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A TOURISM DESTINATION ALANYA

Wellness tourism in Alanya from the Finnish perspective

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ABSTRACT

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<p>In this study, wellness tourism in Alanya was examined from the perspectives of the Finnish tourists. The aim of this study was to describe the ideas of the tourists who visited Alanya in relation to the wellness services/products and how to improve them. The research tasks were: “what kinds of services and products concerning wellness and well-being the tourists used in Alanya and how the wellness services and products could be improved for tourists who had visited Alanya”.</p> <p>The theoretical part of this study discussed well-being, wellness, wellness tourism and Alanya as a destination of wellness tourism. The concepts of well-being, wellness and wellness tourism are defined widely from different perspectives all over the world. Wellness tourism is divided into three elements as the conceptual structure: wellness tourists, wellness destinations and experiences. Wellness tourism is influenced by the traveler’s motivation, goals and his / her well-being.</p> <p>This study was a descriptive research. Both qualitative and quantitative research methods were used to analyze the data collected from the respondents of an online survey questionnaire. The general background information of the respondents in the questionnaire was analyzed by Webropol. The respondents’ experiences in wellness services and the improvement of wellness services and products were analyzed by using content analysis method.</p> <p>The findings of the research showed that Alanya had offered a wide range of wellness services and products for the tourists. Wellness services were used by all respondents. They rarely used some wellness services such as outdoor and indoor facilities and health services. The respondents of this wellness tourism survey were the wellness-focused consumers. The most important needs for the development of operations and content of the enterprises providing wellness services and the improvement of workers' vocational and linguistic skills in foreign languages arose from the research project.</p>		
Key words Alanya, well-being, wellness, wellness tourism		

ABSTRACT
TABLE OF CONTENTS

1 INTRODUCTION	1
2 WELLNESS AND TOURISM	3
2.1 Wellness travel as a part of tourism	3
2.1.1 Well-being	3
2.1.2 Wellness tourism	6
2.2 Global trends of wellness tourism	9
2.3 A profile of a wellness tourist	9
2.4 Alanya as a destination of wellness tourism	11
3 THE IMPLEMENTATION OF RESEARCH	14
3.1 Research method	14
3.2 Research implementation	15
3.2.1 Selection of respondents	15
3.2.2 Collection of data	16
3.2.3 Analysis of the research data	17
4 THE RESULTS OF THE RESEARCH AND CONCLUSIONS	20
4.1 Background characteristics of the respondents	20
4.1.1 Background information	20
4.1.2 Background information about travel behavior	21
4.2 Use of wellness services in Alanya	25
4.3 The development of wellness services in Alanya	28
4.4 Conclusions and recommendations	35
5 DISCUSSION AND RECOMMENDATIONS	38
REFERENCES	40
APPENDIXES	

LIST OF GRAPHS AND TABLES

GRAPH 1. An general overlook to Alanya from Alanya Castle	11
GRAPH 2. Age of Respondents	20
GRAPH 3. Educational background	21
GRAPH 4. Number of visits in Alanya	22
GRAPH 5. Five Main factors influencing destination choice	23
GRAPH 6. Type of holidays of Finnish tourists in Alanya	25
GRAPH 7. The wellness services and products used by Finnish tourists	26
GRAPH 8. The Finnish tourists' experiences of wellness services and products	27
GRAPH 9. Finnish tourists' opinions about the quality of wellness services and products available in Alanya	27
GRAPH 10. Development targets of wellness services in Alanya	29
TABLE 1. The Definitions of Wellness (SRI International)	5
TABLE 2. An example of qualitative content analysis progression	18

1 INTRODUCTION

Wellness tourism is one of the fastest growing and the world's most popular topics of discussion in tourism industry for the last decades. However, it is not a fresh sector of tourism. Globally, spa and wellbeing travel is said to have existed for hundreds or even thousands of years. Since ancient times people have traveled to seaside resorts, baths and hot springs for healthier climates, treatments, and purification and spirituals rituals. In Turkey, thermalism or hot springs for recreation and personal well-being were known as a long tradition. In Finland, health and wellness tourism has developed under Swedish rule, but the development of modern spa facilities started a few decades ago.

Wellness tourism is a fast-growing trend in global tourism industry. It accounts for 14 per cent of total tourism revenue worldwide. In addition, it is also noted that wellness tourism market will grow by nearly 10 percent annually over the next five years. More than half of the growth takes place in Asia, Latin America and Middle East / North African markets.

