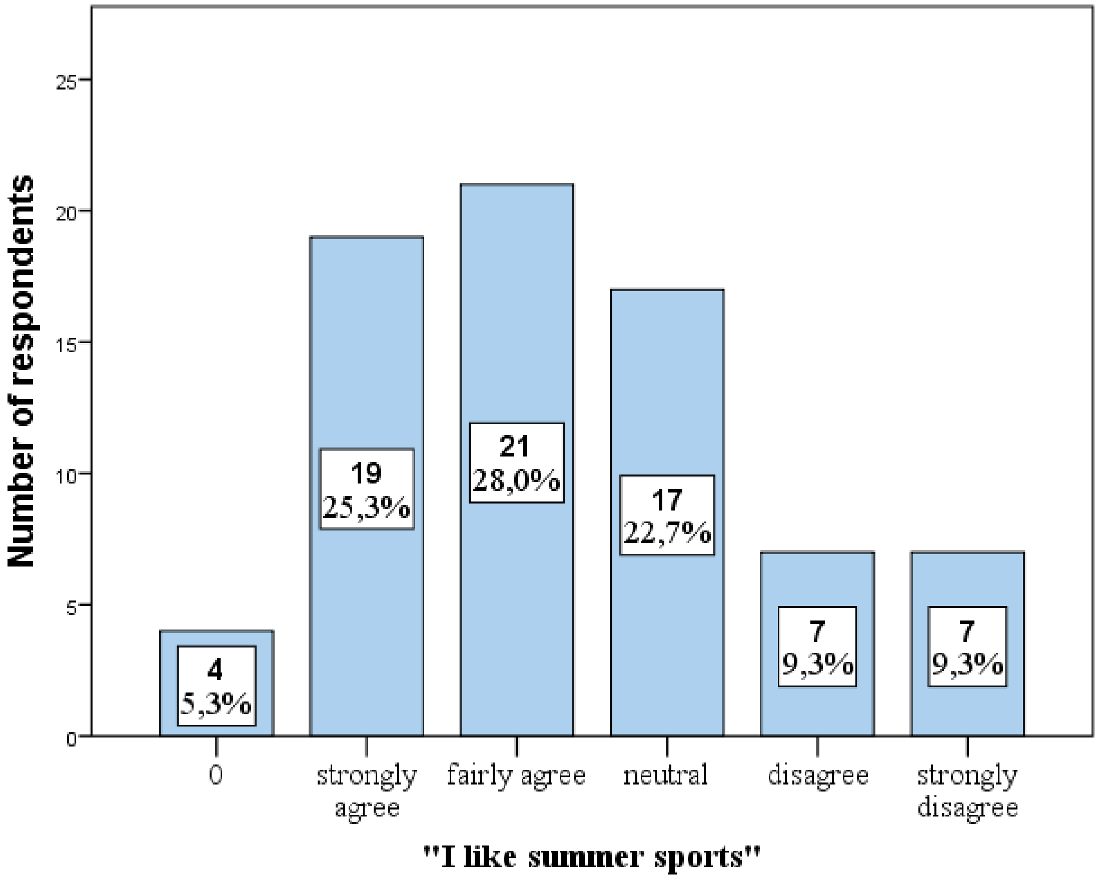


FIGURE 49: Attitude of respondents towards summer sports

On the basis of this data, it can be said that respondents mostly like doing summer sports or stay neutral. Speaking about gender, males more strongly agreed than females. Talking about age, people under 40 gave positive answers more often while people older 40 gave equal responses for all options. (Appendix 3.19.)

Another type of holiday offered for evaluation was cultural trips. The figure 50 presents the distribution of answers:

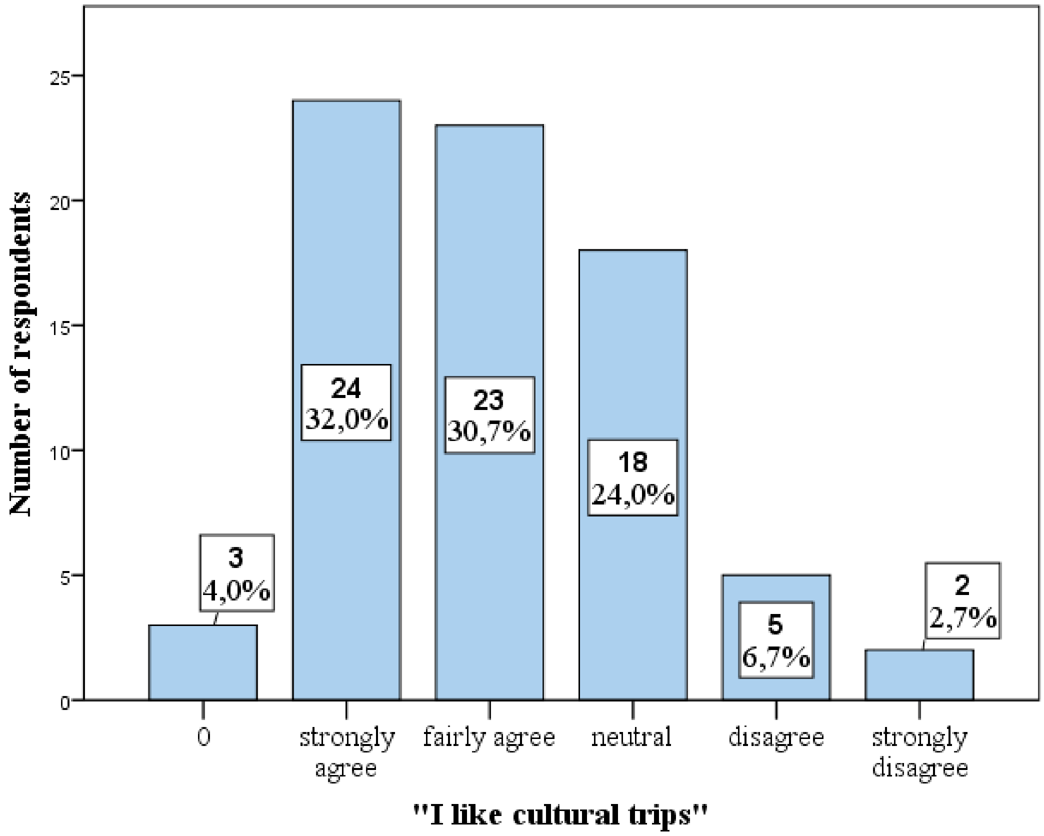


FIGURE 50: Attitude of respondents towards cultural trips

The statistics shows that in majority of cases this type of vacation is very interesting and appealing for the respondents. More than 62% agree that they like it, another 24% do not have an opinion. Half of respondents over 40 strongly agreed, and generally people over 30 tend to like it more often than younger people. (Appendix 3.20.)

Concerning wellness and spa, it is also an appealing leisure activity for of the respondents as it may be clearly seen from the figure 51:

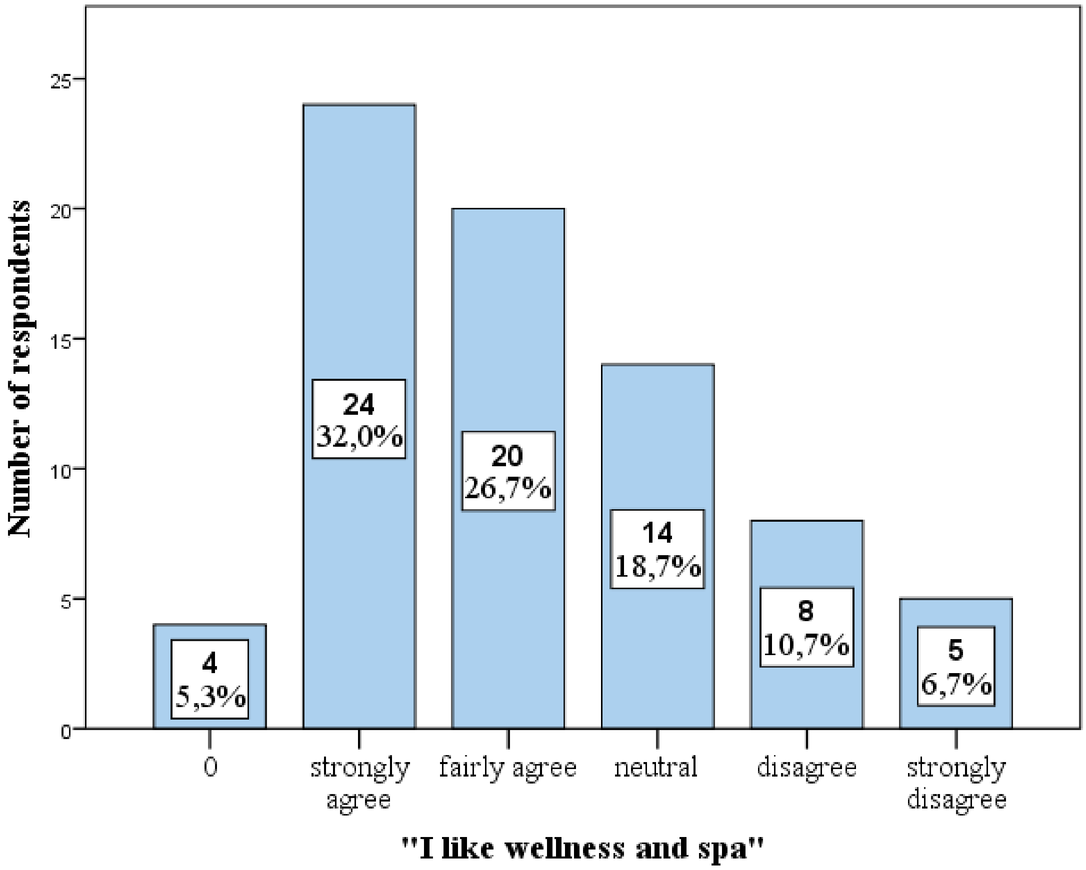


FIGURE 51: Attitude of respondents towards wellness and spa

Almost 80% of female respondents enjoy this activity, while males are not so much interested. Analysis of different age groups of respondents does not give us any dependence. (Appendix 3.21.)

Regarding vacations in quiet and relaxed atmosphere, it is an interesting option for respondents as well, more than 65% of people answered positively as may be read from the figure 52 and almost all others stayed neutral. Analysis of demographic groups also does not give us any dependence. (Appendix 3.22.)

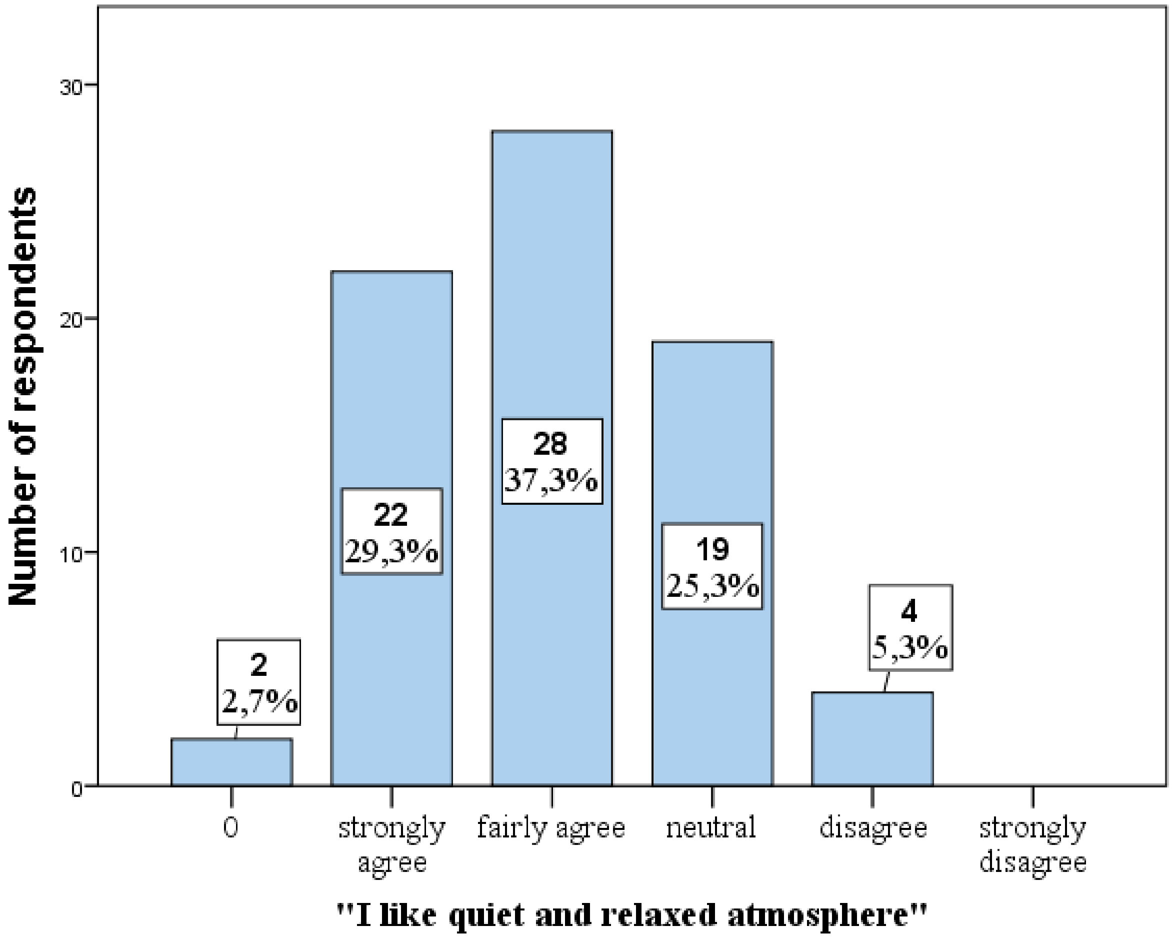


FIGURE 52: Attitude of respondents towards quiet and relaxed atmosphere

And finally, hiking was evaluated by respondents and here are the results of their opinions in figure 53:

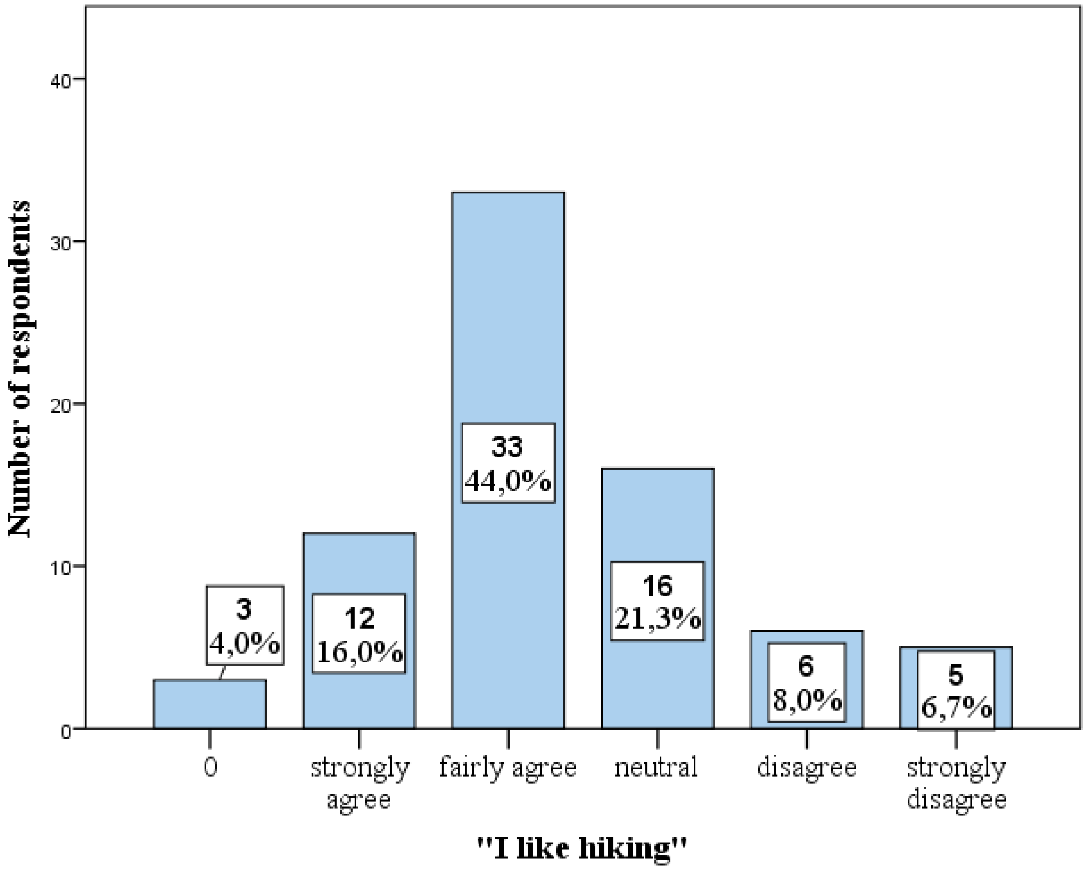


FIGURE 53: Attitude of respondents towards hiking

It is seen that more than half off respondents like this activity and a bit more than 15% do not. Describing demographic groups, there were only a couple of males who do not like this activity in comparison to 25 % of women who responded negatively so it might be concluded that for male respondents in general hiking is more attractive. (Appendix 3.23.)

Overall, it is necessary to draw conclusions regarding the attractiveness of certain types of holiday. Beach and bathing, cultural trips, city trips and sightseeing and wellness and spa are the most favorite types of holiday for the sample. In contrary, fishing and hunting are not definitely liked by respondents. Next, based on the data obtain it is not possible to spot overall trend when it comes to winter sports or cruises on a fairy.

Importance of different holiday parameters

The first criterion which was assessed by the respondents was comfortable accommodation, except for some people who are indifferent to this or for whom it is unimportant, the majority, more than 78%, consider this an important factor for a nice holiday (figure 54). It seems that for female respondents it is slightly more important than for males. (Appendix 3.24.)

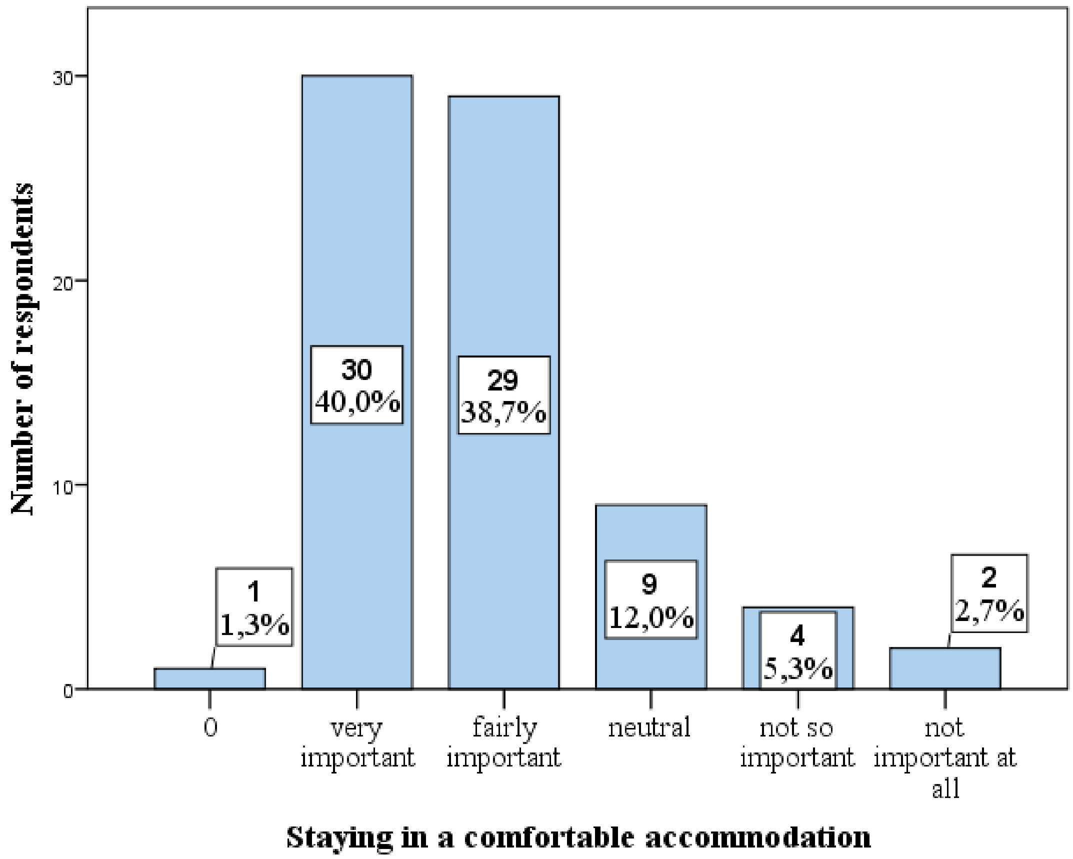


FIGURE 54: Importance of comfortable accommodation to the respondents

The next factor to discuss is getting to know a new culture (figure 55):

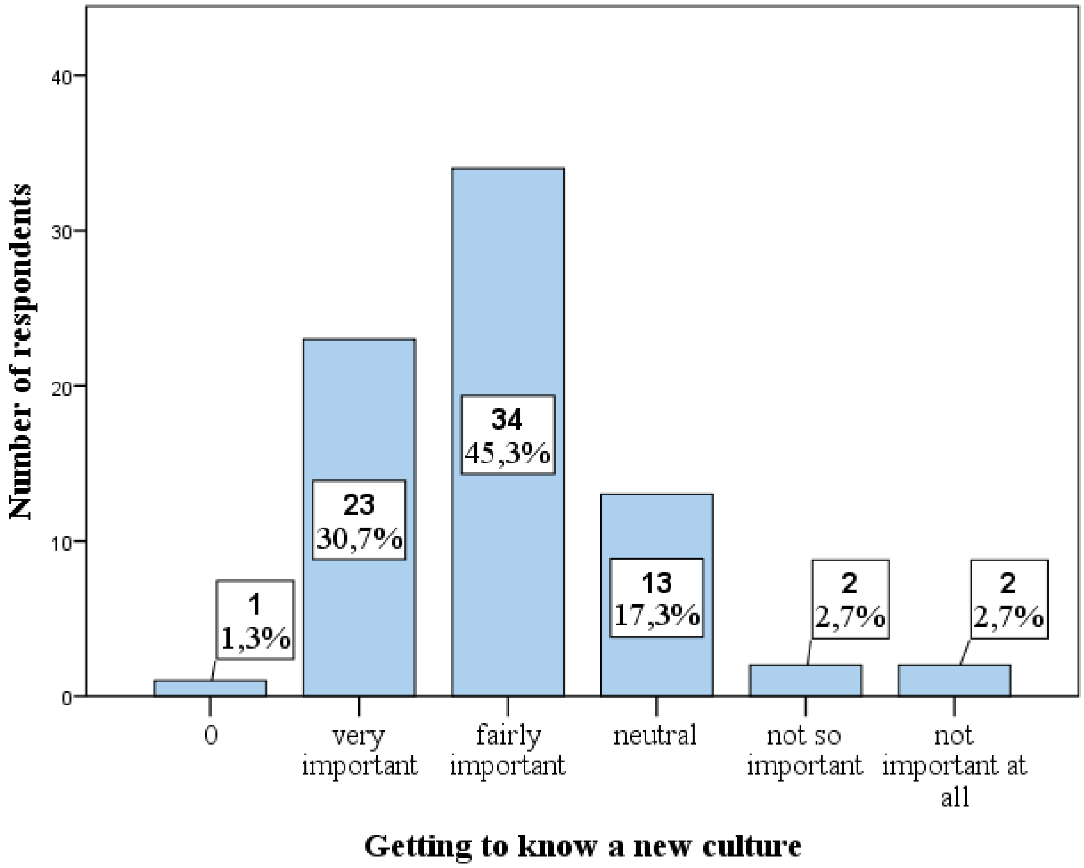


FIGURE 55: Importance of getting to know a new culture during vacation

Generally it is seen that this issue is of big importance to respondents as more than 74% answered positively. Probably for females this is slightly more important than for males. (Appendix 3.25.)