There are many reasons for the growth of wellness tourism. The necessity of wellness tourism increases due to the aging population and chronic diseases, which imposes a burden on healthcare system. People seek for alternative remedies to promote their health and wellbeing. In the midst of new challenges in working life, employees strive for a balanced relationship between work and leisure time and seek help from wellness services. Furthermore, people's desire for self-fulfillment in different ways leads tourists to the wellness services.

Because wellness tourism is an actual issue in global tourism, it is especially of concern to me. Many Finnish people travel to Turkey during holidays. According to Statistics Finland, it was pointed out that among Finns Turkey is the fourth most popular destination among Southern Europe and Eastern Mediterranean countries after Spain, Italy and Greece. Additionally, according to Republic of Turkey Ministry of Culture and Tourism, Alanya is also the second most popular tourism destination after Antalya in Turkey.

The aim of this study is to describe the ideas of the tourists who visited Alanya about the wellness services/products and how to improve them. The research tasks are:

1. What kinds of services and products related to wellness and well-being did the tourists use in Alanya?
2. How can the wellness services and products be improved for tourists who visit Alanya?

The theoretical part of this study discusses well-being and wellness tourism in Alanya. Wellness tourism is examined both as part of tourism and as a global trend. In addition, a profile of a wellness traveler is described. The theoretical part is based on literature and studies in Finnish, Turkish and English. This study was carried out by using online Webropol survey tool. The results of the study are introduced by research tasks.

2 WELLNESS AND TOURISM

The following chapter will discuss in detail e.g. wellness travel as a part of tourism, global trends of wellness tourism, wellness tourist profile and Alanya as a destination of wellness tourism.

2.1 Wellness travel as a part of tourism

2.1.1 Well-being

From the different point of view, well-being may be understood both as a term and a phenomenon. According to the traditional view of Allardt (1976, 21-38), the dimensions of well-being are the standard of living (having), positive interaction (loving) and self-actualization as well (being). The standard of living includes essential needs such as income, housing conditions, employment, working conditions as well as the need for good education and health. The interaction involves major factors, for instance, family, generation and friendship. Especially, in identifying of the self-actualization of the individual is underlined the importance of respect, inevitableness, political resources and interesting leisure time activities. According to this perspective, wellbeing is based on a human being's basic needs and satisfying them.

The concept of well-being can not be defined unambiguously, because it has different constructs in various sources of researches. As a consequence of many changes that happened in societies nationally and/or internationally, the concept of well-being has changed compared with Allardt's perspective. The components of wellbeing include health, material well-being and subjective well-being (Suomalaisten hyvinvointi 2010, 11-14). The definition of health by the World Health Organization (WHO), "is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". This definition has not been changed or updated for a long time and there has been much criticism of it. According to the new definition by WHO, health is "the ability to adapt and self-manage in the face of social, physical and emotional challenges" (Godlee, 2011). The materialistic well-being reflects the living standards and livelihood, such as

housing conditions, consumer durables supply and income. Subjective well-being emphasizes the different matters in comparison with materialistic well-being. Essentially, it is subjective how individual evaluates his/her own experience and estimates his/her own well-being and also its contributing factors.

Suontausta and Tyni (2005, 29-31) observe wellbeing as an individual and societal phenomenon when it can be interpreted as the viewpoint of material and spiritual well-being. In that case, well-being can be understood either subjective wellbeing (satisfaction and/or happiness) or measured wellbeing (living standards and/or quality of life). Suontaus and Tyni define individual wellbeing as a state where a human being satisfies the most significant needs. At the individual level, well-being consists of the physical, psychological and social dimension. The physical well-being refers to the satisfaction of an individual's physical needs as well as the maximum level of health and the minimum level of morbidity. Psychological dimension is composed of self-determination, inviolability, mental balance, mental health, being socialized, personal fulfillment, satisfaction acquired of meaningful activities and issues related to life management. The point is that an individual's inborn need in social well-being is to be a part of a community or a group. The different type of communities where an individual is able to achieve his/her own physical, psychological and social well-being are such as family, work community, circle of friends and the residential community. One must be able to identify and realize one's aspirations in order to satisfy one's own needs and change their environment or to put up with it.

Community well-being is determined by the members of the community on the basis of the individual living standards, quality of life, contentment and happiness. At the community level, well-being is associated with health, education, employment, housing, family and community action, economic resources, population and population structure, culture and leisure time, state of the environment, economic growth and social cohesion. The community well-being is a mutual process between individuals and communities. (Suontausta & Tyni 2005, 31–32.)