In the next place, examination of fun aspect should be done. On the basis of data from figure 56 we see that it has a great importance to the sample as there was no single negative response. The level of importance among the demographic groups can be examined in appendix 3.26.

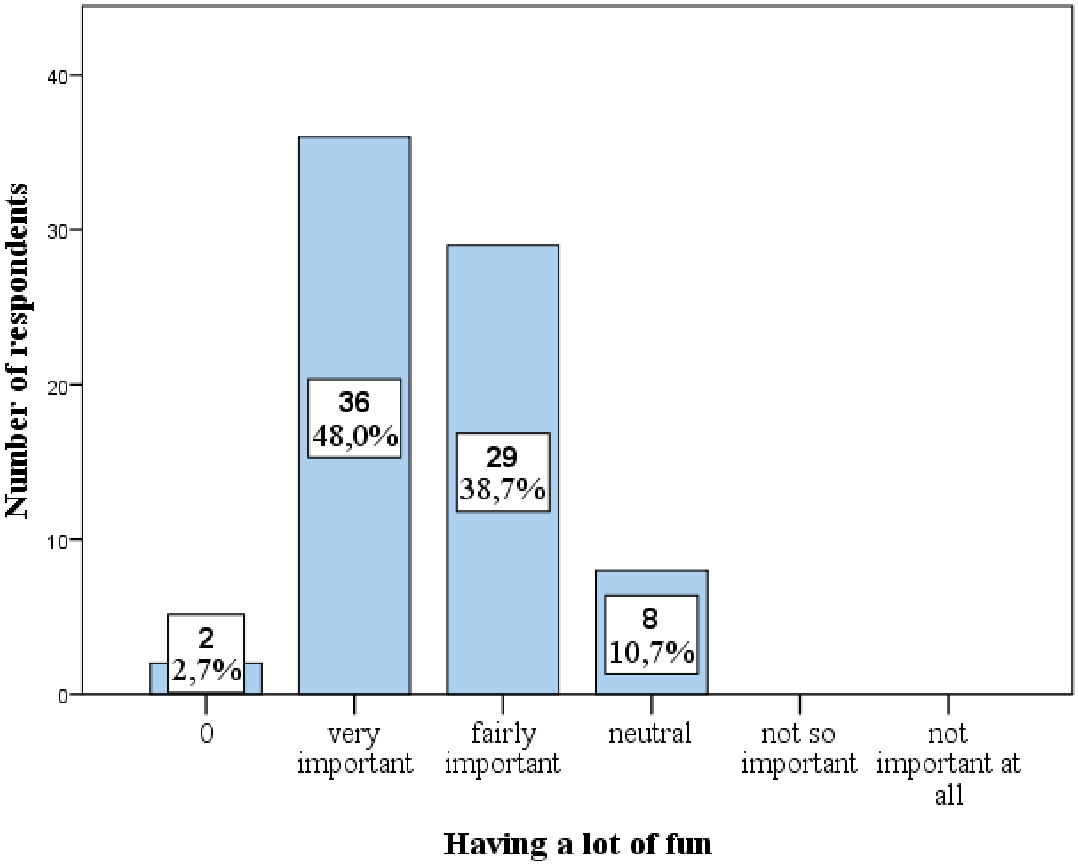


FIGURE 56: Importance of fun during vacation

Another parameter to pay attention to during a holiday is health and beauty. The figure 57 illustrates that for most of the respondents it is unimportant to care about their health and beauty during the holiday or they do not have an opinion on that.

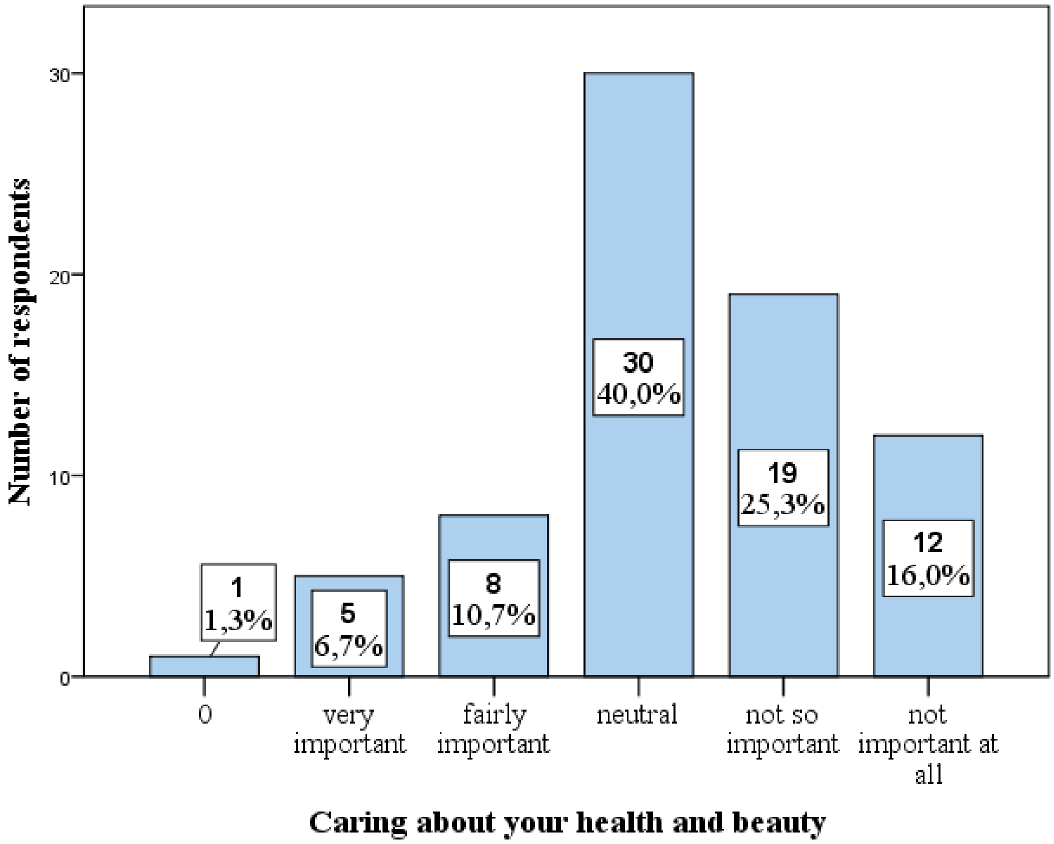


FIGURE 57: Importance of caring about health and beauty during vacation

It seems that equal number of men and women stayed neutral to this matter. However, it is clear that for men it is much less important for women – two thirds of negative responses were done by males, for 28% of women this is still important to some extent. (Appendix 3.27.)

Furthermore, respondents marked their importance of quiet and relaxed atmosphere and the results are in the figure 58. This is important for more than half of the sample and about 30% stayed neutral.

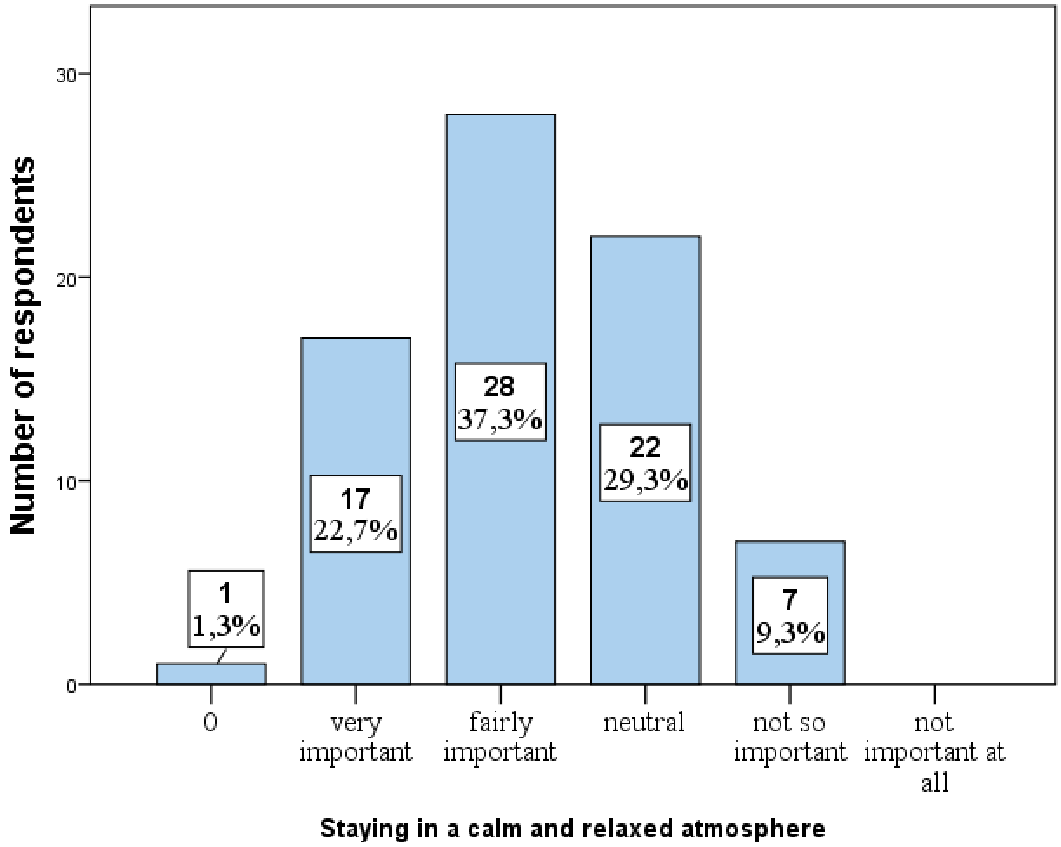


FIGURE 58: Importance of staying in a calm and relaxed atmosphere

Analysis of demographic groups based on cross tabulation from appendix 3.28 shows that male respondents are probably more interested in this atmosphere than females. Also, there was no negative response to that from people over 40 years old.

The last parameter examined was organizing everything for the holiday in advance (figure 59).

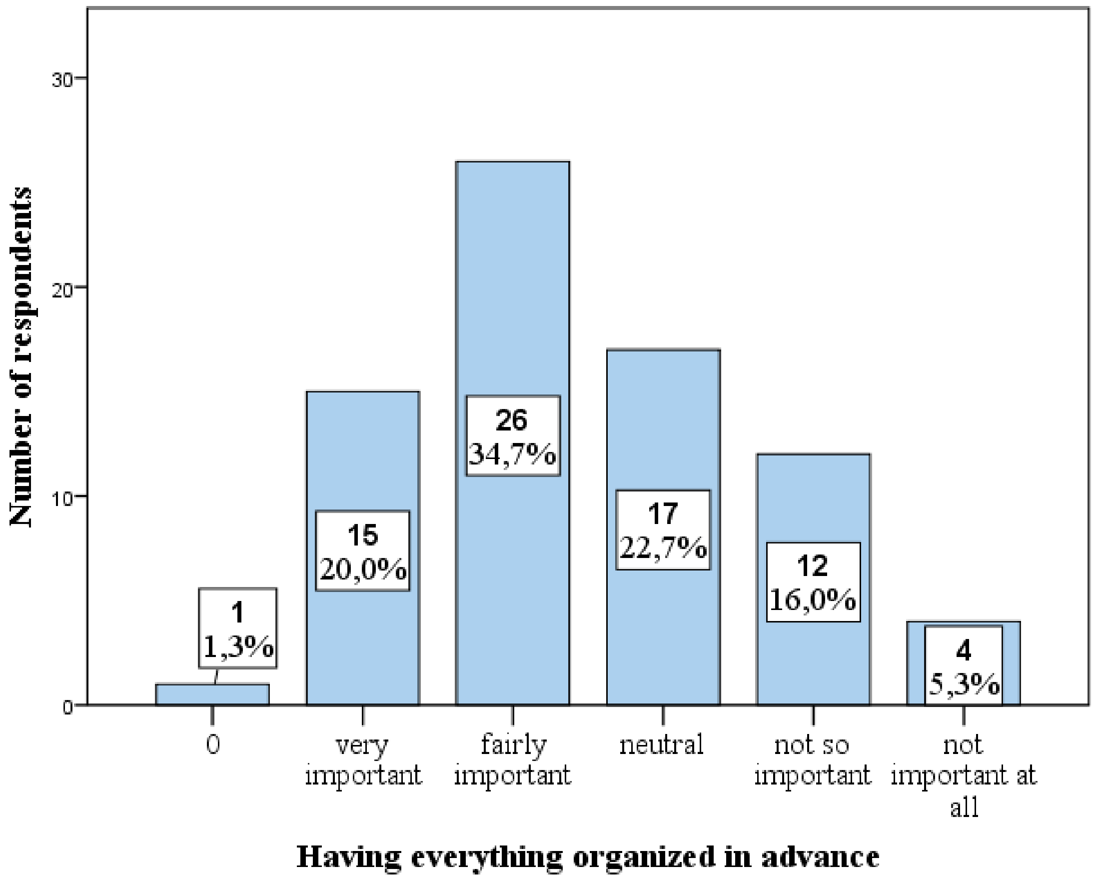


FIGURE 59: Importance of organizing everything in advance for the holiday

As the graph outlines, opinions vary here, but it seems that it is important for people more often. From cross tabulations in appendix 3.29 it cannot be noticed any difference between answers of males and females, neither from the age groups.

Attitude towards cottage tourism and Finland

The last topic which the survey concerned was the attitude of respondents towards Finland, activities in Finland and cottage tourism. Respondents assessed the attractiveness of direct statements on this topic. The first statement which was offered to respondents conerned Finland as a holiday destination (figure 60.).

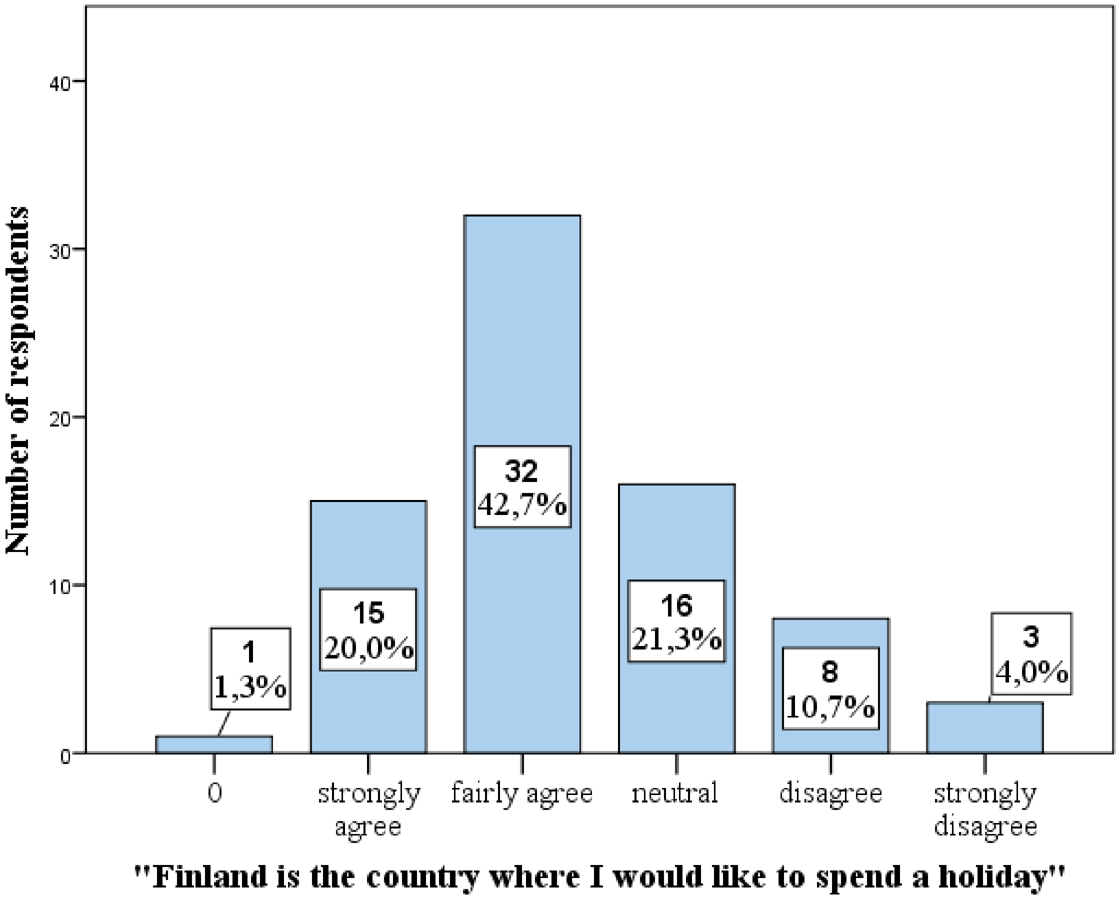


FIGURE 60: Attitude of respondents to having a holiday in Finland

As may be seen from the figure, the opinions of people vary. However, almost 63% of respondents find Finland an attractive destination, so it seems that there is a potential on a German market for Finnish tourist companies. Almost every fifth does not have an opinion. Demographic cross tabulations from appendix 3.30 show that respondents of both genders were almost equally interested in this country. Information about different age groups also does not present any strong trend in opinions.

The second statement the sample was suggested for evaluation was about renting a cottage. The figure 61 outlines that more approximately two thirds of respondents agree that renting a cottage is good for relaxation.

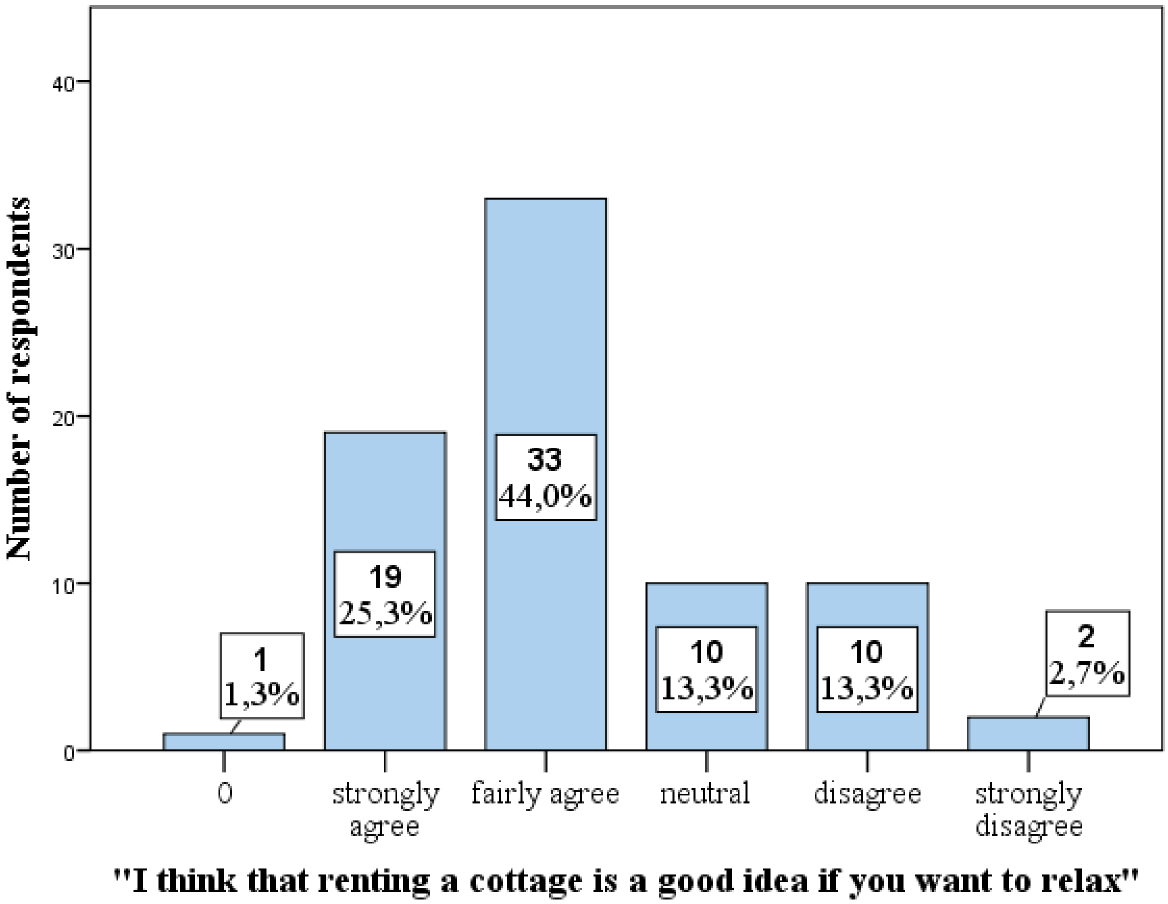


FIGURE 61: Attitude of respondents to renting a cottage for relaxation

It might be said that male respondents were more interested in this possibility that females. This statement appealed to most of the respondents over 40 years old. (Appendix 3.31.)

The next statement concerned fishing. As the figure 62 illustrates, the vast majority of the sample do not like fishing. It seems that males are more interested in this activity while females gave negative answers a bit more often. The number of respondents from different age groups is not sufficient to make any conclusions. (Appendix 3.32.)

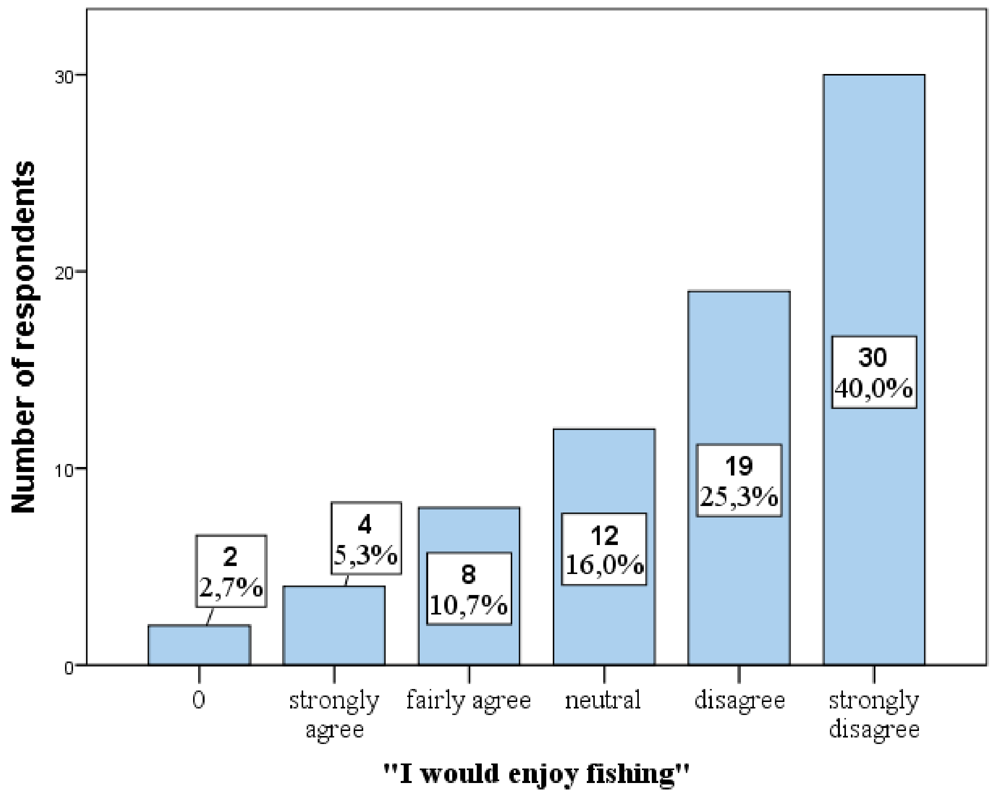


FIGURE 62: Attitude of respondents to fishing

Next thing to evaluate was winter activities in Finland and here are the results in the graph 63:

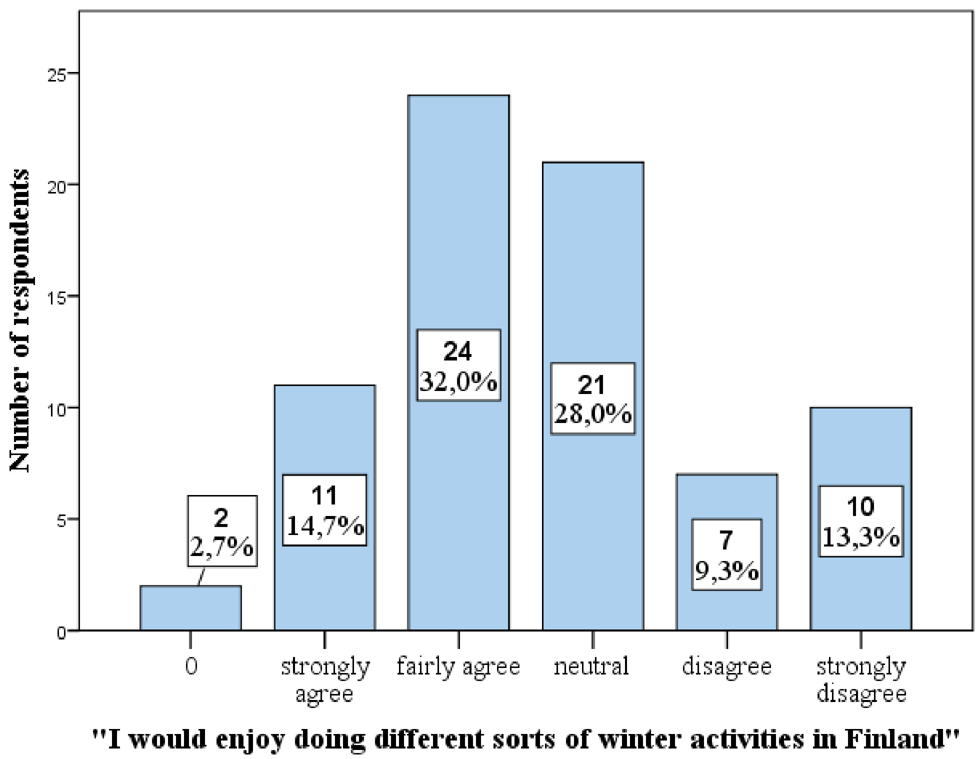


FIGURE 63: Attitude of respondents to doing winter activities in Finland

Based on this data, it is clear that the opinions vary quite much, but generally the attitude of respondents is a bit more positive than negative. Respondents in the age group 40-49 stayed often neutral and they were less likely to enjoy winter activities. (Appendix 3.33.)

Next, it is time to discuss summer activities in Finland. The figure 64 proves that the majority of respondents would enjoy them.

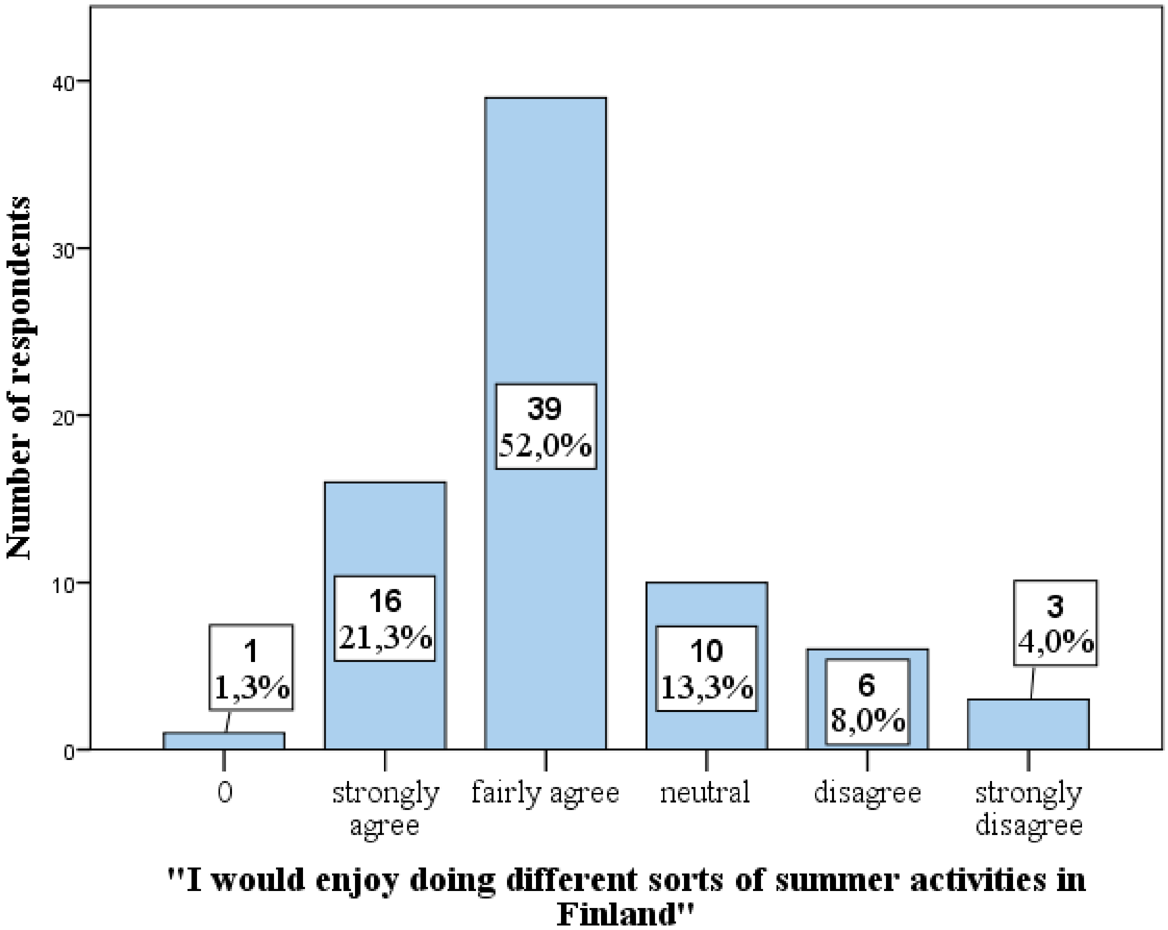


FIGURE 64: Attitude of respondents to doing summer activities in Finland

Answers of people of different gender and age group do not differ enough to draw trends. (Appendix 3.34.)

Finally, the respondents were to indicate their interest towards spending a weekend in a lakeshore cottage. As can be concluded from the figure 65, this is an attractive option for the biggest part of respondents. There are only few individuals who answered negatively.

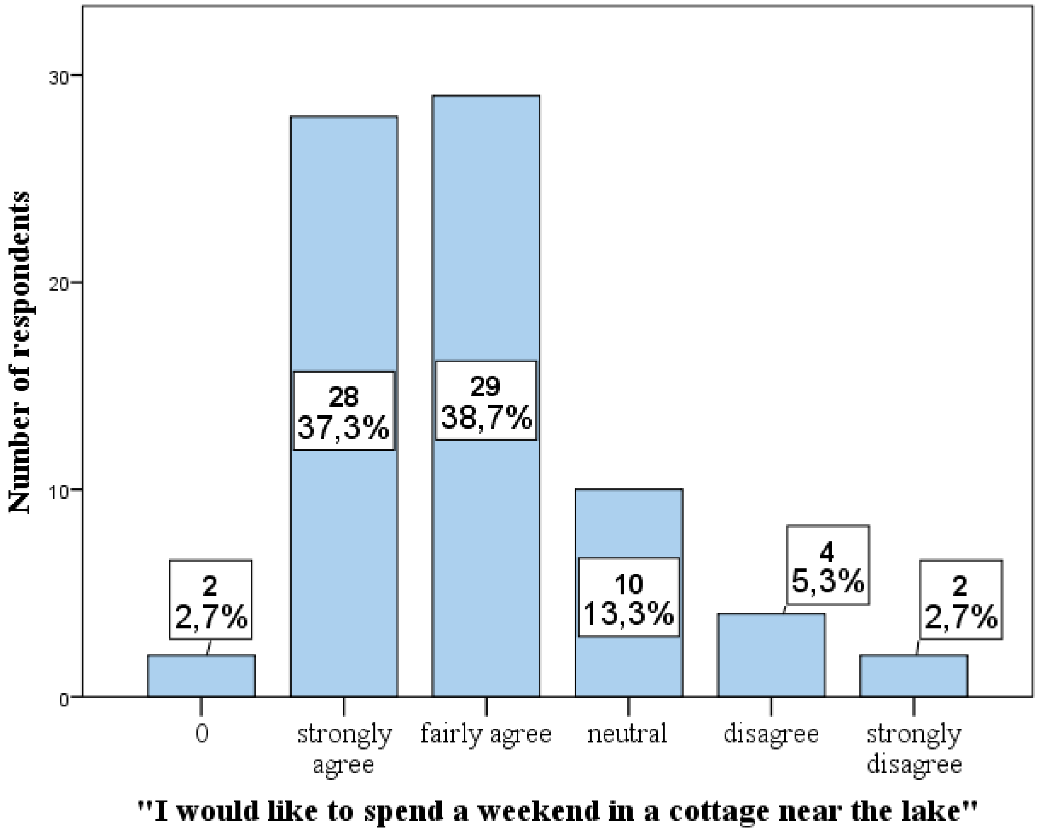


FIGURE 65: Attitude of respondents to spending a weekend in a lakeshore cottage

This proves that there might be a potential interest in a German market towards cottage tourism. Respondents over 30 and 40 voiced quite positive opinions. (Appendix 3.35.)

8 CONCLUSIONS

This last chapter concerns the results of the market analysis, evaluation of reliability of the study and also recommendations for Rock and Lake and possible ways to research the problem further.

The analysis of the tourist market is not a straight-forward process therefore the researcher has to always be careful when reporting the results. Tourist behavior is influenced by a huge number of factors and to go deep into the psychology of people requires a lot effort and work. It is not enough to choose one or two methods when studying the whole market therefore this thesis combined several methods to present the market from different perspectives.

8.1. Research problem and questions

The research problem of the work which was set at the start was to identify what is the most potential market segment in Germany for “Rock and Lake”. The interview part and the survey helped to gather primary information precisely about the perception of Finland by Germans.

Finland seems to be seen by Germans as a country with quiet atmosphere, clean nature where it is good to have fishing and relax in a sauna. It is associated mostly with cold weather and snow and it is likely that Germans do not imagine summer activities in this country a lot. Perhaps some of them do not even imagine Finland in a summer time. Finland is not a very popular tourist destination for Germans, although tourists from this country tend to show some interest in spending vacations here and when asked directly about spending holidays in Finland, they answer quite positively. One of the things which was discovered is that not many Germans know much about Finland, its cuisine, possible activities to be done here, they do not know often what the country can offer them. This unawareness might be one of the reasons why not so many Germans finally decide to come in Finland.

After having studied about tourist segments which exist in general and in a German market, the researcher was able to define the potential market segments which seem to be the most interested in staying in Rock and Lake cottages – the first one is a Nature Viewing segment. For these holiday-makers, nature plays a crucial role; they travel to enjoy sceneries and a beautiful countryside. Being in the world of nature in a tranquil atmosphere is the main motive for these tourists. This is exactly what Finland has to offer to foreign tourists. In this segment, it seems reasonable to define a certain category of people who might be most probably interested in services of Rock and Lake. On the basis of all data analyzed, it seems that people over 40 years old would enjoy a holiday in Rock and Lake more since younger people in most cases prefer more active holidays. Speaking about activities offered by Rock and Lake, males would probably be more interested in fishing than females. Another potential segment which might be appropriate for the brand is the family market. For these tourists, the main motive is to find a place in nice surroundings to spend time with their family members, relax and enjoy the company of each other doing some activities together. In this case it seems not reasonable to define the precise age of guests, because families may consist of grandparents, parents, teenagers and children.

At the beginning of the study three main research questions were put and it is necessary now to comment on them.

What travel destinations are the most popular among German tourists?

The chapter about tourist behavior clarified lots of issues for the researcher and it helped to study tourist behavior of the specifically German market. After getting familiar with this topic, the researcher could choose those research methods which would be the most suitable for gathering necessary information. Trends of travel destinations and somewhat “destination fashion” were studied with the help of statistics and survey mostly. Even though inbound tourism takes the first place, it was found out that there are some types of holiday that have associations with particular places in the mind of German tourists, for example, to do skiing it is very common to go to Austria. In Europe the “hottest places” are Spain for beaching and Italy and France in terms of culture. USA is top one overseas country. Among popular destinations are also Turkey, Croatia and Switzerland. Germans are generally very positive towards going overseas, it seems that dream destinations are often associated with far exotic places but in reality only certain segments finally decide to go far which might be explained by many reasons starting from limitations of budget.

What kind of tourist segments are there in Germany?

Tourist segmentation is quite a sensitive issue and there might be several ways to segment the same market. The chapter about market segmentation discussed this topic in detail, and on the basis of it the researcher could assess the travel market of Germany. In this thesis secondary data was taken for the basis since it is not seen as possible to do the original segmentation by the limits of the bachelor thesis. Based on the segmentation analysis, the following tourist segments in Germany were described: resort style, high culture, local culture, nature viewing and nature participation. Although when identifying potential segments for Rock and Lake, other possible tourist segments were considered which were discussed in the theory part.

What is the competitive advantage of “Rock and Lake”?

To describe in brief the attractiveness of Rock and Lake for foreign tourists, it is a brand which offers almost all the necessary elements for the holiday in a Finland. This might be defined as the main competitive advantage of the brand. Rock and Lake provides all main services which are in demand in cottage tourism: accommodation, meals, activities and online-booking through the web shop. It is common for cottage rent companies to provide different services from this list, but only few of them provide all these services at once. It is easy to book Rock and Lake’s services through the Internet and find all necessary information online, which is another advantage. Customers highly appreciate when ordering is simple and might be easily done from home. Comfortable accommodation together with leisure activities, meals and possibilities to organize celebrations represent a nice venue for coming to Finland. Clean nature, which surrounds cottages, creates the atmosphere of peace and rest and is perfect especially for inhabitants of big cities.

As a result of the company analysis, it might be defined that having an enterprise resource planning system is another competitive advantage of Rock and Lake, but more an internal one. It is not common for many tourism companies in Finland to have it, and therefore Rock and Lake can operate more efficiently than them using this system.

8.2. Recommendations to Rock and Lake

This work has combined lots of information from different sources and research methods to create the image of the German tourist market from different perspectives. This thesis will definitely help Rock and Lake get an insight into the market of the country they are planning to enter. The managers of the brand now have necessary information about travel habits of German tourists and using the results of this work, they can design their strategy in Germany.

The first recommendation to Rock and Lake is to create a webpage in a German language since having a website in the language of the target market always seems to be reasonable. Another suggestion can be having the possibility to provide services in a German language to tourists. This might be implemented through hiring part-time employees who could help in this issue when necessary.

Before entering a new market, the first thing to do is to study its segments and identify the target ones, which has been done by this work. Further it is necessary to study deeply the segments defined for Rock and Lake: Nature Viewing and Family Market. It is advisable to gather specific information from tourists who belong to these segments to know them better. Also, it is considered worthwhile to do special investigation of what services German tourists might appreciate and include them into the range of Rock and Lake if this is possible. After getting to know these segments, it will be time to define ways to target the selected markets. For that, it might be a good way to build some kind of cooperation with German travel agencies or research centers to get updated information about current tourism trends, to research precise information regarding the selected market segments. Next, a special programme needs to be constructed how to enter the market and do promotion there which is followed by the implementation phase.

It is advisable to start with a small market area to gather experience and later it would be possible to expand the business targeting the whole country geographically. Nowadays it is not needed for a small or medium size company to do a huge marketing campaign to attract customers. As Internet presents now a huge marketing force, it can be well used together with a word-of-mouth. Also, doing marketing through German virtual platforms is a good choice as well, just as the company is doing now on such international platforms as TripAdvisor or Flickr.

8.3. Reliability and validity of the study

At the end of the research it is always necessary to discuss its reliability. The current thesis has combined several methods to analyze the German market and it seems reasonable to describe the limitations of each of them.

Trustworthiness of the study

Speaking about the credibility of the thesis, the researcher got familiar with the topic first thoroughly in theory and then applied the knowledge for conducting the practical research. The data was gathered with the help of four research methods which allowed analyzing the topic from different perspectives. However, since the topic of tourist behavior is very sensitive and not much scientific research is done into it yet, the researcher might have done some shortcomings between the data and conclusions, but in general it seems that there are logical links between them.

As for transferability, the research is connected to other researchers of tourist behavior, to be exact those in the theory chapter about tourist market segmentation and the statistical researches of the German travel market done by a Canadian Tourist Commission and ADAC research center. Conclusions are done based on the secondary data available about market segmentation in tourism.

As regards confirmability, the researcher tried to present the data in a logical way so that it could be understood generally by everyone interested in reading it. Special scientific terms of course were used to describe company analysis and consumer behavior but the text can be followed by non-professionals and the finding can be interpreted and understood.

Converning dependability, the research is carried out in a logical sequence. At the beginning necessary theoretical study was done to get familiar with the topic and understand connections between phenomena. The practical research started with analyzing secondary data which gave ground for further research. The survey was available online for one month which was considered to be a sufficient time in a thesis situation to gather results.

Statistics

Starting with statistics, it is important to mention that it was created on the basis of studies which included a limited number of respondents. For example, the official statistical report of the tourism organization Reise-Monitor report which served as number one source of secondary information was based on surveying 4000 people in Munich. This is a limited number of people when talking about the travel market of the whole country. The same issue concerns other statistical reports used in this thesis. Moreover, even though these are official sources, we cannot be sure that they have published one hundred percent truthful information or they did not make irrelevant generalizations.

Interviews

As regards the reliability of the information obtained during the interviews, there are several things to keep in mind. To begin with, even though the information published on respondents' profiles was quite abundant and during the interviews they seemed to behave absolutely according to their image profile, there is a risk that the personality was distorted since the researcher can never be one hundred percent sure that this information was truthful. Secondly, the respondents knew that the researcher is a Russian girl studying in Finland. Therefore this might have affected their answers to some extent. Moreover, one can never be absolutely certain that the answers given were truthful and sincere; there is a risk that people did not want to express their real opinions and attitudes. Also in cases of offline-regime interviews, there was a possibility that the responses were affected by changes in the mood of the people over time. Another limitation is the nature of a netnographic interview itself – the only source of information exchange was a message that included text and emoticons, there was no non-verbal communication that would help to understand deeply what the respondents wanted to say.

Survey

To begin with, the survey gathered answers from 75 respondents overall, which is a too small number to evaluate the market of the whole country. Even though it gave many different ideas to the researcher, the conclusions should be done very carefully, because these results cannot represent the whole population. Moreover, in many of the questions respondents skipped some parts and as a result the different number of people answered all the questions. Secondly, as in the case of the interview, the respondents were aware who is the researcher and this might have affected their answers to some extent. Next, it was often the case that respondents wrote not countries but geographical regions, for instance it is not quite clear which countries they meant by Scandinavia. Officially Finland is not a Scandinavian country but, for instance, in a travel blog Reise, Finland is placed in the Scandinavian section. Therefore Germans probably consider Finland to be so. Furthermore, as in any survey, the researcher cannot be sure that the responses were fully truthful; it could have been the case that they did not want to answer honestly. Also, when it comes to especially attitude-scale questions, we cannot be sure that respondents really read carefully and thought which options suited them most, they might have just picked the answers to finish the survey quickly. Finally, the researcher used cross tabulations to spot some possible trends in responses but the number of people is too small and there are not enough representatives from different demographic groups which is a big limitation and these tabulations should be studied very carefully, mostly for general information but not for any big conclusions.

Netnographic observation

Netnographic observation was done mostly using one source – the main German tourist blog Reise. Even though it is considered to be number one source for finding tourist tips in Germany, analyzing one Website is not sufficient to make strong conclusions about perceptions of the whole population regarding travel destinations.

9 CONCLUDING REMARKS

At the end, it is probably time to be personal and say final words which I would like to say about my thesis. First of all, the internship in Rock and Lake gave me valuable experience and helped to find the field I am interested in – market analysis. I discovered that tourism industry is really fascinating, interesting and not easy to analyze, not all the things are obvious and the researcher should always be very careful in reporting the results. Writing the thesis during my internship was a very good decision for me, because I had a chance to constantly get new ideas for my research. However, it was not the easiest thing to accomplish because all that was done during my second year of studies.

The topic of my bachelor thesis is the first step for me in achieving my goal of becoming a market analyst. I have used several research methods to gather data in order to learn studying different information, finding connections and drawing conclusions. I learnt how to select relevant books for studies and methods for research. During the whole process I was constantly learning new things and improving my skills – conducting interviews, doing questionnaire, analyzing quantitative survey data, working with statistics, doing information search in the Internet, working with Excel and SPSS, drawing conclusions from the results, reporting and many other things. Because of the nature of this work, I had to always draw conclusions on the basis of several sources and I believe this experience was extremely helpful for me as this is exactly what is done by a market analyst. During the thesis process which lasted six months, I had a chance to feel myself as a real life researcher, which is a fascinating feeling and that is why I am looking forward to do this on my job.

And I would like to specially thank the people who inspired me because my work would not have been possible without their love and support.