In this final project of thesis, the definitions of wellness (TABLE 1) are based on Stanford Research Institute (SRI) International (2010) because its perspectives vary widely.

TABLE 1. The Definitions of Wellness (SRI International 2010,7)

Wellness is multidimensional	Most of the leading definitions of wellness include a model that presents anywhere from 2 to 14 or more dimensions, which frequently include physical, mental, spiritual, and social dimensions.
Wellness is holistic	Wellness is a broader concept than physical health or fitness, focusing on the well-being of the whole person. It is not simply the absence of physical disease, but an approach that emphasizes all aspects of a person – body, mind, and spirit – working in harmony.
Wellness changes over time and along a continuum	Wellness is not a static state or an end-point, but rather is often depicted on a continuum representing the optimum levels of wellness that an individual attempts to achieve and maximize throughout his or her life.
Wellness is individual, but also influenced by the environment	Wellness is a process pursued on the individual level, by engaging in healthy behaviors and practices that promote personal well-being. However, personal wellness is also influenced by the conditions or environment in which one lives. With the increasing emphasis today on environmental problems, there is also increasing attention on the environmental, external, cultural, and global aspects of wellness.
Wellness is a self-responsibility	Although sick people typically rely on medical doctors for treatment to fix a problem and return to good health, most advocates of wellness philosophies emphasize each individual's responsibility to take charge of one's own health and to engage in behaviors that will proactively prevent illness and promote a higher level of health and well-being.

Well-being is viewed in the context of tourism in many different ways. Generally tourism has tended to focus on economic, socio-cultural and environmental factors when the impacts of tourism have been analyzed. They can be direct, indirect, positive or negative

impacts and they are also reflected in both the individual and community level. (Suontausta & Tyni 2005, 3-37.)

Well-being is multidimensional and time-varying as a concept and phenomenon. It is a modern word with ancient roots. There are similarities and differences between countries, cultures and religions in interpretation of the concept of well-being (Karisto 2010, 19).

2.1.2 Wellness Tourism

Tourism has been defined by the United Nations World Tourism Organization (UNWTO 1995, 1) as “The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.”

The common environment is the place that is physically close to the home of a person or in which a person visits on a regular basis. The purpose of the trip may be associated with leisure, work, family, meeting friends, health care or religion etc. (Matkailun edistämiskeskus 2005, 5.) The international visitor is defined as a person who travels to another country in order to make various activities other than in his/her own country of residence and also he/she stays in another country from one night to 12 months (Karusaari & Nylund 2009, 21).

Wellness tourism in Finland has already been mentioned since the early of 2000s. The concept of wellness travel as a definition has been used instead of health tourism and well-being. The abovementioned concepts have some problems in defining internationally. Globally, the concept of well-being is understood as a balance of body, mind and soul. (Tuohino 2012, 5-6.)

According to the context of Finnish wellness tourism one refers to ”tourism, which generates well-being yet traveler’s journey has ended. Wellness Tourism is not a disease or condition of the restorative healing but the respective traveler's state of health sustaining and enhancing the vitality and life thus, it provides clients with the individualized and

holistic well-being, which can be both physical and mental alertness.” (Matkailun osaamiskeskus 2005, 83-84.)

The definition of wellness tourism in international context has also been used as a concept health tourism and medical tourism, also called medical travel, health tourism or global health care. Wellness tourism is the “sum of all the relationships and phenomena resulting from a journey and a residence by people whose main motivation is to preserve or promote their health. (Erfurt-Cooper & Cooper 2009, 8.) In addition, wellness tourism is "a way of life oriented toward optimal health and well-being in which the body, mind and spirit are integrated by the individual to live more fully within the human and natural community” (Myers & Sweeney 2007, 1).

In addition, wellness tourism (FIGURE 1) “is a holistic mode of travel that integrates a quest for physical health, beauty, or longevity, and / or a heightening of consciousness or spiritual awareness, and a connection with community, nature or the divine mystery. It encompasses a range of tourism experiences in destinations with wellness products, appropriate infrastructures, facilities, and natural and wellness resources” (Bushell & Sheldon 2009, 11). Wellness tourism is divided into three elements as the conceptual structure. They are: wellness tourists, wellness destinations and experiences. Wellness tourism is influenced by the traveler’s motivation, goals and his / her well-being.