BIBLIOGRAPHY

ADAC Verlag GmbH & Co. KG 2013. Trend Research: 2013 Travel Market. WWW-document. http://media.adac.de/fileadmin/user_upload/Sonstige/Downloads/Reisemonitor_2013_engl.pdf

Arrasvuori, Juha, Olson Thomas, December 2009. A Model for Analyzing Online Communities. International Journal of Business and Information. Volume 4, Number 2. WWW-document. http://www.knowledgetaiwan.org/ojs/index.php/ijbi/article/viewFile/181/66

BBC Germany country profile. 2012. WWW-page. http://news.bbc.co.uk/2/hi/europe/country_profiles/1047864.stm Updated 19.03.2012. Referred 29.03.2014

Bowler, Gary 2010. Netnography: A method specifically designed to study cultures and communities online. The Qualitative Report, 15(5), 1270-1275. WWW-document. http://www.nova.edu/ssss/QR/QR15-5/kozinets.pdf

Canadian Tourism Commission 2008. Germany Consumer and Travel Trade Research. WWW-document. http://actp-ptca.ca/wpcontent/uploads/2013/03/EuropeanSegmentationReportGermanyReport.pdf

Canadian Tourism Commission 2012. Global Tourism Watch: 2012 Germany Summary Report WWW-document. http://en-corporate.canada.travel/sites/default/files/pdf/Research/Market-knowledge/Global-tourism-watch/Germany/gtw_germany_summary_report_2012.pdf

CIA Germany Country Profile 2014. WWW-page https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html Updated 02.04. 2014 Referred 06.04.2014

Czinkota, Michael R., Ronkinen, Ilkka 2013. International Marketing. USA: South-Western Cengage Learning

Dess, Gregory, Lumpkin, Tom & Tayor, Marilyn 2005. Strategic management – creating competitive advantages. New York: McGraw-Hill Irwin

Dibb, Sally, Simkin, Lyndon, Pride, William M., & Ferrel O.C. 2012. Marketing Concepts and Strategies. Hampshire: Cengage Learning

Doole Isabel, Lancaster Peter & Lowe Robin 2005. Understanding and Managing customers. Prentice Hall Pearson Education UK

Dyson, Robert 2004, Strategic development and SWOT analysis at the University of Warwick, European Journal of Operational research. WWW-document http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.101.5093&rep=rep1&type=pdf

European Travel Commission 2013. European Tourism 2013: Trends and Prospects, quartlerly report Q3-2013. WWW-document http://etc-corporate.org/images/reports/ETCNov%202013%20Trends%20and%20Outlook-final.pdf

Eriksson, Päivi, Kovalainen, Anne 2008. Qualitative Methods in Business Research. Sage London, UK

Fowler, Floyd Jr 2009. Survey Research Methods. Sage Los Angeles, USA

Frederick, Van Bennekom 2002. Customer Surveying. Canada Bolton: Customer Service Press

Hollensen, Sven 2010. Marketing Planning: A Global Perspective 2d edition. Glasgow: McGraw-Hill Higher Education

Hooley, Graham, Piercy, Nigel & Nicoulaud, Brigitte 2012. Marketing Strategy and Competitive Positioning 5th edition. Harlow: Prentice Hall Financial Times

Kaden, Robert 2006. Guerrilla Marketing Reseacrh. London: Kogan Gate

Keegan, Warren J, Green, Mark C. 2008. Global Marketing 5th edition. Pearson Prentice Hall, USA

Keller, Kevin Lane, Apéria, Tony & Georgson, Mats 2012. Strategic Brand Management: A European Perspective 2d edition. Harlow: Prentice Hall

Kerin, Roger A., Peterson, Robert A 2010. Strategic Marketing Problems 12th edition. New Jersey: Pearson Prentice Hall, USA

Kotler, Philip, Keller Kevin 2009. A Framework for Marketing Management 4th edition. New Jersey: Prentice Hall

Kotler, Philip 2003. Marketing Management 11th edition. Upper Saddle River NJ: Prentice Hall

Kotler, Philip, Bowen, John & Makens, James 2010. Marketing for Hospitality and Tourism 5th edition. Pearson London

Kozinets, Robert 2002. The Field Behind the Screen: Using Netnography For Marketing Research in Online Communities. Journal of Marketing Research, 39. WWW-document http://www.nyu.edu/classes/bkg/methods/netnography.pdf

Kozinets, Robert 2013, Netnography: Doing Etnographic Research Online. Sage London,UK

Levinson, Jay Conrad, Rubin, Charles 1997. Guerrilla Marketing Online 2d edition. New York: Houghton Mifflin Company

Lovelock, Christopher, Wirtz, Jochen 2007. Services Marketing: People. Technology, Strategy, Pearson Prentice Hall, USA

McLeod, Saul, 2007. Maslow's Hierarchy of Needs. WWW-page. http://www.simplypsychology.org/maslow.html Updated 2014. Referred 14.02.2014

McNamee, Patrick 1998. Strategic Market Planning. New York: John Wiley & Sons

Peter, Paul, Olson, Jerry 2008. Consumer behavior and marketing strategy. Glasgow: McGraw Hill International edition

Saunders, Mark, Lewis, Philip & Thornhill, Adrian 2009. Research Methods for Business Students 5th edition. Edinburgh: Prentice Hall

Schiffman, Leon G., Kanuk, Lelie Lazar & Hansen,l Håvard 2012. Consumer Behavior: A European Outlook. Pearson, UK

Silverstein, Barry 2000. Business-to-Business Internet Marketing. Maximum Press, Canada

Solomon, Michael 2009. Consumer Behavior “Buying, Having and Being” 8th edition. Pearson international edition, Pearson Prentice hall UK

Statistisches Bundesamt 2012. WWW-page. https://www.destatis.de/EN/FactsFigures/SocietyState/IncomeConsumptionLivingConditions/IncomeReceiptsExpenditure/Tables/IncomeExpenditureTerritory_LWR.html

Sue, Valerie, Ritter Lois 2007. Conducting Online Surveys. Los Angeles: Sage

Swarbooke, John, Horner, Susan 2007. Conumer Behavior in Tourism 2 edition. Elsevier

SWOT Analysis Examples. WWW-page http://www.whatmakesagoodleader.com/swot_analysis_examples.html No updates. Referred 11.02.2014

SWOT analysis method and examples. WWW-page. http://www.businessballs.com/swotanalysisfreetemplate.htm No updates. Referred 15.02.2014

SWOT analysis. WWW-page. http://www.learnmarketing.net/swot.htm No updates. Referred 16.02.2014

Valentin, Erhard 2005, Away with SWOT analysis – Use Defensive/Offensive Evaluation Instead, The Journal of Applied Business Research, Volume 21 Number 2. WWW-document. http://www.repiev.ru/doc/Away-With-SWOT-Analisis.pdf

Wilson, Jonathan 2010. Essentials of Business Research. London: Sage www.visitfinland.fi

www.interpals.net

www.rockandlake.com

http://media.adac.de/start/uebersicht.html

https://www.webropolsurveys.com/

http://reise.germanblogs.de/

http://www.tui-reisecenter.de/

APPENDIX 1 TO CHAPTER 5 COMPANY AND INDUSTRY ANALYSES

APPENDIX 1.1

Questions which were discussed during the interview with the president of Rock and Lake – Jenni Wahteristo.

1) How did the company “Rock and Lake” start?
2) How many cottages do you have now and how many are you planning to have in the future?
3) What kind of services does R&L provide apart from accommodation?
4) What is the range of activities that tourists may enjoy in R&L?
5) With what companies do you cooperate to provide these services and activities?
6) What focus do R&L services have?
7) What are the strengths of R&L?
8) What do you think is the competitive advantage of R&L?
9) In what way R&L is better than other accommodation companies in the area?
10) What do you think are the weaknesses of R&L for this moment?
11) How do you think it is possible to overcome these weaknesses?
12) What threats do exist in the market for R&L?
13) How do you think it is possible to avoid these threats?
14) What opportunities are there for R&L?
15) How are you planning to increase the range of services?
16) Why have you decided to explore the German tourist market?
17) What in your opinion might attract German tourists to Finland?
18) Who is the German tourist in your mind who might be interested in the services of “Rock and Lake”?
19) What is your development objective? What prospects do you see for R&L in the nearest future?

Language analysis of websites of Finnish accommodation companies (primary data gathered through internship tasks)

name in visitfinland	**English**	**Russian**	**German**	**French**	**Swedish**	**Spanish**	**Italian**	**Others**
Helsinki area								
Aurinkohuvilat Cottages http://www.aurinkohuvilat.fi/main.htm	X	X						
Lapland								
A la Carte Lapland Oy http://www.alacartelapland.com/accommodation.html	X	X						
Aakenus Lodge in Lapland\ Destination Lapland Holiday Homes www.destinationlapland.com	X							
Bear´s Den http://www.laplandsafaris.com/en/	X	X	X	X		X	X	chinese
Camping.fi * http://www.camping.fi/template_page1.asp?sua=2&lang=3&s=528	X	X	X		X			
Chalet Ruka Peak http://www.rukapeak.fi								
Erittäin Sallainen http://www.sallaiset.fi/	X	X	X					

en/								
Holiday Club Salla http://www.holidayclubresorts.com/resorts/salla/	X	X	X		X			
Holiday Village Himmerki http://www.himmerki.com/english/index.html	X		X					
Levikaira http://www.levikaira.fi/ENG/E_index.html	X							
Loma-Vietonen in Rovaniemi http://www.lomavietonen.com/en/	X			X				
PAN Village Oulanka http://www.panvillage.fi	X		X					
Proloma Oy Central Booking Office http://www.proloma.fi	X	X						
Sallatunturin tuvat http://www.sallatunturi.fi/	X	X	X					
Santa Claus Holiday Village http://www.santaclausholidayvillage.fi	X	X	X	X		X		
St. Lapland	X							

Accommodation and Activities http://www.stlapland.fi								
Wilderness Hotel Samperi http://www.samperi.com/en_index.html	X			X				
Ylläs Travel Ltd http://www.yllaksenmatkailu.fi/SearchYllas.action?newLocale=en_EN&siteName=ffyllas	X							
Ylläshumina Hotel with Activities http://www.yllashumina.fi/Introduction	X		X	X				
Lakeland								
Arola Wilderness Hotel http://www.arolantila.suomussalmi.net/index_tiedostot/Page402.htm	X							
Art and Design Villas in Anttolanhovi http://www.anttolanhovi.fi/en/page/334	X	X	X			X		
B & B Nestorinranta http://www.nestorinranta.fi/index_en.htm	X	X						
Finland Cottage	X							

Rentals* https://www.finlandcottagerentals.com/index.php?article_id=97								
Hannunkivi Holiday Village http://www.hannunkivi.fi	X							
Himos Holiday Accommodation http://www.himosholiday.com/en/accommodation/accommodation-4.html	X							
Himos World Accommodation http://www.himosmaailma.fi/en/services/accommodation.html	X	X						
Holiday Center Huhmari http://www.lomakeskushuhmari.com	X	X	X					
Holiday Centre Rauhalahti http://visitrauhalahti.fi/?lang=en	X	X	X					
Holiday cottages in North Karelia http://visitkarelia.infogate.fi/infogate/online/en/selaa/majoitu/mokit	X	X	X					
Holiday Cottages Lake Saimaa http://www.savonlinna.	X	X	X					

travel/en/majoitus/vuokramokit-ja-lomakylat/								
Hyvärilä Holiday and Youth Centre in Nurmes http://www.hyvarila.com/en/frontpage/	X							
Jokiniemi Holiday Cottages (Jokaniemi Matkailu) http://www.jokiniemenmatkailu.fi/en/index.html	X	X	X					
Kievari Rantapirtti Inn http://www.kp-rantapirtti.fi/index.php?lang=en	X							
Kiuasniemi Villas http://www.kiuasniemi.fi	X	X						
Lehmonkärki Holiday Resort http://www.lehmonkarki.fi/InEnglish/Accommodation/tabid/7344/language/fi-FI/Default.aspx	X		X	X				
Metsäkartano http://www.metsakartano.com/en/travel/	X	X						
Mökkiavain http://www.mokkiavain	X	X	X			X	X	

.com/moekkiavain_vuokramoekit								
Spa Hotel and Cottages Summassaari http://www.summassaari.fi/en/summassaari	X	X	X					
Strawberry Manor Hussola http://www.marjakartanohussola.fi	X	X						
The Charms of Saimaa http://www.saimaancharmantit.fi	X	X		X	X			Japanese
Tuulantei Holiday Cottages http://www.tuulantei.fi	X	X						
Varjola Guest House http://www.varjola.com/home/	X	X						
Vierumäki Leisure Centre http://www.vierumaki.fi/lang/	X	X						
Villa Amanda http://www.villa-amanda.fi/eng/	X							
Villa Takila	X	X						

http://www.takila.fi/Villa_Takila/English_index.html								
Vuokatin Aateli http://www.vuokatinaateli.fi/english/index.php	X	X						
Coastal Areas and Archipelago								
7 Bridges Archipelago http://www.7siltaa.com/ostrobothnia_tourism.html	X	X	X		X			
Accommodation in Pori Area http://www.maisa.fi/en/tourist/accommodation	X							
Cottages on Åland Islands / Viking Line http://www.sales.vikingline.com/en/international/destinations/aland/accommodation/cottages	X	X			X			estonian
Hawkhill Nature and Cottages http://www.hawkhill.fi	X	X						
Kalajoki Central Booking http://www.kalajokikeskusvaraamo.fi/mokki/m	X							

okit%20in%20eng.htm								
Spa Hotel Yyteri http://www.yyterinkylpyla.fi		X						
Karlbo Villas http://karlbo.fi/	X							
TOTAL: 53	**51**	**32**	**19**	**7**	**5**	**4**	**2**	**1\1\1**

APPENDIX 1.3

Classification of Finnish accommodation companies on the basis of existence or non-existence of online-booking service (primary data gathered through internship tasks)

with online-booking	without online-booking
Lakeland (11): • Finland Cottage Rentals • Himos Holiday Accommodation • Himos World Accommodation • Holiday Center Huhmari • Holiday Centre Rauhalahti • Holiday Cottages Lake Saimaa • Holiday cottages in North Karelia • Kiuasniemi Villas • Lehmonkärki Holiday Resort (through booking.com) • Spa Hotel and Cottages Summassaari • Villa Takila	Lakeland (13) • Arola Wilderness Hotel • Art and Design Villas in Anttolanhovi • B & B Nestorinranta • Hannunkivi Holiday Village • Hyvärilä Holiday and Youth Centre in Nurmes • Jokaniemi Matkailu • Kievari Rantapirtti Inn • Lehmonkärki Holiday Resort • Strawberry Manor Hussola • Tuulantei Holiday Cottages • Varjola Guest House • Vierumäki Leisure Centre • Villa Amanda
Coastal Areas and Archipelago (2): • Hawkhill Nature and Cottages • Karlbo Villas	Coastal Areas and Archipelago (3) • 7 Bridges Archipelago • Accommodation in Pori Area • Kalajoki Central Booking
Lapland (15): • A la Carte Lapland Oy • Aakenus Lodge in Lapland • Lapland Safaris • Erittäin Sallainen • Holiday Club Salla • Holiday Village Himmerki • Levikaira • PAN Village Oulanka • Proloma Oy Central Booking Office • Santa Claus Holiday Village • Ollilan Lomamajat • Pohjolan Pirtti • Rukan Salonki • Ylläs Travel Ltd • Ylläshumina Hotel with Activities	Lapland (8): • Chalet Ruka Peak • Loma-Vietonen in Rovaniemi • Sallatunturin tuvat • Isokenkäisten Klubi • Nordic holidays • Loma Lopotti • Oivangin Lomakartano • Wilderness Hotel Samperi
Helsinki area: • Aurinkohuvilat Cottages	
Total: **29**	Total: **24**

Classification of Finnish accommodation companies on the basis of provision of leisure activities (primary data gathered through internship tasks)

with activities	**no activities**
Lakeland (19): • Arola Wilderness Hotel • Art and Design Villas in Anttolanhovi • B & B Nestorinranta • Finland Cottage Rentals • Himos Holiday Accommodation • Himos World Accommodation • Holiday Center Huhmari • Holiday Centre Rauhalahti • Holiday Cottages Lake Saimaa • Hyvärilä Holiday and Youth Centre in Nurmes • Kievari Rantapirtti Inn • Kiuasniemi Villas • Lehmonkärki Holiday Resort • Metsäkartano • Spa Hotel and Cottages Summassaari • Strawberry Manor Hussola • Tuulantei Holiday Cottages • Varjola Guest House • Vierumäki Leisure Centre	Lakeland (6): • Hannunkivi Holiday Village • Holiday cottages in North Karelia • Jokiniemi Holiday Cottages (Jokaniemi Matkailu) • Villa Amanda • Villa Takilla • Vuokatin Aateli Cottages
Coastal Area (1): • 7 Bridges Archipelago	Coastal Area (4): • Accommodation in Pori Area • Hawkhill Nature and Cottages • Kalajoki Central Booking • Karlbo Villas
Lapland (16): • A la Carte Lapland Oy • Aakenus Lodge in Lapland • Lapland Safaris • Chalet Ruka Peak • Erittäin Sallainen • Holiday Village Himmerki • Loma-Vietonen in Rovaniemi • PAN Village Oulanka • Sallatunturin tuvat • Santa Claus Holiday Village • Nordic holidays • Ollilan Lomamajat	Lapland (7): • Holiday Club Salla • Levikaira (cooperation*) • Proloma Oy Central Booking Office • Isokenkäisten Klubi • Loma Lopotti • Rukan Salonki (cooperation*) • Ylläs Travel Ltd

• Oivangin Lomakartano • Pohjolan Pirtti • Wilderness Hotel Samperi • Ylläshumina Hotel with Activities	
	Helsinki Area • Aurinkohuivulat Cottages
Total: 36	**Total: 18**

The list of Finnish accommodation companies that provide both leisure activities and online-booking service (primary data gathered through internship tasks)

Lakeland (9)	• Finland Cottage Rentals • Himos Holiday Accommodation • Himos World Accommodation • Holiday Center Huhmari • Holiday Centre Rauhalahti • Holiday Cottages Lake Saimaa • Kiuasniemi Villas • Lehmonkärki Holiday Resort • Spa Hotel and Cottages Summassaari
Lapland (10)	• A la Carte Lapland Oy • Aakenus Lodge in Lapland • Lapland Safaris • Erittäin Sallainen • Holiday Village Himmerki • PAN Village Oulanka • Santa Claus Holiday Village • Ollilan Lomamajat • Pohjolan Pirtti • Ylläshumina Hotel with Activities

Availability of different types of accommodation in Finnish accommodation companies in different areas (primary data gathered through internship tasks)

	cabins	cottages	hotel	apartments	rooms	villas	motel	hostel
Helsinki area								
Aurinkohuvilat Cottages http://www.aurinkohuvilat.fi/main.htm		X						
Lapland								
A la Carte Lapland Oy http://www.alacartelapland.com/accommodation.html	X	X	X					
Aakenus Lodge in Lapland\ Destination Lapland Holiday Homes www.destinationlapland.com	X			X				
Lapland Safaris http://www.laplandsafaris.com/en/	X				X			
Chalet Ruka Peak http://www.rukapeak.fi			X			X		
Erittäin Sallainen http://www.sallaiset.fi/en/	X							
Holiday Club Salla http://www.holidayclubresorts.com/resorts/salla/	X	X	X	X				
Holiday Village Himmerki http://www.himmerki.com/english/index.html	X	X			X	X		

	cabins	cottages	hotel	apartments	rooms	villas	motel	hotel
Levikaira http://www.levikaira.fi/ENG/E_index.html	X							
Loma-Vietonen in Rovaniemi http://www.lomavietonen.com/en/	X							
PAN Village Oulanka http://www.panvillage.fi				X				
Proloma Oy Central Booking Office http://www.proloma.fi		X						
Sallatunturin tuvat http://www.sallatunturi.fi/		X		X				
Santa Claus Holiday Village http://www.santaclausholidayvillage.fi	X			X				
Isokenkäisten Klubi http://www.ikk.fi/en/		X	X					
Nordic holidays www.nordicholidays.com		X	X	X				
Ollilan Lomamajat http://www.ollilanlomamajat.fi/en/		X						
Loma Lopotti http://www.lomalopotti.fi/en		X						
Oivangin Lomakartano http://www.oi	X							

vanginlomakartano.fi/en.html								
Pohjolan Pirtti http://www.pohjolanpirtti.fi/en		X						
Rukan Salonki http://www.rukansalonki.fi/en		X						
Wilderness Hotel Samperi http://www.samperi.com/en_index.html	X		X					
Ylläs Travel Ltd http://www.yllaksenmatkailu.fi/SearchYllas.action?newLocale=en_EN&siteName=ffyllas	X	X		X				
Ylläshumina Hotel with Activities http://www.yllashumina.fi/Introduction					X			
	12	**12**	**6**	**7**	**3**	**2**	**0**	**0**
Lakeland								
	cabins	cottages	hotel	apartments	rooms	villas	motel	hostel
Arola Wilderness Hotel http://www.arolantila.suomussalmi.net/index_tiedostot/Page402.htm	X			X	X			
Art and Design Villas in Anttolanhovi http://www.anttolanhovi.fi/en/page/334		X	X					
B & B Nestorinranta http://www.nestorinranta.fi/index_en.htm	X				X			

Finland Cottage Rentals* https://www.finlandcottagerentals.com/index.php?article_id=97		X						
Hannunkivi Holiday Village http://www.hannunkivi.fi		X						
Himos World Accommodation http://www.himosmaailma.fi/en/services/accommodation.html			X			X	X	X
Holiday Center Huhmari http://www.lomakeskushuhmari.com				X		X		
Holiday Centre Rauhalahti http://visitrauhalahti.fi/?lang=en		X						
Holiday cottages in North Karelia http://visitkarelia.infogate.fi/infogate/online/en/selaa/majoitu/mokit		X	X					X
Holiday Cottages Lake Saimaa http://www.savonlinna.travel/en/majoitus/vuokramokit-ja-lomakylat/		X	X	X				X
Hyvärilä Holiday and Youth Centre in Nurmes http://www.hyvarila.com/en/frontpage/				X				X
Jokiniemi Holiday Cottages		X						

(Jokaniemi Matkailu) http://www.jokiniemenmatkailu.fi/en/index.html								
Kievari Rantapirtti Inn http://www.kp-rantapirtti.fi/index.php?lang=en		X			X			
Kiuasniemi Villas http://www.kiuasniemi.fi						X		
Lehmonkärki Holiday Resort http://www.lehmonkarki.fi/InEnglish/Accommodation/tabid/7344/language/fi-FI/Default.aspx		X				X		
Metsäkartano http://www.metsakartano.com/en/travel/			X	X				
Strawberry Manor Hussola http://www.marjakartanohussola.fi	X							
Tuulantei Holiday Cottages http://www.tuulantei.fi		X						
Varjola Guest House http://www.varjola.com/home/		X			X	X		
Vierumäki Leisure Centre http://www.vierumaki.fi/lang/		X	X			X		X
Villa Amanda http://www.villa-amanda.fi/eng/						X		
Villa Takila http://www.takila.fi/Villa_Takila/English_index.html				X				

Vuokatin Aateli http://www.vuokatinaateli.fi/english/index.php		X						
	4	**15**	**8**	**6**	**4**	**7**	**2**	**5**
Coastal Area and Archipelago								
	cabins	cottages	hotel	apartments	rooms	villas	motel	hostel
7 Bridges Archipelago http://www.7siltaa.com/ostrobothnia_tourism.html	X	X				X		
Accommodation in Pori Area http://www.maisa.fi/en/tourist/accommodation					X			
Hawkhill Nature and Cottages http://www.hawkhill.fi						X		
Kalajoki Central Booking http://www.kalajokikeskusvaraamo.fi/mokki/mokit%20in%20eng.htm		X		X				
Karlbo Villas http://karlbo.fi/		X				X		
	1	**3**	**0**	**1**	**1**	**3**	**0**	**0**
TOTAL:	***17***	***31***	***14***	***14***	***8***	***12***	***2***	***5***

Front page of Rock and Lake Website (www.rockandlake.com)

APPENDIX 2 TO CHAPTER 6 METHODOLOGY AND RESEARCH PROCESS

APPENDIX 2.1

Prepared set of questions for interviewing German tourists

1) Tell me please what associations come to your mind with the phrase “relaxed holiday in a lakeshore cottage”?
2) Can you describe what image do you have about Finland in your mind?
3) How do you think German people find Finland as a holiday destination?
4) What kind of services do you appreciate during your holidays?
5) What kind of accommodation do you prefer during the holidays?
6) What kind of services do you appreciate in hotels and other accommodation premises?
7) In what atmosphere do you like to spend your holidays?
8) Do you like spending holidays in a relaxed and quiet atmosphere?
9) Would you like to rent a cottage near the lake in Finland to spend a weekend with your family or friends?
10) What do you think about winter activities, such as skiing or ice-fishing?