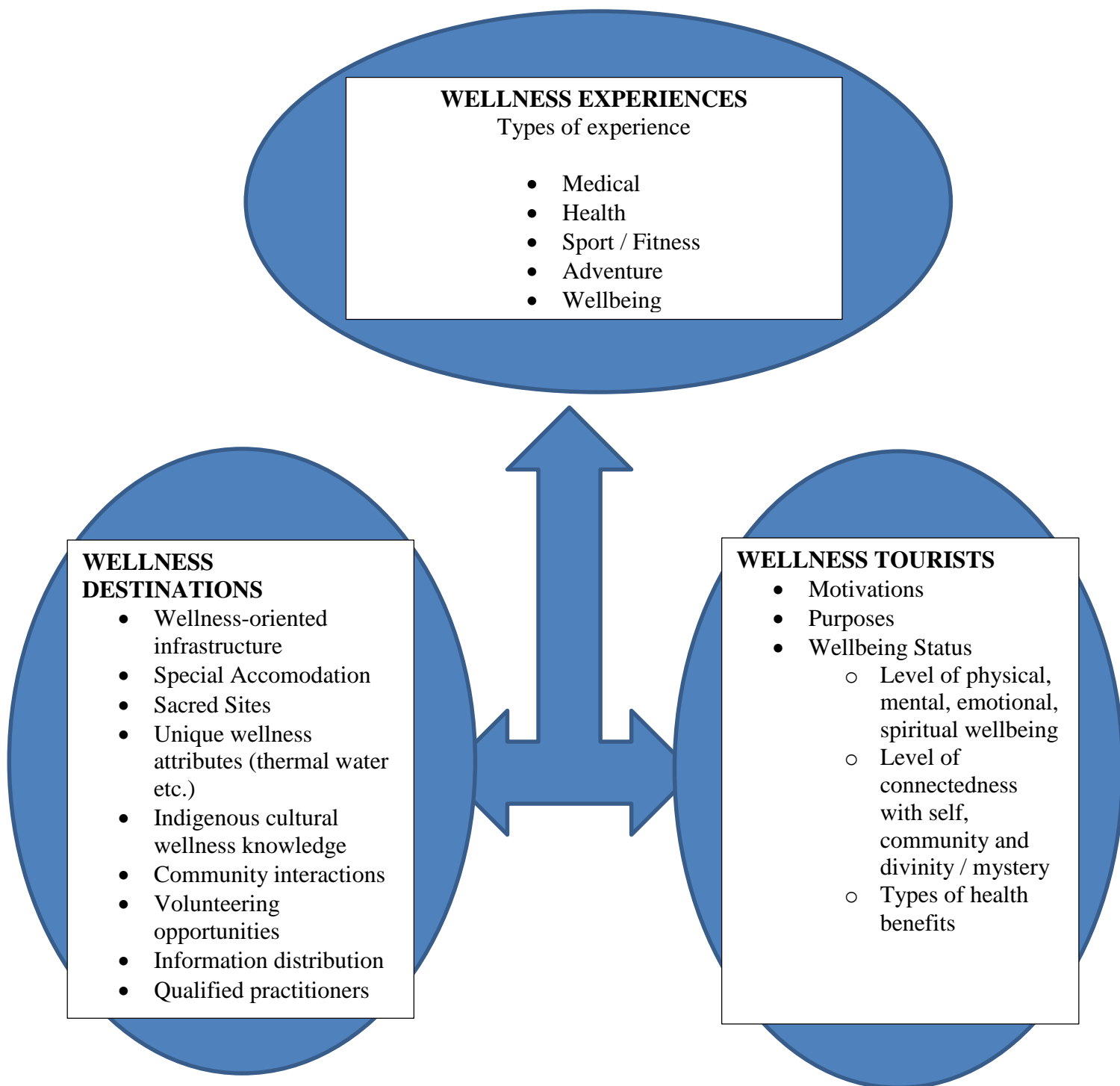


FIGURE 1. Conceptual Structure of Wellness Tourism (Bushell & Sheldon 2009, 10)

The concepts of well-being, wellness and wellness tourism are defined widely from the different perspectives all over the world. There are various dimensions of well-being and wellness. According to the traditional view of Allardt (1976, 21-38), wellbeing is based on a human being's basic needs. In addition, there are also other forms such as subjective wellbeing, measured wellbeing and community wellbeing (Suontausta & Tyni 2005, 29-32), multidimensional, holistic, a self-responsibility wellness and wellness changes over time and along a continuum (SRI International 2010, 7). In this study the aim was to find out what is wellness tourism in Alanya from the Finnish perspective.

2.2 Global trends of wellness tourism

The future of tourism demand is affected by, among other things, the following changes in the economic, political, social, and physical environment; globalization (attitudes, markets, production processes, financial), networking (business, government, public, real-time), sustainable development, aging of the population, increasing insecurity, the acceleration of technological development, the asset growth and the polarization (Puhakka 2011, 4).

As population ages, demand for health tourism increases. Likewise, demand for health tourism increases, when tourists look for meaningful and purposeful experiences instead of adventure. Creative and slow tourism, lifestyle of health and sustainability are growing day by day. (Puhakka 2011, 4).

2.3 Wellness Tourist Profile

It has been difficult to define a wellness tourist's profile because the wellness tourists have different needs and motives of the use of services. In most cases, a wellness tourist is middle-aged, with grown-up children, a higher than average educational background, as well as the higher income than an average traveler. In addition, he / she has traveled much, and requires high-quality services and products. Wellness tourists take responsibility for their own well-being, invest the money in it and are willing to pay for health-promoting services. They want to promote their well-being, be entertained on the move, take part in

cultural pursuits, and actively plan their own vacations. (Suontausta & Tyni 2005, 115-116.)

Wellness tourists are divided into four different segments, which consist of 20-24 years old young people, families with children, 40-50 years old people and the elderly. The most important segment until recent years has been 40 to 50 years old adults who interested in disease prevention. In addition, the number of the elderly wellness tourists has been increased. The number of young people and young families with children who use wellness services is expected to increase in the future. (Suontausta & Tyni 2005, 116.)

According to SRI International report (2010, 25), wellness consumer segments can be divided into wellness-focused, moderate-to-active spa goers and sickness reactors, not active spa-goers. Wellness-focused consumers “have a genuine interest in living a healthy lifestyle and enhancing /maintaining their level of personal fitness, health, or wellness. These consumers tend to be relatively affluent and educated, and their profile in many ways parallels that of the typical spa-goer. They are open to new and different approaches to health, exercise, and beauty; they have the time and disposable income to spend on such things; they do not necessarily view spa and other wellness services as —luxuries; and many are also motivated by the effects of aging both on their appearance and their health.”

Sickness reactors “are suffering from a disease or health condition and who are seeking new and alternative approaches to treat their condition or relieve their symptoms. These consumers may be frustrated with the inability of the conventional medical system to fix their problem and, as a result, explore alternative, non-mainstream approaches. This segment represents a potentially much larger segment of the population, and it also represents a large base of people who are not necessarily dedicated or even casual spa-goers. In fact, going to a spa for a massage or facial (or using another more mainstream wellness service such as a gym or personal trainer) may provide these consumers an entree into other less mainstream wellness approaches and forms of complementary and alternative medicine.” (SRI International 2010, 25-26).

Wellness tourists can also be described on the basis of motivation. According to some of them, well-being and / or health issues are part of the travel experience. However, the motive is different. According to some of them, well-being is partly a way of life and the

reason to go on a journey. They choose the destination of the journey on the basis of the wellness services. (Suontausta & Tyni 2005, 126-128).

2.4 Alanya as a destination of wellness tourism



GRAPH 1. An general overlook to Alanya from Alanya Castle (adapted from Alanya Belediyesi, 2014)

This chapter introduces the location, history, population, tourism, climate, and nature and wellness services of Alanya. Alanya, is one of the Turkey’s major tourist attractions, which is situated on a peninsula next to the Taurus Mountains in the north and the Mediterranean Sea in the south. Alanya is in the east of Antalya province in the Mediterranean region of Turkey. The distance from Antalya to Alanya is 135 kilometres. The ancient city was called either Pamphylia or Cilicia because it lies between the two regions. According to a research in Kadiini Cave, the first settlement dates back to Palaeolithic period. Alanya is also known as Coracesium in Latin. The city was known as Kolonoros which means “beautiful mountain” during the Byzantine rule. Alanya was invaded by the Anatolian Seljuk Sultan Alaaddin Keykubat in 1221 and the city was named Alaiye and it is used to be the capital city of the state. It became a town of Antalya in 1871. (Alanya Belediyesi 2014.)

According to the address based population registration results data in 2013 of Turkish Statistical Institute (Tuik), the population of Alanya was in total 276 277. During the recent years, there is a migration into Alanya because of economical reasons. It is also a favourite place especially among the senior citizens and the retired Europeans, especially from Germany, Holland and Scandinavia, and altogether 23 045 foreigners have their own houses or flats in Alanya. The tourism season begins in March or April and ends in November. The number of foreign tourists visiting Alanya varies depending on the season they choose. There has been a significant increase in the number of tourists who visit Alanya at Christmas and Easter. Alanya is more crowded than many big cities in Turkey and in winter, it is a small city. In addition, many people from Europe have settled in Alanya, especially from Germany, Holland and Scandinavia. According to the data in 2011 in the municipality of Alanya, the number of European residents, who have houses or flats and who are living in Alanya is in total 15 400. (Alanya Belediyesi 2014.)