The front page of the website used for conducting chat interviews and recruiting respondents for the survey (Interpals.net)

Recruitment message for chat interviews with German tourists

Hello (name)!

My name is Nadya and I am a student of a BBA programme in Finland in the Mikkeli University of Applied Sciences. I am writing my thesis on the topic of "German Market Analysis. Tourist Behavior Research". I am studying the holiday preferences of German tourists.

One of the method I have to use is conducting chat interviews with Germans. This means that I will ask people a few questions about their tourism attitudes and preferences. No personal information is asked, the questions are related only to the topic of tourism for Germans. All the responses in the thesis are categorized to make statistics and conclusions and no names or ages will appear, so it is absolutely anonymous.

I have read from your profile that you enjoy travelling, so you could be a good respondent for me.
I would appreciate it a lot if you agree to help and answer my questions! This is very important for me!

Thank you!

Questionnaire form in English

Dear respondent! We would like to ask you a few questions related to your holiday preferences and habits. This is done for the research project of Mikkeli University of Applied Sciences which is devoted to the analysis of tourist preferences in Germany. This research is targeted to German tourists. All the responses and information will be kept confidential and anonymous and it will be used in research purposes only. The questionnaire will take only a couple of minutes. Thank you!

First, we would like to know some basic information about you. This information is gathered to classify responses and it is absolutely anonymous.

1) What is your gender?

☐ Male

☐ Female

2) How old are you?

☐ Under 20	☐ 30-39	☐ 50-59
☐ 20-29	☐ 40-49	☐ more than 60

3) What is your marital status?

☐ Married

☐ Divorced

☐ Widowed

☐ Single

☐ In a relationship

4) What is your occupation?

☐ Student
☐ Housewife
☐ Entrepreneur
☐ Unemployed
☐ Retired
☐ Employed (please specify job) ______________________

Holiday section - Please take a couple of minutes to answer the following questions about your holiday preferences.

5) How often do you go on holiday abroad?

☐ Once in a few years
☐ 5 or more times a year
☐ once or twice a year
☐ Other
☐ 3-4 times a year
☐ I have never been abroad on holiday

6) Choose 3 holiday destinations where you would like to go.

☐ Finland
☐ Sweden
☐ Poland
☐ Russia
☐ Croatia
☐ France
☐ Spain
☐ Portugal
☐ Italy
☐ Central America

☐ Austria
☐ Switzerland
☐ Greece
☐ Denmark
☐ Cyprus
☐ Turkey
☐ USA
☐ Northern Africa (ex. Egypt, Tunisia, Morocco)

☐ Australia and New Zealand
☐ Canada
☐ South America
☐ Eastern and Southern Africa (ex. Namibia, Kenya, Tanzania)
☐ Caribbean islands
UK, Ireland
☐ Middle East
☐ Far East (ex. China, Thailand)

7) In which country are you planning to spend your holiday of 2-5 days?

____

8) What is the budget for your typical holiday of 5 days?

☐ Max 500 euros

☐ 500- 1000 euros

☐ 1000-2000 euros

☐ 2000-3000 euros

☐ More than 3000 euros

9) Please near each option write the country which you consider to be the best for this type of holiday?

- Beach, bathing, relaxation ______________________
- City trips and sightseeing ____________________
- Cruise on a ferry ___________________________
- Fishing, hunting _______________________________
- Exploration of nature ___________________
- Winter sports, skiing _________________________
- Summer sports ___________________________
- Cultural trips _____________________
- Wellness, spa _______________________
- Quiet and relaxed atmosphere _____________________
- Hiking ____________________

10) Please mark how much you agree with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I like lying on a beach and sunbathing					
I like city trips and sightseeing					
I like cruises on a ferry					
I like fishing and hunting					
I like exploration of nature					
I like winter sports (ex. skiing)					
I like summer sports					
I like cultural trips					
I like wellness and spa					
I like quiet and relaxed atmosphere					
I like hiking					

11) Evaluate the following features of holiday according to the degree of importance for you

	Very important	Fairly important	Neutral	Not so important	Not important at all
Staying in a comfortable accommodation					
Getting to know a new culture					
Having a lot of fun					
Caring about your health and beauty					
Staying in a calm and relaxed atmosphere					
Having everything organized in advance					

12) Please mark how much you agree with the following statements:

	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
Finland is the country where I would like to spend a holiday					
I think that renting a cottage is a good idea if you want to relax					
I would enjoy fishing					
I would enjoy doing different sorts of winter activities in Finland					
I would enjoy doing different sorts of summer activities in Finland					
I would like to spend a weekend in a cottage near the lake					

Questionnaire form in German

Sehr geehrte Umfrageteilnehmer!

Wir möchten Ihnen ein paar Fragen zu Ihren Vorlieben und Gewohnheiten bezüglich dem Thema Urlaub stellen. Diese Umfrage ist für das Forschungsprojekt der Fachhochschule Mikkeli und der Analyse touristischer Vorlieben in Deutschland gewidmet. Die Zielgruppe dieser Umfrage sind deutsche Touristen. Alle Antworten und Informationen werden vertraulich und anonym behandelt und werden nur zu Forschungszwecken verwendet. Der Fragebogen wird nur ein paar Minuten dauern. Vielen Dank!

Zuerst möchten wir einige grundlegende Informationen über Sie wissen. Diese Informationen werden gesammelt, um Antworten zu klassifizieren. Ihre Angaben sind anonym.

1) Was ist Ihr Geschlecht?

☐ männlich ☐ 2) weiblich

2) Wie alt sind Sie?

☐ Jünger als 20 ☐ 30-39 ☐ 50-59

☐ 20-29 ☐ 40-49 ☐ Älter als 60

3) Was ist Ihr Familienstand?

☐ Verheiratet

☐ Geschieden

☐ verwitwet

☐ ledig

☐ Liiert

4) Was sind Sie von Beruf?

☐ Student(in) ☐ Unternehmer(in)

☐ Rentner(in)

☐ Arbeitssuchend

☐ Hausfrau/Hausmann

☐ Beschäftigt (Spezifizieren Sie bitte Ihr Beruf) ________________________

Ferien Abschnitt - Bitte nehmen Sie sich ein paar Minuten Zeit, um die folgenden Fragen zu Ihren Vorlieben bezüglich Urlaub zu beantworten.

5) Wie oft machen Sie Urlaub im Ausland?

☐ einmal in mehreren Jahren

☐ 5 oder mehrmals pro Jahr

☐ Einmal oder zweimal imJahr

☐ andere

☐ 3-4 Mal pro Jahr

☐ Ich habe nie im Ausland Urlaub gemacht

6) Wählen Sie bitte 3 Wunschreiseziele

☐ Finnland

☐ Schweden

☐ Polen

☐ Russland

☐ Kroatien

☐ Frankreich

☐ Spanien

☐ Portugal

☐ Italien

☐ Schweiz

☐ Griechenland

☐ Dänemark

☐ Türkei

☐ USA

☐ Nordafrika (ex. Ägypten, Tunesien, Marokko)

☐ Ferner Osten (ex. China, Thailand)

☐ Australien und Neuseeland

☐ Kanada

☐ Südamerika

☐ Südafrika und Ostafrika(ex. Namibia, Kenia, Tansania)

☐ KaribischeInseln

☐ Großbritannien, Irland

☐ Mittlerer Orient

☐ Österreich

☐ Mittelamerika

7) In welchem Land würden Sie Ihren Urlaub von 2-5 Tagen verbringen?
____

8) Was ist das Budget für Ihren typischen 5-Tages Urlaub?

☐ Maximal 500 €

☐ 500- 1000 €

☐ 1000-2000 €

☐ 2000-3000 €

☐ Mehrals 3000€

9) Schreiben Sie bitte neben jede Auswahlmöglichkeit das Land, in welchem Sie diese Art von Urlaub machen würden

- Bade-/ Sonnen-/ Entspannungsurlaub ______________________
- Städtereise und Rundreise____________________
- Schiffsreise/ Kreuzfahrt___________________________
- Fischen/Jagen _______________________________
- Erforschung der Natur___________________
- Wintersport-/ Skiurlaub_________________________
- Sommersporturlaub ___________________________
- Kulturreisen _____________________
- Wellness-/Gesundheitsurlaub/Spa_______________________
- Ruhige und entspannte Atmosphäre_____________________
- Wandern ____________________

10) Bitte markieren Sie, wie Sie den folgenden Aussagenzustimmen.

	Stimme ich voll und ganz zu	Stimme ich zu	Neutral	Stimme ich nicht zu	Stimme ich absolute nicht zu
Ich mag am Strand liegen und sonnenbaden					
Ich mag Städtereisen und Sehenswürdigkeiten					
Ich mag Kreuzfahrten					
Ich mag Fischen und Jagen					
Ich mag die Erforschung der Natur					
Ich mag Wintersport (z.B. Ski)					
Ich mag Sommersport machen					
Ich mag Kulturreisen					
Ich mag Wellness und Spa					
Ich mag die ruhige und entspannteAtmosphäre					
Ich mag wandern					

11) Bewerten Sie bitte die folgenden Urlaubsmerkmale nach ihrem Wichtigkeitsgrad.

	Sehr wichtig	Ziemlich wichtig	Neutral	Nicht so wichtig	Unwichtig
Bequeme/Angenehme Unterkunft					
Eine neue Kultur kennenlernen					
Viel Spaß haben					
Gesundheits- und Schönheitspflege					
Ruhige und entspannte Atmosphäre					
Organisierbarkeit im Vorfeld					

12) Bitte markieren Sie, inwieweit Sie den folgenden Aussagen zustimmen.

	Stimme ich voll und ganz zu	Stimme ich zu	Unsicher	Stimme ich nicht so sehr zu	Stimme ich gar nicht zu
Finnlnd ist ein Land, wo ich meinen Uraub verbringen möchte					
I think that renting a cottage is a good idea if you want to relax Ich denke, dass eine gemietete Ferienwohnung ein guter Ort zum Entspannen ist					
Ich würde Fischen genießen					
IchwürdeverschiedeneAktivitätenim Winter in Finnland geniessen					
IchwürdeverschiedeneAktivitätenimSommer in Finnlandgeniessen					
IchmöchteeinWochenende in einemFerienhaus in der Nähe eines Sees verbringen					

The front page of the Webropol – survey platform

Screenshot of the part of online survey page

Vorlieben und Gewohnheiten bezüglich dem Thema Urlaub

Sehr geehrte Umfrageteilnehmer! Wir möchten Ihnen ein paar Fragen zu **Ihren Vorlieben und Gewohnheiten bezüglich dem Thema Urlaub** stellen. Diese Umfrage ist für das Forschungsprojekt der Fachhochschule Mikkeli und der Analyse touristischer Vorlieben in Deutschland gewidmet. Die Zielgruppe dieser Umfrage sind deutsche Touristen. Alle Antworten und Informationen werden vertraulich und anonym behandelt und werden nur zu Forschungszwecken verwendet. Der Fragebogen wird nur ein paar Minuten dauern. Vielen Dank!

Zuerst möchten wir einige grundlegende Informationen über Sie wissen. Diese Informationen werden gesammelt, um Antworten zu klassifizieren. Ihre Angaben sind anonym.

1. Was ist Ihr Geschlecht? *

○ männlich ○ weiblich

2. Wie alt sind Sie? *

○ jünger als 20
○ 20-29
○ 30-39
○ 40-49
○ 50-59
○ älter als 60

Survey recruitment message sent to German tourists

Hello (name)!

My name is Nadya and I am a student of a BBA programme in Finland in the Mikkeli University of Applied Sciences. I am writing my thesis on the topic of "German Market Analysis. Tourist Behavior Research". I am studying the holiday preferences of German tourists.

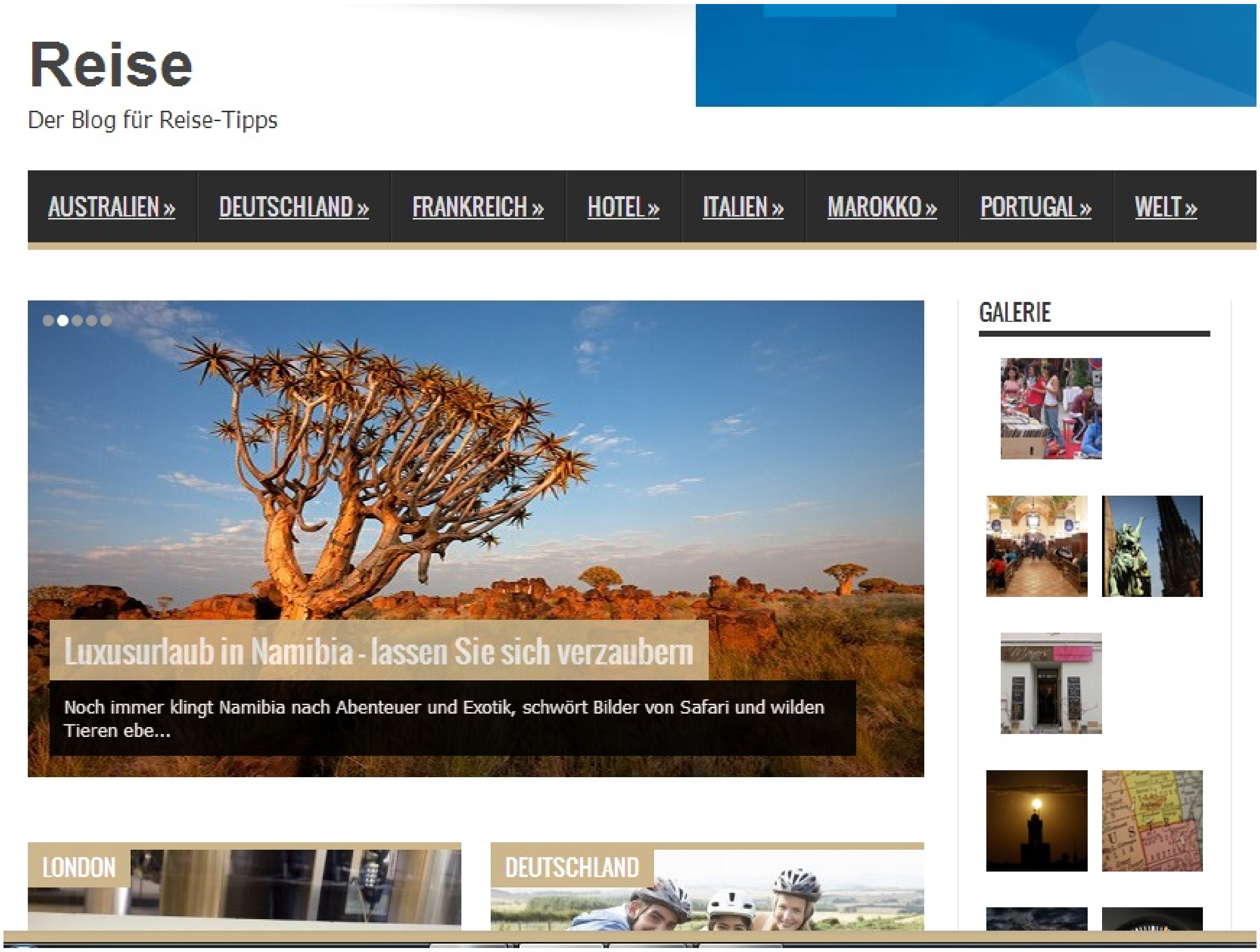
I would appreciate it if you find a couple of minutes to answer my online survey related to the research.

Your profile states that you enjoy travelling, so you could be a good respondent for me.

Please let me know if you agree to participate and I will send you the link to my survey!

This is very important for me! Thank you!

The front page of the German blog “Reise – der Blog für Reise-Tipps“



Front page of the German travel agency “TUI Reise Center”

APPENDIX 3 TO CHAPTER 7 MARKET ANALYSIS

APPENDIX 3.1

Images of Australia (taken from the German blog „Reise“ http://reise.germanblogs.de/australien/)

Images of France (taken from the German blog „Reise“ http://reise.germanblogs.de/frankreich/)

APPENDIX 3.3

Images of Italy (taken from the German blog „Reise“ http://reise.germanblogs.de/italien/)

APPENDIX 3.4

Images of Portugal (taken from the German blog „Reise“ http://reise.germanblogs.de/portugal/)

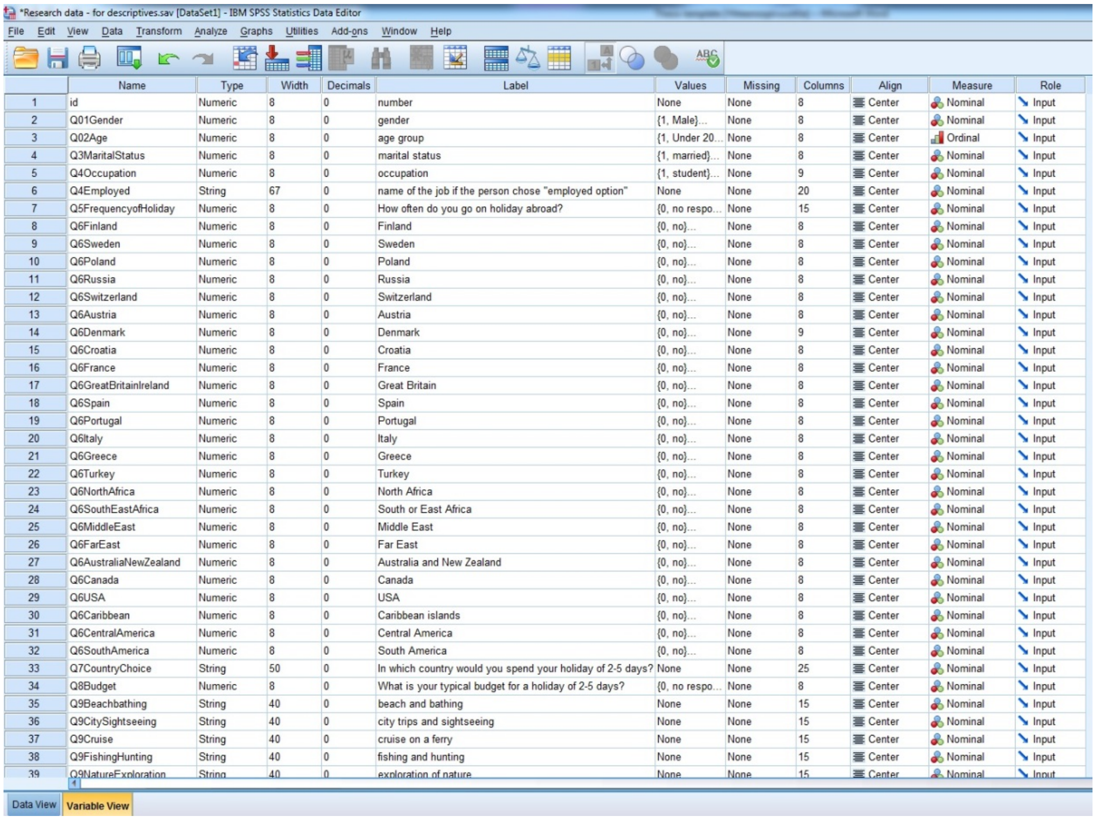
APPENDIX 3.5

Images of Morocco (taken from the German blog „Reise“http://reise.germanblogs.de/marokko/)

APPENDIX 3.6

Images of Finland (taken from the German blog „Reise“ http://reise.germanblogs.de/reise/skandinavien/, http://reise.germanblogs.de/reise/europa/)

Screenshot from the SPSS basic file used to generate statistical data



	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	id	Numeric	8	0	number	None	None	8	Center	Nominal	Input
2	Q01Gender	Numeric	8	0	gender	{1, Male}...	None	8	Center	Nominal	Input
3	Q02Age	Numeric	8	0	age group	{1, Under 20...	None	8	Center	Ordinal	Input
4	Q3MaritalStatus	Numeric	8	0	marital status	{1, married}...	None	8	Center	Nominal	Input
5	Q4Occupation	Numeric	8	0	occupation	{1, student}...	None	9	Center	Nominal	Input
6	Q4Employed	String	67	0	name of the job if the person chose "employed option"	None	None	20	Center	Nominal	Input
7	Q5FrequencyofHoliday	Numeric	8	0	How often do you go on holiday abroad?	{0, no respo...	None	15	Center	Nominal	Input
8	Q6Finland	Numeric	8	0	Finland	{0, no}...	None	8	Center	Nominal	Input
9	Q6Sweden	Numeric	8	0	Sweden	{0, no}...	None	8	Center	Nominal	Input
10	Q6Poland	Numeric	8	0	Poland	{0, no}...	None	8	Center	Nominal	Input
11	Q6Russia	Numeric	8	0	Russia	{0, no}...	None	8	Center	Nominal	Input
12	Q6Switzerland	Numeric	8	0	Switzerland	{0, no}...	None	8	Center	Nominal	Input
13	Q6Austria	Numeric	8	0	Austria	{0, no}...	None	8	Center	Nominal	Input
14	Q6Denmark	Numeric	8	0	Denmark	{0, no}...	None	9	Center	Nominal	Input
15	Q6Croatia	Numeric	8	0	Croatia	{0, no}...	None	8	Center	Nominal	Input
16	Q6France	Numeric	8	0	France	{0, no}...	None	8	Center	Nominal	Input
17	Q6GreatBritainIreland	Numeric	8	0	Great Britain	{0, no}...	None	8	Center	Nominal	Input
18	Q6Spain	Numeric	8	0	Spain	{0, no}...	None	8	Center	Nominal	Input
19	Q6Portugal	Numeric	8	0	Portugal	{0, no}...	None	8	Center	Nominal	Input
20	Q6Italy	Numeric	8	0	Italy	{0, no}...	None	8	Center	Nominal	Input
21	Q6Greece	Numeric	8	0	Greece	{0, no}...	None	8	Center	Nominal	Input
22	Q6Turkey	Numeric	8	0	Turkey	{0, no}...	None	8	Center	Nominal	Input
23	Q6NorthAfrica	Numeric	8	0	North Africa	{0, no}...	None	8	Center	Nominal	Input
24	Q6SouthEastAfrica	Numeric	8	0	South or East Africa	{0, no}...	None	8	Center	Nominal	Input
25	Q6MiddleEast	Numeric	8	0	Middle East	{0, no}...	None	8	Center	Nominal	Input
26	Q6FarEast	Numeric	8	0	Far East	{0, no}...	None	8	Center	Nominal	Input
27	Q6AustraliaNewZealand	Numeric	8	0	Australia and New Zealand	{0, no}...	None	8	Center	Nominal	Input
28	Q6Canada	Numeric	8	0	Canada	{0, no}...	None	8	Center	Nominal	Input
29	Q6USA	Numeric	8	0	USA	{0, no}...	None	8	Center	Nominal	Input
30	Q6Caribbean	Numeric	8	0	Caribbean islands	{0, no}...	None	8	Center	Nominal	Input
31	Q6CentralAmerica	Numeric	8	0	Central America	{0, no}...	None	8	Center	Nominal	Input
32	Q6SouthAmerica	Numeric	8	0	South America	{0, no}...	None	8	Center	Nominal	Input
33	Q7CountryChoice	String	50	0	In which country would you spend your holiday of 2-5 days?	None	None	25	Center	Nominal	Input
34	Q8Budget	Numeric	8	0	What is your typical budget for a holiday of 2-5 days?	{0, no respo...	None	8	Center	Nominal	Input
35	Q9Beachbathing	String	40	0	beach and bathing	None	None	15	Center	Nominal	Input
36	Q9CitySightseeing	String	40	0	city trips and sightseeing	None	None	15	Center	Nominal	Input
37	Q9Cruise	String	40	0	cruise on a ferry	None	None	15	Center	Nominal	Input
38	Q9FishingHunting	String	40	0	fishing and hunting	None	None	15	Center	Nominal	Input
39	Q9NatureExploration	String	40	0	exploration of nature	None	None	15	Center	Nominal	Input

Frequency of holidays among people of different demographic groups (survey question 5)

How often do you go on holiday abroad? * gender Crosstabulation

		gender		
		Male	Female	Total
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
once in a few years	Count	9	8	17
	% within gender	22,0%	23,5%	22,7%
once or twice a year	Count	20	24	44
	% within gender	48,8%	70,6%	58,7%
3-4 times a year	Count	7	1	8
	% within gender	17,1%	2,9%	10,7%
5 or more times a year	Count	4	0	4
	% within gender	9,8%	0,0%	5,3%
I have never been abroad on holiday	Count	0	1	1
	% within gender	0,0%	2,9%	1,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

How often do you go on holiday abroad? * age group Crosstabulation

		age group						
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	Total
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
once in a few years	Count	0	8	7	1	1	0	17
	% within age group	0,0%	22,9%	43,8%	5,9%	20,0%	0,0%	22,7%
once or twice a year	Count	1	23	6	12	2	0	44
	% within age group	100,0%	65,7%	37,5%	70,6%	40,0%	0,0%	58,7%
3-4 times a year	Count	0	1	2	2	2	1	8
	% within age group	0,0%	2,9%	12,5%	11,8%	40,0%	100,0%	10,7%
5 or more times a year	Count	0	1	1	2	0	0	4
	% within age group	0,0%	2,9%	6,3%	11,8%	0,0%	0,0%	5,3%
I have never been abroad on holiday	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

How often do you go on holiday abroad? * occupation Crosstabulation

		occupation						
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	Total
no response	Count	0	0	0	0	0	1	1
	% within occupation	0,0%	0,0%	0,0%	0,0%	0,0%	2,8%	1,3%
once in a few years	Count	8	1	0	1	1	6	17
	% within occupation	27,6%	14,3%	0,0%	100,0%	100,0%	16,7%	22,7%
once or twice a year	Count	19	1	0	0	0	24	44
	% within occupation	65,5%	14,3%	0,0%	0,0%	0,0%	66,7%	58,7%
3-4 times a year	Count	1	3	1	0	0	3	8
	% within occupation	3,4%	42,9%	100,0%	0,0%	0,0%	8,3%	10,7%
5 or more times a year	Count	1	2	0	0	0	1	4
	% within occupation	3,4%	28,6%	0,0%	0,0%	0,0%	2,8%	5,3%
I have never been abroad on holiday	Count	0	0	0	0	0	1	1
	% within occupation	0,0%	0,0%	0,0%	0,0%	0,0%	2,8%	1,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

The travel spending of different demographic groups of respondents (survey question 8)

What is your typical budget for a holiday of 2-5 days? * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	0	1	1
	% within gender	0,0%	2,9%	1,3%
max 500 euros	Count	12	17	29
	% within gender	29,3%	50,0%	38,7%
500-999 euros	Count	18	10	28
	% within gender	43,9%	29,4%	37,3%
1000-1999 euros	Count	10	6	16
	% within gender	24,4%	17,6%	21,3%
2000-2999 euros	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

What is your typical budget for a holiday of 2-5 days? * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
max 500 euros	Count	1	17	6	5	0	0	29
	% within age group	100,0%	48,6%	37,5%	29,4%	0,0%	0,0%	38,7%
500-999 euros	Count	0	10	8	7	2	1	28
	% within age group	0,0%	28,6%	50,0%	41,2%	40,0%	100,0%	37,3%
1000-1999 euros	Count	0	7	2	5	2	0	16
	% within age group	0,0%	20,0%	12,5%	29,4%	40,0%	0,0%	21,3%
2000-2999 euros	Count	0	0	0	0	1	0	1
	% within age group	0,0%	0,0%	0,0%	0,0%	20,0%	0,0%	1,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

What is your typical budget for a holiday of 2-5 days? * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
max 500 euros	Count	19	0	0	0	0	10	29
	% within occupation	65,5%	0,0%	0,0%	0,0%	0,0%	27,8%	38,7%
500-999 euros	Count	6	3	1	0	1	17	28
	% within occupation	20,7%	42,9%	100,0%	0,0%	100,0%	47,2%	37,3%
1000-1999 euros	Count	3	3	0	1	0	9	16
	% within occupation	10,3%	42,9%	0,0%	100,0%	0,0%	25,0%	21,3%
2000-2999 euros	Count	0	1	0	0	0	0	1
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	0,0%	1,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Choice of dream travel destinations analyzed by the demographic criteria. (survey question 6)

a) **by gender**

$destinations*Q01Gender Crosstabulation

		gender		Total
		Male	Female	
Finland	Count	7	3	10
	% within Q01Gender	17,1%	8,8%	
Sweden	Count	7	5	12
	% within Q01Gender	17,1%	14,7%	
Russia	Count	6	2	8
	% within Q01Gender	14,6%	5,9%	
Switzerland	Count	4	1	5
	% within Q01Gender	9,8%	2,9%	
Austria	Count	4	1	5
	% within Q01Gender	9,8%	2,9%	
Denmark	Count	4	0	4
	% within Q01Gender	9,8%	0,0%	
Croatia	Count	4	1	5
	% within Q01Gender	9,8%	2,9%	
France	Count	4	8	12
	% within Q01Gender	9,8%	23,5%	
Great Britain	Count	2	9	11
	% within Q01Gender	4,9%	26,5%	
Spain	Count	7	4	11
	% within Q01Gender	17,1%	11,8%	
Portugal	Count	1	3	4
	% within Q01Gender	2,4%	8,8%	
Italy	Count	7	7	14
	% within Q01Gender	17,1%	20,6%	
Greece	Count	5	4	9
	% within Q01Gender	12,2%	11,8%	
Turkey	Count	2	1	3
	% within Q01Gender	4,9%	2,9%	
North Africa	Count	1	3	4
	% within Q01Gender	2,4%	8,8%	
South or East	Count	3	4	7

Africa	% within Q01Gender	7,3%	11,8%	
Middle East	Count	1	1	2
	% within Q01Gender	2,4%	2,9%	
Far East	Count	12	3	15
	% within Q01Gender	29,3%	8,8%	
Australia and New Zealand	Count	6	9	15
	% within Q01Gender	14,6%	26,5%	
Canada	Count	6	4	10
	% within Q01Gender	14,6%	11,8%	
USA	Count	12	12	24
	% within Q01Gender	29,3%	35,3%	
Caribbean islands	Count	7	10	17
	% within Q01Gender	17,1%	29,4%	
Central America	Count	2	1	3
	% within Q01Gender	4,9%	2,9%	
South America	Count	6	5	11
	% within Q01Gender	14,6%	14,7%	
Total	Count	41	34	75

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

(continues on next page)

a) by age group

$destinations*Q02Age Crosstabulation

		age group: Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	Total
Finland	Count	0	3	3	3	0	1	10
	% within Q02Age	0,0%	8,6%	18,8%	18%	0,0%	100,0%	
Sweden	Count	1	6	3	1	0	1	12
	% within Q02Age	100,0%	17%	18,8%	5,9%	0,0%	100,0%	
Russia	Count	0	3	3	2	0	0	8
	% within Q02Age	0,0%	8,6%	18,8%	12%	0,0%	0,0%	
Switzerland	Count	0	1	1	1	2	0	5
	% within Q02Age	0,0%	2,9%	6,3%	5,9%	40,0%	0,0%	
Austria	Count	0	3	0	1	1	0	5
	% within Q02Age	0,0%	8,6%	0,0%	5,9%	20,0%	0,0%	
Denmark	Count	0	2	0	1	0	1	4
	% within Q02Age	0,0%	5,7%	0,0%	5,9%	0,0%	100,0%	
Croatia	Count	0	2	1	1	1	0	5
	% within Q02Age	0,0%	5,7%	6,3%	5,9%	20,0%	0,0%	
France	Count	0	7	3	1	1	0	12
	% within Q02Age	0,0%	20%	18,8%	5,9%	20,0%	0,0%	
Great Britain	Count	0	4	3	4	0	0	11
	% within Q02Age	0,0%	11%	18,8%	24%	0,0%	0,0%	
Spain	Count	0	2	3	5	1	0	11
	% within Q02Age	0,0%	5,7%	18,8%	29%	20,0%	0,0%	
Portugal	Count	0	2	0	2	0	0	4
	% within Q02Age	0,0%	5,7%	0,0%	12%	0,0%	0,0%	
Italy	Count	0	4	5	4	1	0	14
	% within Q02Age	0,0%	11%	31,3%	24%	20,0%	0,0%	
Greece	Count	1	2	2	3	1	0	9
	% within Q02Age	100,0%	5,7%	12,5%	18%	20,0%	0,0%	
Turkey	Count	0	1	0	1	1	0	3
	% within Q02Age	0,0%	2,9%	0,0%	5,9%	20,0%	0,0%	
North Africa	Count	0	2	0	1	1	0	4
	% within Q02Age	0,0%	5,7%	0,0%	5,9%	20,0%	0,0%	
South or East Africa	Count	1	4	0	1	1	0	7
	% within Q02Age	100,0%	11%	0,0%	5,9%	20,0%	0,0%	
Middle East	Count	0	1	1	0	0	0	2
	% within Q02Age	0,0%	2,9%	6,3%	0,0%	0,0%	0,0%	
Far East	Count	0	7	4	3	1	0	15
	% within Q02Age	0,0%	20%	25,0%	18%	20,0%	0,0%	
Australia and New Zealand	Count	0	9	4	1	1	0	15
	% within Q02Age	0,0%	26%	25,0%	5,9%	20,0%	0,0%	

(continues on next page)

Canada	Count	0	4	4	2	0	0	10
	% within Q02Age	0,0%	11%	25,0%	12%	0,0%	0,0%	
USA	Count	0	15	5	4	0	0	24
	% within Q02Age	0,0%	43%	31,3%	24%	0,0%	0,0%	
Caribbean islands	Count	0	12	1	2	2	0	17
	% within Q02Age	0,0%	34%	6,3%	12%	40,0%	0,0%	
Central America	Count	0	1	1	1	0	0	3
	% within Q02Age	0,0%	2,9%	6,3%	5,9%	0,0%	0,0%	
South America	Count	0	6	1	4	0	0	11
	% within Q02Age	0,0%	17%	6,3%	24%	0,0%	0,0%	
Total	Count	1	35	16	17	5	1	75

Percentages and totals are based on respondents.

a. Dichotomy group tabulated at value 1.

b) by occupation

$destinations*Q4Occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
Finland	Count	3	1	1	0	1	4	10
	% within Q4Occupation	10,3%	14,3%	100,0%	0,0%	100,0%	11,1%	
Sweden	Count	4	0	1	0	0	7	12
	% within Q4Occupation	13,8%	0,0%	100,0%	0,0%	0,0%	19,4%	
Russia	Count	3	3	0	0	0	2	8
	% within Q4Occupation	10,3%	42,9%	0,0%	0,0%	0,0%	5,6%	
Switzerland	Count	1	1	0	0	0	3	5
	% within Q4Occupation	3,4%	14,3%	0,0%	0,0%	0,0%	8,3%	
Austria	Count	1	0	0	1	0	3	5
	% within Q4Occupation	3,4%	0,0%	0,0%	100,0%	0,0%	8,3%	
Denmark	Count	2	0	1	0	0	1	4
	% within Q4Occupation	6,9%	0,0%	100,0%	0,0%	0,0%	2,8%	
Croatia	Count	1	1	0	0	0	3	5
	% within Q4Occupation	3,4%	14,3%	0,0%	0,0%	0,0%	8,3%	
France	Count	7	2	0	0	0	3	12
	% within Q4Occupation	24,1%	28,6%	0,0%	0,0%	0,0%	8,3%	
Great Britain	Count	4	1	0	0	0	6	11
	% within Q4Occupation	13,8%	14,3%	0,0%	0,0%	0,0%	16,7%	
Spain	Count	0	0	0	0	0	11	11
	% within Q4Occupation	0,0%	0,0%	0,0%	0,0%	0,0%	30,6%	
Portugal	Count	2	0	0	0	0	2	4
	% within Q4Occupation	6,9%	0,0%	0,0%	0,0%	0,0%	5,6%	
Italy	Count	3	3	0	0	0	8	14
	% within Q4Occupation	10,3%	42,9%	0,0%	0,0%	0,0%	22,2%	
Greece	Count	2	2	0	0	0	5	9
	% within Q4Occupation	6,9%	28,6%	0,0%	0,0%	0,0%	13,9%	
Turkey	Count	1	0	0	0	0	2	3
	% within Q4Occupation	3,4%	0,0%	0,0%	0,0%	0,0%	5,6%	

Destination choice for a short holiday of 2-5 days (survey question 7)

Country	*Number of respondents*	*Percentage of respondents*
Italy	11	15,1 %
France	10	13,7 %
Germany	7	9,6 %
Finland	5	6,8 %
Austria	5	6,8 %
Great Britain	5	6,8 %
Spain	4	5,5 %
Russia	2	2,7 %
Sweden	2	2,7 %
Norway	2	2,7 %
Netherlands	2	2,7 %
Denmark	2	2,7 %
Switzerland	2	2,7 %
Ireland	1	1,4 %
Bulgaria	1	1,4 %
Hungary	1	1,4 %
Lithuania	1	1,4 %
Iceland	1	1,4 %
Egypt	1	1,4 %
Jamaica	1	1,4 %
South Africa	1	1,4 %
Mexico	1	1,4 %
Croatia	1	1,4 %
China	1	1,4 %
Greece	1	1,4 %
USA	1	1,4 %
Caribbean	1	1,4 %
Total	73	100 %

Appendix 3.12. Destination choices for different types of holiday (question 9)

beach and bathing		
country	**number of respondents**	**percentge of respondents**
Spain	24	36,9%
Greece	7	10,8%
Italy	5	7,7%
Turkey	5	7,7%
France	4	6,2%
Croatia	4	6,2%
Caribbean	4	6,2%
USA	3	4,6%
Germany	3	4,6%
Maldives	2	3,1%
Thailand	2	3,1%
Denmark	2	3,1%
Total	**65**	100%

(continues on next page)

cruise on a ferry		
country	**number of respondents**	**percentage of respondents**
Caribbean	20	32,3%
Mediterranean	11	17,7%
Norway	9	14,5%
Germany	2	3,2%
Central America	2	3,2%
Denmark	2	3,2%
Netherlands	2	3,2%
Africa	2	3,2%
Sweden	2	3,2%
Scandinavia	1	1,6%
Dominican Republic	1	1,6%
USA	1	1,6%
South America	1	1,6%
Finland	*1*	*1,6%*
Croatia	1	1,6%
Great Britain	1	1,6%
Maldives	1	1,6%
Spain	1	1,6%
Egypt	1	1,6%
Total	**62**	100,0%

(continues on next page)

city trips and sightseeing		
country	**number of respondents**	**percentge of respondents**
Italy	16	21,1%
France	12	15,8%
USA	10	13,2%
Great Britain	8	10,5%
Germany	6	7,9%
Spain	3	3,9%
Russia	3	3,9%
Finland	*2*	*2,6%*
Czech Republic	2	2,6%
Norway	1	1,3%
Sweden	1	1,3%
Greece	1	1,3%
Poland	1	1,3%
Austria	1	1,3%
Thailand	1	1,3%
Israel	1	1,3%
Switzerland	1	1,3%
Turkey	1	1,3%
Netherlands	1	1,3%
India	1	1,3%
Hungary	1	1,3%
Japan	1	1,3%
Canada	1	1,3%
Total	**76**	100,0%

fishing, hunting		
country	**number of respondents**	**percentage of respondents**
Norway	16	29,6%
Finland	*15*	*27,8%*
Sweden	8	14,8%
Canada	5	9,3%
Iceland	2	3,7%
USA	2	3,7%
Denmark	2	3,7%
Germany	2	3,7%
Austria	1	1,9%
Spain	1	1,9%
Total	**54**	100,0%

(continues on next page)

exploration of nature		
country	**number of respondents**	**percentage of respondents**
Finland	*12*	*17,1%*
Sweden	10	14,3%
Norway	5	7,1%
Canada	5	7,1%
Germany	4	5,7%
Iceland	4	5,7%
Ireland	3	4,3%
Austria	3	4,3%
New Zealand	3	4,3%
Australia	3	4,3%
Scandinavia	3	4,3%
Russia	2	2,9%
Africa	2	2,9%
Switzerland	2	2,9%
Malta	1	1,4%
France	1	1,4%
Ecuador	1	1,4%
Brazil	1	1,4%
Thailand	1	1,4%
USA	1	1,4%
Costa Rica	1	1,4%
Spain	1	1,4%
Poland	1	1,4%
Total	**70**	100,0%

winter sports		
country	**number of respondents**	**percentage of respondents**
Austria	35	61,4%
Switzerland	15	26,3%
Germany	4	7,0%
Italy	3	5,3%
Total	**57**	100,0%

(continues on next page)

summer sports		
country	**number of respondents**	**percentage of respondents**
Germany	9	16,7%
Spain	9	16,7%
Italy	8	14,8%
France	5	9,3%
Greece	4	7,4%
USA	2	3,7%
Austria	2	3,7%
Turkey	2	3,7%
Croatia	2	3,7%
Australia	2	3,7%
Switzerland	2	3,7%
Caribbean	1	1,9%
Hungary	1	1,9%
Netherlands	1	1,9%
South Tirol	1	1,9%
Norway	1	1,9%
Portugal	1	1,9%
Ireland	1	1,9%
Total	**54**	100,0%

(continues on next page)

wellness/spa		
country	**number of respondents**	**percentage of respondents**
Germany	34	54,8%
Finland	*7*	*11,3%*
Spain	4	6,5%
Switzerland	3	4,8%
Netherlands	2	3,2%
Hungary	2	3,2%
Austria	2	3,2%
USA	1	1,6%
Turkey	1	1,6%
China	1	1,6%
Thailand	1	1,6%
India	1	1,6%
Denmark	1	1,6%
Greece	1	1,6%
Portugal	1	1,6%
total	**62**	100,0%

(continues on next page)

cultural trips		
country	**number of respondents**	**percentage of respondents**
Italy	20	28,6%
Germany	9	12,9%
France	8	11,4%
Great Britain	4	5,7%
Russia	3	4,3%
Thailand	3	4,3%
Greece	2	2,9%
Spain	2	2,9%
Peru	2	2,9%
Austria	2	2,9%
Sweden	2	2,9%
Poland	2	2,9%
Japan	2	2,9%
Scandinavia	1	1,4%
Ireland	1	1,4%
Turkey	1	1,4%
Albania	1	1,4%
USA	1	1,4%
Israel	1	1,4%
Switzerland	1	1,4%
Egypt	1	1,4%
China	1	1,4%
Total	**70**	100,0%

(continues on next page)

hiking		
country	**number of respondents**	**percentage of respondents**
Austria	21	31,3%
Germany	15	22,4%
Switzerland	9	13,4%
Scotland	5	7,5%
Spain	4	6,0%
Italy	2	3,0%
Sweden	2	3,0%
Norway	2	3,0%
Scandinavia	1	1,5%
Finland	*1*	*1,5%*
Iceland	1	1,5%
Alps	1	1,5%
Czech Republic	1	1,5%
New Zealand	1	1,5%
Canada	1	1,5%
total	**67**	100,0%

(continues on next page)

quiet and relaxed		
country	**number of respondents**	**percentage of respondents**
Germany	16	25,8%
Finland	*9*	*14,5%*
Sweden	5	8,1%
Scandinavia	3	4,8%
Denmark	3	4,8%
Spain	3	4,8%
Italy	2	3,2%
Thailand	2	3,2%
Switzerland	2	3,2%
Netherlands	1	1,6%
Ireland	1	1,6%
France	1	1,6%
Iceland	1	1,6%
Greece	1	1,6%
Hungary	1	1,6%
Czech Republic	1	1,6%
Austria	1	1,6%
Norway	1	1,6%
Great Britain	1	1,6%
Maldives	1	1,6%
Tibet	1	1,6%
Nepal	1	1,6%
Indonesia	1	1,6%
Australia	1	1,6%
Caribbean	1	1,6%
South America	1	1,6%
Total	**62**	100,0%

Attitude of respondents towards beach and bathing holiday (survey question 10)

"I like lying on a beach and sunbathing" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	13	13	26
	% within gender	31,7%	38,2%	34,7%
fairly agree	Count	12	11	23
	% within gender	29,3%	32,4%	30,7%
neutral	Count	8	4	12
	% within gender	19,5%	11,8%	16,0%
disagree	Count	4	4	8
	% within gender	9,8%	11,8%	10,7%
strongly disagree	Count	3	2	5
	% within gender	7,3%	5,9%	6,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like lying on a beach and sunbathing" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	0	17	5	4	0	0	26
	% within age group	0,0%	48,6%	31,3%	23,5%	0,0%	0,0%	34,7%
fairly agree	Count	1	10	4	6	2	0	23
	% within age group	100,0%	28,6%	25,0%	35,3%	40,0%	0,0%	30,7%
neutral	Count	0	4	3	4	1	0	12
	% within age group	0,0%	11,4%	18,8%	23,5%	20,0%	0,0%	16,0%
disagree	Count	0	3	1	3	1	0	8
	% within age group	0,0%	8,6%	6,3%	17,6%	20,0%	0,0%	10,7%
strongly disagree	Count	0	0	3	0	1	1	5
	% within age group	0,0%	0,0%	18,8%	0,0%	20,0%	100,0%	6,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100%	100,0%	100,0%

"I like lying on a beach and sunbathing" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	13	1	0	0	0	12	26
	% within occupation	44,8%	14,3%	0,0%	0,0%	0,0%	33,3%	34,7%
fairly agree	Count	8	1	0	0	0	14	23
	% within occupation	27,6%	14,3%	0,0%	0,0%	0,0%	38,9%	30,7%
neutral	Count	5	3	0	0	1	3	12
	% within occupation	17,2%	42,9%	0,0%	0,0%	100,0%	8,3%	16,0%
disagree	Count	2	0	0	1	0	5	8
	% within occupation	6,9%	0,0%	0,0%	100,0%	0,0%	13,9%	10,7%
strongly disagree	Count	0	2	1	0	0	2	5
	% within occupation	0,0%	28,6%	100,0%	0,0%	0,0%	5,6%	6,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards city trips and sightseeing (survey question 10)