Alanya has rich cultural and historic heritage and its natural beauties like the sea, sun, sandy beaches and modern accomodation facilities. Its harbour is dominated by the Red Tower, which protected the dockyards in Seljuk times and the remains of which can still be seen in the waters. There is an old fortress with its well preserved walls (GRAPH 1), towers and Byzantine church on a high promontory. It takes about an hour to walk up but one can have a bird's eye view of Alanya. (Alanya Belediyesi 2014.)

Alanya is famous for its the Mediterranean climate. It is hot and dry in summer and warm and dry in winter. The average temperature is 20 °C and 21.7 °C in the sea. It is possible to swim and sunbathe even in winter due to high temperatures in the sea for tourists. The city has the most fertile lands in the Mediterranean region because of its suitable climate and location. The main flora is bush. There are many kinds of plants such as olives, carob, myrtle and santalum. When climbing up the Taurus, red pines, oak trees and cedar trees can be seen widely. Many different kinds of fruits such as oranges, bananas, lemons and vegetables are grown in Alanya. Eucalyptus trees, avocado and kiwi trees can be seen in the parks and streets. It is possible to grow all kinds of plants in Alanya and this makes the city an agriculture and tourism paradise. (Alanya Belediyesi, 2014.)

There are many brooks in Alanya. The flow of the rivers decreases in summer because of the hot and dry weather and increases in winter. Some of the rivers are used to water the fertile fields. Alara ayı, Dim ayı, Oba ayı, Serapsu and Kargı ayı are important brooks in Alanya. There are picnic areas near these brooks and they are popular places for the tourists and local people in summer. (T.C. Alanya Kaymakamlığı.)

From the perspective of wellness tourism Alanya has all kind of accommodation with plenty of shops, restaurants with active nightlife. In addition, Alanya offers a wide range of wellness services, including traditional Turkish bath (hamam), massage, aquapark, beauty treatments, hair dressing salons, sport activities (swimming, wind surfing, parasailing, scuba diving, hikings, trekkings, mountain bikings, beach volleys), sea cruises, jeep safaris, local cultural activities (art, handcrafts, music, oriental dance), and traditional local food. (Republic of Turkey, Ministry of Culture and Tourism, 2005.)

3 THE IMPLEMENTATION OF THE RESEARCH

The purpose of this chapter is to define clearly the research methods and the implementation of the research related to the subtopics such as the selection of respondents, the collection of data and also the analysis of the research data.

3.1 Research method

According to Veal (2006, 3-5), research methods are divided into three various categories. The descriptive research tries to find out and represent descriptions about people, events and circumstances in which they are. The main idea of explanatory research is to explain cases how and why problems exist and tries to find out the predictions concerning leisure and tourism field. As a third type of research, evaluative research deals with the evaluation of policies and programs how they can be successful or effective.

The aim of this study was to describe the ideas of the tourists who visited Alanya concerning the wellness services / products and how to improve them. The research tasks were: “What kinds of services and products related to wellness and well-being did the tourists use in Alanya?” and “How can the wellness services and products be improved for tourists who visit Alanya?” This study was a descriptive research, but both qualitative and quantitative research methods were used to analyze the data collected from the respondents of online survey.

The qualitative research method focuses on understanding the depth and breadth of a research topic area. The sample size of the qualitative research is smaller compared to quantitative research. Moreover, the selection of the participants and the collection and analysis of data is different from quantitative research. The outcome of the research are often expressed descriptively. (Sharma & Altinay 2012, 821.)

The quantitative research method is to collect, analyze and present statistical information. The main aim of quantitative approach is to conduct a statistical analysis which relies on numerical testimony to reach the conclusions or to test the hypotheses. In order to be sure of the reliability of the results in quantitative research it is often essential to study a

relatively large number of people and to use computers to analyze the data. The data may be acquired from several different methods such as questionnaire surveys, observation concerning numerical values and secondary source. (Veal 2006, 40.)

3.2 Research implementation

The essential phases of this research implementation will be presented here.