"I like city trips and sightseeing" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	18	17	35
	% within gender	43,9%	50,0%	46,7%
fairly agree	Count	12	13	25
	% within gender	29,3%	38,2%	33,3%
neutral	Count	9	3	12
	% within gender	22,0%	8,8%	16,0%
disagree	Count	0	1	1
	% within gender	0,0%	2,9%	1,3%
strongly disagree	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like city trips and sightseeing" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	11	2	1	0	0	21	35
	% within occupation	37,9%	28,6%	100,0%	0,0%	0,0%	58,3%	46,7%
fairly agree	Count	14	2	0	0	1	8	25
	% within occupation	48,3%	28,6%	0,0%	0,0%	100,0%	22,2%	33,3%
neutral	Count	3	2	0	1	0	6	12
	% within occupation	10,3%	28,6%	0,0%	100,0%	0,0%	16,7%	16,0%
disagree	Count	0	0	0	0	0	1	1
	% within occupation	0,0%	0,0%	0,0%	0,0%	0,0%	2,8%	1,3%
strongly disagree	Count	0	1	0	0	0	0	1
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	0,0%	1,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like city trips and sightseeing" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	0	14	7	13	0	1	35
	% within age group	0,0%	40,0%	43,8%	76,5%	0,0%	100,0%	46,7%
fairly agree	Count	1	14	5	2	3	0	25
	% within age group	100,0%	40,0%	31,3%	11,8%	60,0%	0,0%	33,3%
neutral	Count	0	6	2	2	2	0	12
	% within age group	0,0%	17,1%	12,5%	11,8%	40,0%	0,0%	16,0%
disagree	Count	0	0	1	0	0	0	1
	% within age group	0,0%	0,0%	6,3%	0,0%	0,0%	0,0%	1,3%
strongly disagree	Count	0	0	1	0	0	0	1
	% within age group	0,0%	0,0%	6,3%	0,0%	0,0%	0,0%	1,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

Attitude of respondents towards cruises on a ferry (survey question 10)

"I like cruises on a ferry" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	2	4	6
	% within gender	4,9%	11,8%	8,0%
fairly agree	Count	7	9	16
	% within gender	17,1%	26,5%	21,3%
neutral	Count	14	9	23
	% within gender	34,1%	26,5%	30,7%
disagree	Count	4	5	9
	% within gender	9,8%	14,7%	12,0%
strongly disagree	Count	13	7	20
	% within gender	31,7%	20,6%	26,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like cruises on a ferry" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	0	2	2	1	1	0	6
	% within age group	0,0%	5,7%	12,5%	5,9%	20,0%	0,0%	8,0%
fairly agree	Count	0	8	3	4	1	0	16
	% within age group	0,0%	22,9%	18,8%	23,5%	20,0%	0,0%	21,3%
neutral	Count	1	11	5	4	2	0	23
	% within age group	100,0%	31,4%	31,3%	23,5%	40,0%	0,0%	30,7%
disagree	Count	0	5	3	0	1	0	9
	% within age group	0,0%	14,3%	18,8%	0,0%	20,0%	0,0%	12,0%
strongly disagree	Count	0	8	3	8	0	1	20
	% within age group	0,0%	22,9%	18,8%	47,1%	0,0%	100,0%	26,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100%

"I like cruises on a ferry" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	3	1	0	1	0	1	6
	% within occupation	10,3%	14,3%	0,0%	100,0%	0,0%	2,8%	8,0%
fairly agree	Count	5	1	0	0	1	9	16
	% within occupation	17,2%	14,3%	0,0%	0,0%	100,0%	25,0%	21,3%
neutral	Count	8	1	0	0	0	14	23
	% within occupation	27,6%	14,3%	0,0%	0,0%	0,0%	38,9%	30,7%
disagree	Count	6	1	0	0	0	2	9
	% within occupation	20,7%	14,3%	0,0%	0,0%	0,0%	5,6%	12,0%
strongly disagree	Count	6	3	1	0	0	10	20
	% within occupation	20,7%	42,9%	100,0%	0,0%	0,0%	27,8%	26,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards fishing and hunting (survey question 10)

"I like fishing and hunting" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	2	2	4
	% within gender	4,9%	5,9%	5,3%
strongly agree	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
fairly agree	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
neutral	Count	6	5	11
	% within gender	14,6%	14,7%	14,7%
disagree	Count	7	6	13
	% within gender	17,1%	17,6%	17,3%
strongly disagree	Count	23	21	44
	% within gender	56,1%	61,8%	58,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like fishing and hunting" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	2	0	2	0	0	4
	% within age group	0,0%	5,7%	0,0%	11,8%	0,0%	0,0%	5,3%
strongly agree	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
fairly agree	Count	0	2	0	0	0	0	2
	% within age group	0,0%	5,7%	0,0%	0,0%	0,0%	0,0%	2,7%
neutral	Count	1	6	2	1	1	0	11
	% within age group	100,0%	17,1%	12,5%	5,9%	20,0%	0,0%	14,7%
disagree	Count	0	8	2	2	1	0	13
	% within age group	0,0%	22,9%	12,5%	11,8%	20,0%	0,0%	17,3%
strongly disagree	Count	0	16	12	12	3	1	44
	% within age group	0,0%	45,7%	75,0%	70,6%	60,0%	100,0%	58,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like fishing and hunting" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	2	1	0	0	0	1	4
	% within occupation	6,9%	14,3%	0,0%	0,0%	0,0%	2,8%	5,3%
strongly agree	Count	0	0	0	0	0	1	1
	% within occupation	0,0%	0,0%	0,0%	0,0%	0,0%	2,8%	1,3%
fairly agree	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
neutral	Count	6	0	0	0	1	4	11
	% within occupation	20,7%	0,0%	0,0%	0,0%	100,0%	11,1%	14,7%
disagree	Count	7	2	0	0	0	4	13
	% within occupation	24,1%	28,6%	0,0%	0,0%	0,0%	11,1%	17,3%
strongly disagree	Count	13	4	1	1	0	25	44
	% within occupation	44,8%	57,1%	100,0%	100,0%	0,0%	69,4%	58,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards exploration of nature (survey question 10)

"I like exploration of nature" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
strongly agree	Count	13	7	20
	% within gender	31,7%	20,6%	26,7%
fairly agree	Count	16	13	29
	% within gender	39,0%	38,2%	38,7%
neutral	Count	6	10	16
	% within gender	14,6%	29,4%	21,3%
disagree	Count	4	1	5
	% within gender	9,8%	2,9%	6,7%
strongly disagree	Count	0	3	3
	% within gender	0,0%	8,8%	4,0%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like exploration of nature" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	0	6	6	5	3	0	20
	% within age group	0,0%	17,1%	37,5%	29,4%	60,0%	0,0%	26,7%
fairly agree	Count	1	14	5	7	1	1	29
	% within age group	100,0%	40,0%	31,3%	41,2%	20,0%	100,0%	38,7%
neutral	Count	0	9	4	3	0	0	16
	% within age group	0,0%	25,7%	25,0%	17,6%	0,0%	0,0%	21,3%
disagree	Count	0	3	0	1	1	0	5
	% within age group	0,0%	8,6%	0,0%	5,9%	20,0%	0,0%	6,7%
strongly disagree	Count	0	2	1	0	0	0	3
	% within age group	0,0%	5,7%	6,3%	0,0%	0,0%	0,0%	4,0%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like exploration of nature" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	1	0	0	0	0	2
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	0,0%	2,7%
strongly agree	Count	5	1	0	1	0	13	20
	% within occupation	17,2%	14,3%	0,0%	100,0%	0,0%	36,1%	26,7%
fairly agree	Count	13	3	1	0	1	11	29
	% within occupation	44,8%	42,9%	100%	0,0%	100,0%	30,6%	38,7%
neutral	Count	7	1	0	0	0	8	16
	% within occupation	24,1%	14,3%	0,0%	0,0%	0,0%	22,2%	21,3%
disagree	Count	2	1	0	0	0	2	5
	% within occupation	6,9%	14,3%	0,0%	0,0%	0,0%	5,6%	6,7%
strongly disagree	Count	1	0	0	0	0	2	3
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	5,6%	4,0%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards winter sports (survey question 10)

"I like winter sports (ex. skiing)" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
strongly agree	Count	8	6	14
	% within gender	19,5%	17,6%	18,7%
fairly agree	Count	7	7	14
	% within gender	17,1%	20,6%	18,7%
neutral	Count	9	5	14
	% within gender	22,0%	14,7%	18,7%
disagree	Count	5	7	12
	% within gender	12,2%	20,6%	16,0%
strongly disagree	Count	10	9	19
	% within gender	24,4%	26,5%	25,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like winter sports (ex. skiing)" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	0	14	0	0	0	0	14
	% within age group	0,0%	40,0%	0,0%	0,0%	0,0%	0,0%	18,7%
fairly agree	Count	1	9	1	2	1	0	14
	% within age group	100%	25,7%	6,3%	11,8%	20,0%	0,0%	18,7%
neutral	Count	0	4	4	5	1	0	14
	% within age group	0,0%	11,4%	25,0%	29,4%	20,0%	0,0%	18,7%
disagree	Count	0	4	3	4	1	0	12
	% within age group	0,0%	11,4%	18,8%	23,5%	20,0%	0,0%	16,0%
strongly disagree	Count	0	3	8	5	2	1	19
	% within age group	0,0%	8,6%	50,0%	29,4%	40,0%	100,0%	25,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like winter sports (ex. skiing)" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	1	0	0	0	0	2
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	0,0%	2,7%
strongly agree	Count	11	0	0	0	0	3	14
	% within occupation	37,9%	0,0%	0,0%	0,0%	0,0%	8,3%	18,7%
fairly agree	Count	6	2	0	0	0	6	14
	% within occupation	20,7%	28,6%	0,0%	0,0%	0,0%	16,7%	18,7%
neutral	Count	4	2	0	0	1	7	14
	% within occupation	13,8%	28,6%	0,0%	0,0%	100,0%	19,4%	18,7%
disagree	Count	4	0	0	0	0	8	12
	% within occupation	13,8%	0,0%	0,0%	0,0%	0,0%	22,2%	16,0%
strongly disagree	Count	3	2	1	1	0	12	19
	% within occupation	10,3%	28,6%	100,0%	100,0%	0,0%	33,3%	25,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards summer sports (survey question 10)

"I like summer sports" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	3	1	4
	% within gender	7,3%	2,9%	5,3%
strongly agree	Count	15	4	19
	% within gender	36,6%	11,8%	25,3%
fairly agree	Count	9	12	21
	% within gender	22,0%	35,3%	28,0%
neutral	Count	6	11	17
	% within gender	14,6%	32,4%	22,7%
disagree	Count	3	4	7
	% within gender	7,3%	11,8%	9,3%
strongly disagree	Count	5	2	7
	% within gender	12,2%	5,9%	9,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like summer sports" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	2	1	1	0	0	4
	% within age group	0,0%	5,7%	6,3%	5,9%	0,0%	0,0%	5,3%
strongly agree	Count	0	9	4	5	1	0	19
	% within age group	0,0%	25,7%	25,0%	29,4%	20,0%	0,0%	25,3%
fairly agree	Count	1	11	6	2	1	0	21
	% within age group	100,0%	31,4%	37,5%	11,8%	20,0%	0,0%	28,0%
neutral	Count	0	8	3	5	1	0	17
	% within age group	0,0%	22,9%	18,8%	29,4%	20,0%	0,0%	22,7%
disagree	Count	0	4	0	2	1	0	7
	% within age group	0,0%	11,4%	0,0%	11,8%	20,0%	0,0%	9,3%
strongly disagree	Count	0	1	2	2	1	1	7
	% within age group	0,0%	2,9%	12,5%	11,8%	20,0%	100,0%	9,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like summer sports" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	2	1	0	0	0	1	4
	% within occupation	6,9%	14,3%	0,0%	0,0%	0,0%	2,8%	5,3%
strongly agree	Count	7	1	0	0	0	11	19
	% within occupation	24,1%	14,3%	0,0%	0,0%	0,0%	30,6%	25,3%
fairly agree	Count	10	3	0	0	0	8	21
	% within occupation	34,5%	42,9%	0,0%	0,0%	0,0%	22,2%	28,0%
neutral	Count	8	0	0	0	1	8	17
	% within occupation	27,6%	0,0%	0,0%	0,0%	100,0%	22,2%	22,7%
disagree	Count	2	1	0	1	0	3	7
	% within occupation	6,9%	14,3%	0,0%	100,0%	0,0%	8,3%	9,3%
strongly disagree	Count	0	1	1	0	0	5	7
	% within occupation	0,0%	14,3%	100,0%	0,0%	0,0%	13,9%	9,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards cultural trips (survey question 10)

"I like cultural trips" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	3	0	3
	% within gender	7,3%	0,0%	4,0%
strongly agree	Count	13	11	24
	% within gender	31,7%	32,4%	32,0%
fairly agree	Count	9	14	23
	% within gender	22,0%	41,2%	30,7%
neutral	Count	12	6	18
	% within gender	29,3%	17,6%	24,0%
disagree	Count	3	2	5
	% within gender	7,3%	5,9%	6,7%
strongly disagree	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like cultural trips" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	2	0	0	3
	% within age group	0,0%	2,9%	0,0%	11,8%	0,0%	0,0%	4,0%
strongly agree	Count	0	7	6	9	1	1	24
	% within age group	0,0%	20,0%	37,5%	52,9%	20,0%	100,0%	32,0%
fairly agree	Count	1	12	4	4	2	0	23
	% within age group	100,0%	34,3%	25,0%	23,5%	40,0%	0,0%	30,7%
neutral	Count	0	12	3	2	1	0	18
	% within age group	0,0%	34,3%	18,8%	11,8%	20,0%	0,0%	24,0%
disagree	Count	0	3	1	0	1	0	5
	% within age group	0,0%	8,6%	6,3%	0,0%	20,0%	0,0%	6,7%
strongly disagree	Count	0	0	2	0	0	0	2
	% within age group	0,0%	0,0%	12,5%	0,0%	0,0%	0,0%	2,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

"I like cultural trips" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	2	0	0	0	0	3
	% within occupation	3,4%	28,6%	0,0%	0,0%	0,0%	0,0%	4,0%
strongly agree	Count	6	1	1	0	1	15	24
	% within occupation	20,7%	14,3%	100,0%	0,0%	100,0%	41,7%	32,0%
fairly agree	Count	12	2	0	1	0	8	23
	% within occupation	41,4%	28,6%	0,0%	100,0%	0,0%	22,2%	30,7%
neutral	Count	8	1	0	0	0	9	18
	% within occupation	27,6%	14,3%	0,0%	0,0%	0,0%	25,0%	24,0%
disagree	Count	2	0	0	0	0	3	5
	% within occupation	6,9%	0,0%	0,0%	0,0%	0,0%	8,3%	6,7%
strongly disagree	Count	0	1	0	0	0	1	2
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	2,8%	2,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

Attitude of respondents towards wellness and spa (survey question 10)

"I like wellness and spa" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	3	1	4
	% within gender	7,3%	2,9%	5,3%
strongly agree	Count	10	14	24
	% within gender	24,4%	41,2%	32,0%
fairly agree	Count	7	13	20
	% within gender	17,1%	38,2%	26,7%
neutral	Count	10	4	14
	% within gender	24,4%	11,8%	18,7%
disagree	Count	6	2	8
	% within gender	14,6%	5,9%	10,7%
strongly disagree	Count	5	0	5
	% within gender	12,2%	0,0%	6,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like wellness and spa" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	2	0	2	0	0	4
	% within age group	0,0%	5,7%	0,0%	11,8%	0,0%	0,0%	5,3%
strongly agree	Count	0	9	7	6	2	0	24
	% within age group	0,0%	25,7%	43,8%	35,3%	40,0%	0,0%	32,0%
fairly agree	Count	0	13	2	3	2	0	20
	% within age group	0,0%	37,1%	12,5%	17,6%	40,0%	0,0%	26,7%
neutral	Count	1	7	3	3	0	0	14
	% within age group	100,0%	20,0%	18,8%	17,6%	0,0%	0,0%	18,7%
disagree	Count	0	3	1	2	1	1	8
	% within age group	0,0%	8,6%	6,3%	11,8%	20,0%	100,0%	10,7%
strongly disagree	Count	0	1	3	1	0	0	5
	% within age group	0,0%	2,9%	18,8%	5,9%	0,0%	0,0%	6,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like wellness and spa" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	2	1	0	0	0	1	4
	% within occupation	6,9%	14,3%	0,0%	0,0%	0,0%	2,8%	5,3%
strongly agree	Count	8	2	0	1	0	13	24
	% within occupation	27,6%	28,6%	0,0%	100,0%	0,0%	36,1%	32,0%
fairly agree	Count	7	0	0	0	0	13	20
	% within occupation	24,1%	0,0%	0,0%	0,0%	0,0%	36,1%	26,7%
neutral	Count	8	1	0	0	0	5	14
	% within occupation	27,6%	14,3%	0,0%	0,0%	0,0%	13,9%	18,7%
disagree	Count	3	2	1	0	1	1	8
	% within occupation	10,3%	28,6%	100,0%	0,0%	100,0%	2,8%	10,7%
strongly disagree	Count	1	1	0	0	0	3	5
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	8,3%	6,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards quiet and relaxed atmosphere (survey question 10)

"I like quiet and relaxed atmosphere" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
strongly agree	Count	15	7	22
	% within gender	36,6%	20,6%	29,3%
fairly agree	Count	14	14	28
	% within gender	34,1%	41,2%	37,3%
neutral	Count	8	11	19
	% within gender	19,5%	32,4%	25,3%
disagree	Count	2	2	4
	% within gender	4,9%	5,9%	5,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like quiet and relaxed atmosphere" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	0	8	3	9	1	1	22
	% within age group	0,0%	22,9%	18,8%	52,9%	20,0%	100,0%	29,3%
fairly agree	Count	0	16	7	3	2	0	28
	% within age group	0,0%	45,7%	43,8%	17,6%	40,0%	0,0%	37,3%
neutral	Count	1	8	5	3	2	0	19
	% within age group	100,0%	22,9%	31,3%	17,6%	40,0%	0,0%	25,3%
disagree	Count	0	2	1	1	0	0	4
	% within age group	0,0%	5,7%	6,3%	5,9%	0,0%	0,0%	5,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I like quiet and relaxed atmosphere" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	1	0	0	0	0	2
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	0,0%	2,7%
strongly agree	Count	4	1	1	1	0	15	22
	% within occupation	13,8%	14,3%	100,0%	100,0%	0,0%	41,7%	29,3%
fairly agree	Count	13	1	0	0	1	13	28
	% within occupation	44,8%	14,3%	0,0%	0,0%	100,0%	36,1%	37,3%
neutral	Count	9	2	0	0	0	8	19
	% within occupation	31,0%	28,6%	0,0%	0,0%	0,0%	22,2%	25,3%
disagree	Count	2	2	0	0	0	0	4
	% within occupation	6,9%	28,6%	0,0%	0,0%	0,0%	0,0%	5,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards hiking (survey question 10)

"I like hiking" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	3	0	3
	% within gender	7,3%	0,0%	4,0%
strongly agree	Count	11	1	12
	% within gender	26,8%	2,9%	16,0%
fairly agree	Count	18	15	33
	% within gender	43,9%	44,1%	44,0%
neutral	Count	7	9	16
	% within gender	17,1%	26,5%	21,3%
disagree	Count	1	5	6
	% within gender	2,4%	14,7%	8,0%
strongly disagree	Count	1	4	5
	% within gender	2,4%	11,8%	6,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I like hiking" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	1	1	0	0	3
	% within age group	0,0%	2,9%	6,3%	5,9%	0,0%	0,0%	4,0%
strongly agree	Count	0	5	3	3	0	1	12
	% within age group	0,0%	14,3%	18,8%	17,6%	0,0%	100,0%	16,0%
fairly agree	Count	1	15	7	7	3	0	33
	% within age group	100,0%	42,9%	43,8%	41,2%	60,0%	0,0%	44,0%
neutral	Count	0	10	1	5	0	0	16
	% within age group	0,0%	28,6%	6,3%	29,4%	0,0%	0,0%	21,3%
disagree	Count	0	3	1	1	1	0	6
	% within age group	0,0%	8,6%	6,3%	5,9%	20,0%	0,0%	8,0%
strongly disagree	Count	0	1	3	0	1	0	5
	% within age group	0,0%	2,9%	18,8%	0,0%	20,0%	0,0%	6,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

"I like hiking" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	1	0	0	0	1	3
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	2,8%	4,0%
strongly agree	Count	4	3	1	0	0	4	12
	% within occupation	13,8%	42,9%	100,0%	0,0%	0,0%	11,1%	16,0%
fairly agree	Count	12	2	0	1	1	17	33
	% within occupation	41,4%	28,6%	0,0%	100,0%	100,0%	47,2%	44,0%
neutral	Count	8	0	0	0	0	8	16
	% within occupation	27,6%	0,0%	0,0%	0,0%	0,0%	22,2%	21,3%
disagree	Count	3	0	0	0	0	3	6
	% within occupation	10,3%	0,0%	0,0%	0,0%	0,0%	8,3%	8,0%
strongly disagree	Count	1	1	0	0	0	3	5
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	8,3%	6,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

Importance of comfortable accommodation to respondents (question 11)

Staying in a comfortable accommodation * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
very important	Count	14	16	30
	% within gender	34,1%	47,1%	40,0%
fairly important	Count	15	14	29
	% within gender	36,6%	41,2%	38,7%
neutral	Count	7	2	9
	% within gender	17,1%	5,9%	12,0%
not so important	Count	2	2	4
	% within gender	4,9%	5,9%	5,3%
not important at all	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Staying in a comfortable accommodation * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	0	13	8	6	3	0	30
	% within age group	0,0%	37,1%	50,0%	35,3%	60,0%	0,0%	40,0%
fairly important	Count	1	15	3	8	1	1	29
	% within age group	100,0%	42,9%	18,8%	47,1%	20,0%	100,0%	38,7%
neutral	Count	0	2	4	2	1	0	9
	% within age group	0,0%	5,7%	25,0%	11,8%	20,0%	0,0%	12,0%
not so important	Count	0	2	1	1	0	0	4
	% within age group	0,0%	5,7%	6,3%	5,9%	0,0%	0,0%	5,3%
not important at all	Count	0	2	0	0	0	0	2
	% within age group	0,0%	5,7%	0,0%	0,0%	0,0%	0,0%	2,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Staying in a comfortable accommodation * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	11	2	0	1	0	16	30
	% within occupation	37,9%	28,6%	0,0%	100,0%	0,0%	44,4%	40,0%
fairly important	Count	11	4	1	0	0	13	29
	% within occupation	37,9%	57,1%	100,0%	0,0%	0,0%	36,1%	38,7%
neutral	Count	2	1	0	0	1	5	9
	% within occupation	6,9%	14,3%	0,0%	0,0%	100,0%	13,9%	12,0%
not so important	Count	2	0	0	0	0	2	4
	% within occupation	6,9%	0,0%	0,0%	0,0%	0,0%	5,6%	5,3%
not important at all	Count	2	0	0	0	0	0	2
	% within occupation	6,9%	0,0%	0,0%	0,0%	0,0%	0,0%	2,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Importance of getting to know a new culture to respondents (question 11)

Getting to know a new culture * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
very important	Count	12	11	23
	% within gender	29,3%	32,4%	30,7%
fairly important	Count	16	18	34
	% within gender	39,0%	52,9%	45,3%
neutral	Count	9	4	13
	% within gender	22,0%	11,8%	17,3%
not so important	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
not important at all	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Getting to know a new culture * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	1	10	5	7	0	0	23
	% within age group	100,0%	28,6%	31,3%	41,2%	0,0%	0,0%	30,7%
fairly important	Count	0	16	7	7	3	1	34
	% within age group	0,0%	45,7%	43,8%	41,2%	60,0%	100,0%	45,3%
neutral	Count	0	5	3	3	2	0	13
	% within age group	0,0%	14,3%	18,8%	17,6%	40,0%	0,0%	17,3%
not so important	Count	0	2	0	0	0	0	2
	% within age group	0,0%	5,7%	0,0%	0,0%	0,0%	0,0%	2,7%
not important at all	Count	0	1	1	0	0	0	2
	% within age group	0,0%	2,9%	6,3%	0,0%	0,0%	0,0%	2,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Getting to know a new culture * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	11	2	0	0	0	10	23
	% within occupation	37,9%	28,6%	0,0%	0,0%	0,0%	27,8%	30,7%
fairly important	Count	12	3	1	1	1	16	34
	% within occupation	41,4%	42,9%	100,0%	100,0%	100,0%	44,4%	45,3%
neutral	Count	3	2	0	0	0	8	13
	% within occupation	10,3%	28,6%	0,0%	0,0%	0,0%	22,2%	17,3%
not so important	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
not important at all	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Importance of having a lot of fun during vacation to respondents (question 11)

Having a lot of fun * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
very important	Count	16	20	36
	% within gender	39,0%	58,8%	48,0%
fairly important	Count	18	11	29
	% within gender	43,9%	32,4%	38,7%
neutral	Count	6	2	8
	% within gender	14,6%	5,9%	10,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Having a lot of fun * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	1	0	2
	% within age group	0,0%	2,9%	0,0%	0,0%	20,0%	0,0%	2,7%
very important	Count	1	24	6	3	1	1	36
	% within age group	100,0%	68,6%	37,5%	17,6%	20,0%	100,0%	48,0%
fairly important	Count	0	10	8	8	3	0	29
	% within age group	0,0%	28,6%	50,0%	47,1%	60,0%	0,0%	38,7%
neutral	Count	0	0	2	6	0	0	8
	% within age group	0,0%	0,0%	12,5%	35,3%	0,0%	0,0%	10,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100%

Having a lot of fun * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
very important	Count	20	1	1	0	1	13	36
	% within occupation	69,0%	14,3%	100%	0,0%	100,0%	36,1%	48,0%
fairly important	Count	8	5	0	1	0	15	29
	% within occupation	27,6%	71,4%	0,0%	100,0%	0,0%	41,7%	38,7%
neutral	Count	0	1	0	0	0	7	8
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	19,4%	10,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Importance of caring about health and beauty during vacation to respondents (question 11)

Caring about your health and beauty * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
very important	Count	1	4	5
	% within gender	2,4%	11,8%	6,7%
fairly important	Count	2	6	8
	% within gender	4,9%	17,6%	10,7%
neutral	Count	15	15	30
	% within gender	36,6%	44,1%	40,0%
not so important	Count	11	8	19
	% within gender	26,8%	23,5%	25,3%
not important at all	Count	11	1	12
	% within gender	26,8%	2,9%	16,0%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Caring about your health and beauty * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	0	1	2	1	1	0	5
	% within age group	0,0%	2,9%	12,5%	5,9%	20,0%	0,0%	6,7%
fairly important	Count	0	3	1	3	1	0	8
	% within age group	0,0%	8,6%	6,3%	17,6%	20,0%	0,0%	10,7%
neutral	Count	0	17	6	6	1	0	30
	% within age group	0,0%	48,6%	37,5%	35,3%	20,0%	0,0%	40,0%
not so important	Count	1	8	4	4	2	0	19
	% within age group	100,0%	22,9%	25,0%	23,5%	40,0%	0,0%	25,3%
not important at all	Count	0	5	3	3	0	1	12
	% within age group	0,0%	14,3%	18,8%	17,6%	0,0%	100,0%	16,0%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Caring about your health and beauty * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	1	1	0	1	0	2	5
	% within occupation	3,4%	14,3%	0,0%	100,0%	0,0%	5,6%	6,7%
fairly important	Count	2	0	0	0	0	6	8
	% within occupation	6,9%	0,0%	0,0%	0,0%	0,0%	16,7%	10,7%
neutral	Count	13	3	0	0	1	13	30
	% within occupation	44,8%	42,9%	0,0%	0,0%	100,0%	36,1%	40,0%
not so important	Count	8	2	0	0	0	9	19
	% within occupation	27,6%	28,6%	0,0%	0,0%	0,0%	25,0%	25,3%
not important at all	Count	4	1	1	0	0	6	12
	% within occupation	13,8%	14,3%	100%	0,0%	0,0%	16,7%	16,0%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Importance of staying in a calm and relaxed atmosphere during vacation (question 11)

Staying in a calm and relaxed atmosphere * gender Crosstabulation

		gender		
		Male	Female	Total
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
very important	Count	11	6	17
	% within gender	26,8%	17,6%	22,7%
fairly important	Count	16	12	28
	% within gender	39,0%	35,3%	37,3%
neutral	Count	8	14	22
	% within gender	19,5%	41,2%	29,3%
not so important	Count	5	2	7
	% within gender	12,2%	5,9%	9,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Staying in a calm and relaxed atmosphere * age group Crosstabulation

		age group						
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	Total
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	0	8	4	5	0	0	17
	% within age group	0,0%	22,9%	25,0%	29,4%	0,0%	0,0%	22,7%
fairly important	Count	0	9	6	7	5	1	28
	% within age group	0,0%	25,7%	37,5%	41,2%	100,0%	100,0%	37,3%
neutral	Count	1	12	4	5	0	0	22
	% within age group	100,0%	34,3%	25,0%	29,4%	0,0%	0,0%	29,3%
not so important	Count	0	5	2	0	0	0	7
	% within age group	0,0%	14,3%	12,5%	0,0%	0,0%	0,0%	9,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Staying in a calm and relaxed atmosphere * occupation Crosstabulation

		occupation						
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	Total
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	6	1	0	0	0	10	17
	% within occupation	20,7%	14,3%	0,0%	0,0%	0,0%	27,8%	22,7%
fairly important	Count	8	3	1	1	0	15	28
	% within occupation	27,6%	42,9%	100%	100,0%	0,0%	41,7%	37,3%
neutral	Count	9	2	0	0	1	10	22
	% within occupation	31,0%	28,6%	0,0%	0,0%	100,0%	27,8%	29,3%
not so important	Count	5	1	0	0	0	1	7
	% within occupation	17,2%	14,3%	0,0%	0,0%	0,0%	2,8%	9,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Importance of organizing everything in advance for vacation (question 11)

Having everything organized in advance * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
very important	Count	7	8	15
	% within gender	17,1%	23,5%	20,0%
fairly important	Count	14	12	26
	% within gender	34,1%	35,3%	34,7%
neutral	Count	9	8	17
	% within gender	22,0%	23,5%	22,7%
not so important	Count	8	4	12
	% within gender	19,5%	11,8%	16,0%
not important at all	Count	2	2	4
	% within gender	4,9%	5,9%	5,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

Having everything organized in advance * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	0	9	2	3	1	0	15
	% within age group	0,0%	25,7%	12,5%	17,6%	20,0%	0,0%	20,0%
fairly important	Count	0	11	7	4	4	0	26
	% within age group	0,0%	31,4%	43,8%	23,5%	80,0%	0,0%	34,7%
neutral	Count	0	9	1	7	0	0	17
	% within age group	0,0%	25,7%	6,3%	41,2%	0,0%	0,0%	22,7%
not so important	Count	1	3	4	3	0	1	12
	% within age group	100,0%	8,6%	25,0%	17,6%	0,0%	100,0%	16,0%
not important at all	Count	0	2	2	0	0	0	4
	% within age group	0,0%	5,7%	12,5%	0,0%	0,0%	0,0%	5,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Having everything organized in advance * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
very important	Count	8	1	0	0	0	6	15
	% within occupation	27,6%	14,3%	0,0%	0,0%	0,0%	16,7%	20,0%
fairly important	Count	8	0	0	1	1	16	26
	% within occupation	27,6%	0,0%	0,0%	100,0%	100,0%	44,4%	34,7%
neutral	Count	6	1	0	0	0	10	17
	% within occupation	20,7%	14,3%	0,0%	0,0%	0,0%	27,8%	22,7%
not so important	Count	4	4	1	0	0	3	12
	% within occupation	13,8%	57,1%	100,0%	0,0%	0,0%	8,3%	16,0%
not important at all	Count	2	1	0	0	0	1	4
	% within occupation	6,9%	14,3%	0,0%	0,0%	0,0%	2,8%	5,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards having vacation in Finland (survey question 12)

"Finland is the country where I would like to spend a holiday" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	6	9	15
	% within gender	14,6%	26,5%	20,0%
fairly agree	Count	21	11	32
	% within gender	51,2%	32,4%	42,7%
neutral	Count	9	7	16
	% within gender	22,0%	20,6%	21,3%
disagree	Count	3	5	8
	% within gender	7,3%	14,7%	10,7%
strongly disagree	Count	1	2	3
	% within gender	2,4%	5,9%	4,0%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"Finland is the country where I would like to spend a holiday" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	1	8	3	3	0	0	15
	% within age group	100,0%	22,9%	18,8%	17,6%	0,0%	0,0%	20,0%
fairly agree	Count	0	14	6	8	3	1	32
	% within age group	0,0%	40,0%	37,5%	47,1%	60,0%	100,0%	42,7%
neutral	Count	0	7	5	2	2	0	16
	% within age group	0,0%	20,0%	31,3%	11,8%	40,0%	0,0%	21,3%
disagree	Count	0	2	2	4	0	0	8
	% within age group	0,0%	5,7%	12,5%	23,5%	0,0%	0,0%	10,7%
strongly disagree	Count	0	3	0	0	0	0	3
	% within age group	0,0%	8,6%	0,0%	0,0%	0,0%	0,0%	4,0%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"Finland is the country where I would like to spend a holiday" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	9	0	0	0	0	6	15
	% within occupation	31,0%	0,0%	0,0%	0,0%	0,0%	16,7%	20,0%
fairly agree	Count	10	2	1	1	1	17	32
	% within occupation	34,5%	28,6%	100,0%	100,0%	100,0%	47,2%	42,7%
neutral	Count	6	4	0	0	0	6	16
	% within occupation	20,7%	57,1%	0,0%	0,0%	0,0%	16,7%	21,3%
disagree	Count	0	1	0	0	0	7	8
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	19,4%	10,7%
strongly disagree	Count	3	0	0	0	0	0	3
	% within occupation	10,3%	0,0%	0,0%	0,0%	0,0%	0,0%	4,0%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards renting a cottage as a way to relax (survey question 12)

"I think that renting a cottage is a good idea if you want to relax" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	10	9	19
	% within gender	24,4%	26,5%	25,3%
fairly agree	Count	23	10	33
	% within gender	56,1%	29,4%	44,0%
neutral	Count	3	7	10
	% within gender	7,3%	20,6%	13,3%
disagree	Count	3	7	10
	% within gender	7,3%	20,6%	13,3%
strongly disagree	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I think that renting a cottage is a good idea if you want to relax" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	0	7	6	4	1	1	19
	% within age group	0,0%	20,0%	37,5%	23,5%	20,0%	100,0%	25,3%
fairly agree	Count	1	12	6	10	4	0	33
	% within age group	100,0%	34,3%	37,5%	58,8%	80,0%	0,0%	44,0%
neutral	Count	0	8	0	2	0	0	10
	% within age group	0,0%	22,9%	0,0%	11,8%	0,0%	0,0%	13,3%
disagree	Count	0	7	2	1	0	0	10
	% within age group	0,0%	20,0%	12,5%	5,9%	0,0%	0,0%	13,3%
strongly disagree	Count	0	0	2	0	0	0	2
	% within age group	0,0%	0,0%	12,5%	0,0%	0,0%	0,0%	2,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I think that renting a cottage is a good idea if you want to relax" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	7	1	1	1	0	9	19
	% within occupation	24,1%	14,3%	100,0%	100,0%	0,0%	25,0%	25,3%
fairly agree	Count	11	4	0	0	1	17	33
	% within occupation	37,9%	57,1%	0,0%	0,0%	100,0%	47,2%	44,0%
neutral	Count	4	0	0	0	0	6	10
	% within occupation	13,8%	0,0%	0,0%	0,0%	0,0%	16,7%	13,3%
disagree	Count	6	1	0	0	0	3	10
	% within occupation	20,7%	14,3%	0,0%	0,0%	0,0%	8,3%	13,3%
strongly disagree	Count	0	1	0	0	0	1	2
	% within occupation	0,0%	14,3%	0,0%	0,0%	0,0%	2,8%	2,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards fishing (survey question 12)

"I would enjoy fishing" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	2	0	2
	% within gender	4,9%	0,0%	2,7%
strongly agree	Count	4	0	4
	% within gender	9,8%	0,0%	5,3%
fairly agree	Count	6	2	8
	% within gender	14,6%	5,9%	10,7%
neutral	Count	7	5	12
	% within gender	17,1%	14,7%	16,0%
disagree	Count	9	10	19
	% within gender	22,0%	29,4%	25,3%
strongly disagree	Count	13	17	30
	% within gender	31,7%	50,0%	40,0%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I would enjoy fishing" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	0	3	1	0	0	0	4
	% within age group	0,0%	8,6%	6,3%	0,0%	0,0%	0,0%	5,3%
fairly agree	Count	1	4	0	1	1	1	8
	% within age group	100,0%	11,4%	0,0%	5,9%	20,0%	100,0%	10,7%
neutral	Count	0	3	2	5	2	0	12
	% within age group	0,0%	8,6%	12,5%	29,4%	40,0%	0,0%	16,0%
disagree	Count	0	13	3	2	1	0	19
	% within age group	0,0%	37,1%	18,8%	11,8%	20,0%	0,0%	25,3%
strongly disagree	Count	0	11	10	8	1	0	30
	% within age group	0,0%	31,4%	62,5%	47,1%	20,0%	0,0%	40,0%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I would enjoy fishing" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	1	0	0	0	0	2
	% within occupation	3,4%	14,3%	0,0%	0,0%	0,0%	0,0%	2,7%
strongly agree	Count	2	0	0	0	0	2	4
	% within occupation	6,9%	0,0%	0,0%	0,0%	0,0%	5,6%	5,3%
fairly agree	Count	4	1	1	0	0	2	8
	% within occupation	13,8%	14,3%	100%	0,0%	0,0%	5,6%	10,7%
neutral	Count	3	1	0	0	1	7	12
	% within occupation	10,3%	14,3%	0,0%	0,0%	100,0%	19,4%	16,0%
disagree	Count	9	0	0	0	0	10	19
	% within occupation	31,0%	0,0%	0,0%	0,0%	0,0%	27,8%	25,3%
strongly disagree	Count	10	4	0	1	0	15	30
	% within occupation	34,5%	57,1%	0,0%	100,0%	0,0%	41,7%	40,0%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards doing winter activities in Finland (survey question 12)

"I would enjoy doing different sorts of winter activities in Finland" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
strongly agree	Count	7	4	11
	% within gender	17,1%	11,8%	14,7%
fairly agree	Count	12	12	24
	% within gender	29,3%	35,3%	32,0%
neutral	Count	12	9	21
	% within gender	29,3%	26,5%	28,0%
disagree	Count	4	3	7
	% within gender	9,8%	8,8%	9,3%
strongly disagree	Count	5	5	10
	% within gender	12,2%	14,7%	13,3%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I would enjoy doing different sorts of winter activities in Finland" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	1	8	1	0	0	1	11
	% within age group	100,0%	22,9%	6,3%	0,0%	0,0%	100,0%	14,7%
fairly agree	Count	0	15	6	1	2	0	24
	% within age group	0,0%	42,9%	37,5%	5,9%	40,0%	0,0%	32,0%
neutral	Count	0	5	5	9	2	0	21
	% within age group	0,0%	14,3%	31,3%	52,9%	40,0%	0,0%	28,0%
disagree	Count	0	1	2	3	1	0	7
	% within age group	0,0%	2,9%	12,5%	17,6%	20,0%	0,0%	9,3%
strongly disagree	Count	0	5	2	3	0	0	10
	% within age group	0,0%	14,3%	12,5%	17,6%	0,0%	0,0%	13,3%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I would enjoy doing different sorts of winter activities in Finland" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
strongly agree	Count	7	0	1	0	0	3	11
	% within occupation	24,1%	0,0%	100,0%	0,0%	0,0%	8,3%	14,7%
fairly agree	Count	11	1	0	1	1	10	24
	% within occupation	37,9%	14,3%	0,0%	100,0%	100,0%	27,8%	32,0%
neutral	Count	5	5	0	0	0	11	21
	% within occupation	17,2%	71,4%	0,0%	0,0%	0,0%	30,6%	28,0%
disagree	Count	1	0	0	0	0	6	7
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	16,7%	9,3%
strongly disagree	Count	4	1	0	0	0	5	10
	% within occupation	13,8%	14,3%	0,0%	0,0%	0,0%	13,9%	13,3%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards doing summer activities in Finland (survey question 12)

"I would enjoy doing different sorts of summer activities in Finland" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	0	1
	% within gender	2,4%	0,0%	1,3%
strongly agree	Count	10	6	16
	% within gender	24,4%	17,6%	21,3%
fairly agree	Count	22	17	39
	% within gender	53,7%	50,0%	52,0%
neutral	Count	4	6	10
	% within gender	9,8%	17,6%	13,3%
disagree	Count	3	3	6
	% within gender	7,3%	8,8%	8,0%
strongly disagree	Count	1	2	3
	% within gender	2,4%	5,9%	4,0%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I would enjoy doing different sorts of summer activities in Finland" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	0	0	0	1
	% within age group	0,0%	2,9%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	1	8	2	3	1	1	16
	% within age group	100,0%	22,9%	12,5%	17,6%	20,0%	100,0%	21,3%
fairly agree	Count	0	19	9	9	2	0	39
	% within age group	0,0%	54,3%	56,3%	52,9%	40,0%	0,0%	52,0%
neutral	Count	0	3	3	3	1	0	10
	% within age group	0,0%	8,6%	18,8%	17,6%	20,0%	0,0%	13,3%
disagree	Count	0	2	1	2	1	0	6
	% within age group	0,0%	5,7%	6,3%	11,8%	20,0%	0,0%	8,0%
strongly disagree	Count	0	2	1	0	0	0	3
	% within age group	0,0%	5,7%	6,3%	0,0%	0,0%	0,0%	4,0%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

"I would enjoy doing different sorts of summer activities in Finland" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househus band	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	0	1
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	0,0%	1,3%
strongly agree	Count	8	0	1	0	0	7	16
	% within occupation	27,6%	0,0%	100%	0,0%	0,0%	19,4%	21,3%
fairly agree	Count	14	2	0	1	1	21	39
	% within occupation	48,3%	28,6%	0,0%	100,0%	100,0%	58,3%	52,0%
neutral	Count	3	3	0	0	0	4	10
	% within occupation	10,3%	42,9%	0,0%	0,0%	0,0%	11,1%	13,3%
disagree	Count	2	2	0	0	0	2	6
	% within occupation	6,9%	28,6%	0,0%	0,0%	0,0%	5,6%	8,0%
strongly disagree	Count	1	0	0	0	0	2	3
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	5,6%	4,0%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100%	100,0%	100,0%	100,0%	100,0%

Attitude of respondents towards spendig a weekend in a lakeshore cottage (survey question 12)

"I would like to spend a weekend in a cottage near the lake" * gender Crosstabulation

		gender		Total
		Male	Female	
no response	Count	1	1	2
	% within gender	2,4%	2,9%	2,7%
strongly agree	Count	13	15	28
	% within gender	31,7%	44,1%	37,3%
fairly agree	Count	19	10	29
	% within gender	46,3%	29,4%	38,7%
neutral	Count	7	3	10
	% within gender	17,1%	8,8%	13,3%
disagree	Count	1	3	4
	% within gender	2,4%	8,8%	5,3%
strongly disagree	Count	0	2	2
	% within gender	0,0%	5,9%	2,7%
Total	Count	41	34	75
	% within gender	100,0%	100,0%	100,0%

"I would like to spend a weekend in a cottage near the lake" * age group Crosstabulation

		age group						Total
		Under 20 years	20-29 years	30-39 years	40-49 years	50-59 years	more than 60	
no response	Count	0	1	0	1	0	0	2
	% within age group	0,0%	2,9%	0,0%	5,9%	0,0%	0,0%	2,7%
strongly agree	Count	1	15	6	3	3	0	28
	% within age group	100,0%	42,9%	37,5%	17,6%	60,0%	0,0%	37,3%
fairly agree	Count	0	12	8	8	0	1	29
	% within age group	0,0%	34,3%	50,0%	47,1%	0,0%	100,0%	38,7%
neutral	Count	0	3	1	4	2	0	10
	% within age group	0,0%	8,6%	6,3%	23,5%	40,0%	0,0%	13,3%
disagree	Count	0	3	0	1	0	0	4
	% within age group	0,0%	8,6%	0,0%	5,9%	0,0%	0,0%	5,3%
strongly disagree	Count	0	1	1	0	0	0	2
	% within age group	0,0%	2,9%	6,3%	0,0%	0,0%	0,0%	2,7%
Total	Count	1	35	16	17	5	1	75
	% within age group	100,0%	100%	100,0%	100,0%	100,0%	100,0%	100,0%

"I would like to spend a weekend in a cottage near the lake" * occupation Crosstabulation

		occupation						Total
		student	entrepreneur	retired	housewife / househusband	unemployed	employed (please specify)	
no response	Count	1	0	0	0	0	1	2
	% within occupation	3,4%	0,0%	0,0%	0,0%	0,0%	2,8%	2,7%
strongly agree	Count	13	1	0	1	1	12	28
	% within occupation	44,8%	14,3%	0,0%	100,0%	100,0%	33,3%	37%
fairly agree	Count	11	3	1	0	0	14	29
	% within occupation	37,9%	42,9%	100,0%	0,0%	0,0%	38,9%	39%
neutral	Count	1	3	0	0	0	6	10
	% within occupation	3,4%	42,9%	0,0%	0,0%	0,0%	16,7%	13%
disagree	Count	3	0	0	0	0	1	4
	% within occupation	10,3%	0,0%	0,0%	0,0%	0,0%	2,8%	5,3%
strongly disagree	Count	0	0	0	0	0	2	2
	% within occupation	0,0%	0,0%	0,0%	0,0%	0,0%	5,6%	2,7%
Total	Count	29	7	1	1	1	36	75
	% within occupation	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	10...