3.2.1 Selection of respondents

This research focused on those tourists who had already been to Alanya before. In the selection of the respondents who participated in the questionnaire of the research, a snowball sampling was used. According to Tuomi and Sarajärvi (2012, 86), snowball sampling is one of the discretionary sampling (convenience sampling) forms. The researcher has an initial key person who tries to find people for study with similar features of interest in the snowball sampling. The key person suggests for research other potential persons who meet the same criteria.

The key person who had been to Alanya before was selected for this study. Therefore, she had good knowledge of examined phenomena and experience in the issue. The questionnaires were sent to the key person in both Finnish and English. She knew the next informant who had fulfilled the criteria. The questionnaire link was sent her to reply to it and then, she filled out the questionnaire in the same way while she knew the next person and so the process progressed in the same way until a sufficient number of respondents had been reached. Later, the www -pages link of the questionnaire was distributed in social media, Facebook by one of the respondents.

3.2.2 Collection of data

There are various data collecting techniques in conducting research such as interview, observation, questionnaire and written material (Järvinen 2012, 140). The questionnaire

which consists of a list of questions is one of the most common tools for collecting and storing of data. The questionnaire can be in the form of many structured and/or unstructured questions. However, questionnaires can be used for different survey situations, e.g., postal, electronic, face-to-face and telephone. (The Council's Corporate Research and Consultation Team 2013.)

In this thesis, a questionnaire tool was used in order to gather information about Finnish tourists' opinions and travel behaviors related to Alanya. Additionally, the main purpose was to investigate how the wellness services and products can be improved for tourists in Alanya. The questionnaire was used so that plenty of people can be reached all over Finland. It was also possible for respondents to answer the questionnaire when they want. In addition, it was especially an economical way to conduct an online survey.

The author of this thesis decided to use an online survey and analysis software tool Webropol, which has many distinctive attributes in creating of professional and utilitarian questionnaires. The online survey tool enabled creating various questions to collect data from the respondents, to analyze and report it quickly and extensively due to easy-to-use features. (Webropol.)

The questions were designed with regard to the research objective and the research tasks. There were only four questions (1-4) in the first part of the questionnaire which handled general background characteristics of the respondents. The other five questions (5-9) were aimed at obtaining background information about travel behavior. There were also six questions (10-17) concerning the use of wellness services and two questions concerning the development of wellness services in Alanya.

Primarily, the respondents' background questions were composed of multiple-choice questions. The questions related to the use and improvement of wellness services were open-ended questions. The questionnaire and its cover letter were drawn up in both Finnish and English (APPENDIXES 1-4), so that the respondent could choose. Therefore, it was significant to conduct a pilot study for testing the questionnaire with one person before being distributing it more widely online to other responders. On the basis of the pre-test, the options of the multiple-choice questions were modified on. For example, in question 3 an option "If other, please define" was added. The questions of the questionnaire can be

corrected before proper inquiry (Hirsjärvi, Remes & Sajavaara 2009, 204). The pre-testing of the questionnaire can also improve the reliability of the research.

The data were collected between the dates March 23 and April 18, 2014. In total, 217 responses were received from the online survey.

3.2.3 Analysis of research data

The data for this study were collected by the means of a questionnaire. The process of data analysis started with the revision of the collected data to ensure that the forms of the questionnaire were filled out properly. All replies could be included in the research. (N=217)

The general background information of the respondents in the questionnaire were analyzed by Webropol. The results of the stored data at Webropol were handled and transferred to Excel and Power Point applications, which are shown in columns and pie charts.

The respondents' experiences in wellness services and improvement were analyzed by using content analysis method. "Content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use" (Krippendorff 2003, 18). According to Tuomi and Sarajärvi (2012, 65, 105) content analysis can be applied in both qualitative and quantitative studies when the same data are analyzed. In this research, both research methods were used.

The results of the open ended questions in the questionnaire were stored as a basic report in Webropol where they were written in groups of questions subsequently. The text was total 18½ pages of A4 size-pages (font size 10, line spacing 1). The responses of the questionnaire in groups of questions were reviewed several times and consequently the author of the research familiarized himself with the contents of the texts. And afterwards, the contexts of the responses were divided into small pieces by identifying similar relationships and disparities. Next, the materials were sorted by different categories. After that, the categories were nominated as a descriptive name (TABLE 2).

TABLE 2. An example of qualitative content analysis progression

The responses to Question 12 from the respondents		
The original responses	Plain expression	Main section
”Meille tärkeitä asioita lomalla on asioitten sujuminen mutkattomasti, palvelu on hyvää ja ystävällistä”	Helppo asioiden hoito, hyvä ja ystävällinen palvelu	Hyvä palvelu
”Hyvä palvelu ja asioinnin sujuminen esim. virastoissa.”	Hyvä palvelu ja helppo asioiminen	
”Palveluiden ostamisen ja niistä nauttimisen helppous...”	Joustavat palvelut	

The results of the data analysis were presented by taking research tasks into consideration. The responses of the open ended questions illustrated how the research results were. They were prepared in Finnish so that all the respondents could fill out the questionnaire. The questions of the questionnaire were written in Finnish. However, the respondents filled out the Finnish questionnaire and because the author of the research project wanted to bring up the respondents personal viewpoints about examined phenomena. The results of the quantitative content analysis were described in the form of bar graphs and pie graphs by Webropol tool.

3.5 Reliability and validity

The reliability of the research should be evaluated when doing a research study. According to the definition cited in Veal (2006, 41) “Reliability is the extent to which research findings would be the same if the research at a later date or with a different sample of subjects. Again it can be seen that the model is taken from the natural sciences where, if experimental conditions are properly controlled, a repetition of an experiment should produce identical results wherever it is conducted. This is rarely the case in the social sciences, because they deal beings in different and ever-changing social situations.”

The reliability of data processing and data analysis is essential in qualitative research (Anttila 1998). The analysis of this research study tried to describe the progression of qualitative content analysis classification in details, which was illustrated in the form of table. (TABLE 2.) The large number of heterogeneous participants in the questionnaire survey enhanced the reliability of the research.

According to A.J. Veal (2006, 41) validity is “the extent to which the information collected by the researchers truly reflects the phenomenon being studied. Leisure and tourism research are fraught with difficulties in this area, mainly because empirical research is largely concerned with people’s behavior and with their attitudes, and for information on these the researchers is, in the main, reliant on people’s own reports in the form of responses to questionnaire based interviews and other forms of interviews. These instruments are subjects to a number of imperfections, which means that the validity of leisure and tourism data can rarely be as certain as in the natural sciences.” If this research study was repeated in changing social situations at different times, it would be unlikely to produce similar results.

4 THE RESULTS OF THE RESEARCH AND CONCLUSIONS

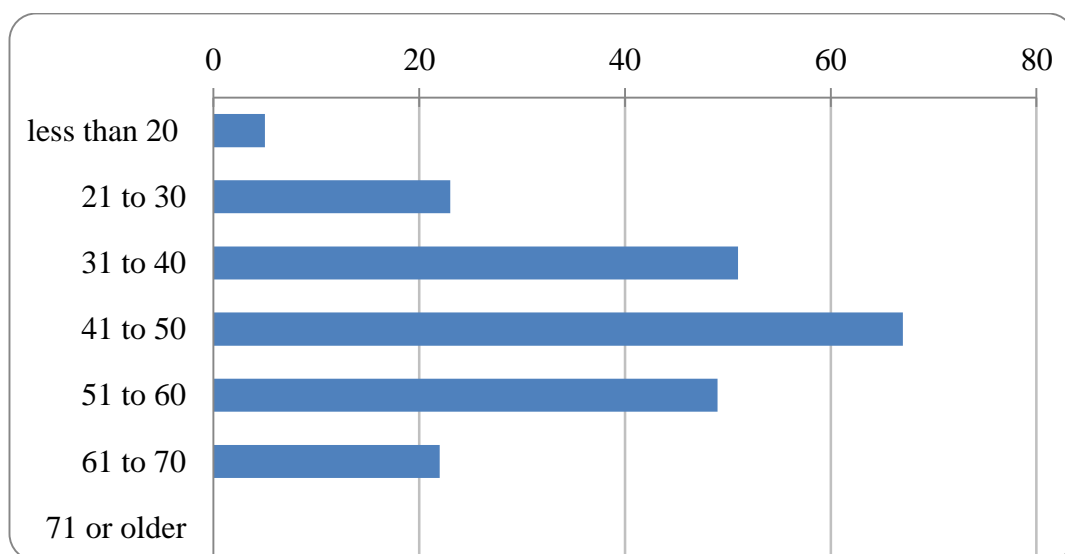
In this chapter the results and conclusions of final thesis are illustrated and analyzed.

4.1 Background characteristics of the respondents

In this study the general background characteristics of the respondents namely, age, gender, education and occupation were examined. This study investigated the travelers' background information which included both time of the journey, the duration of the journey, times visited, contributing factors and the type of journey in choosing Alanya as a travel destination. The survey was responded by 217 people.

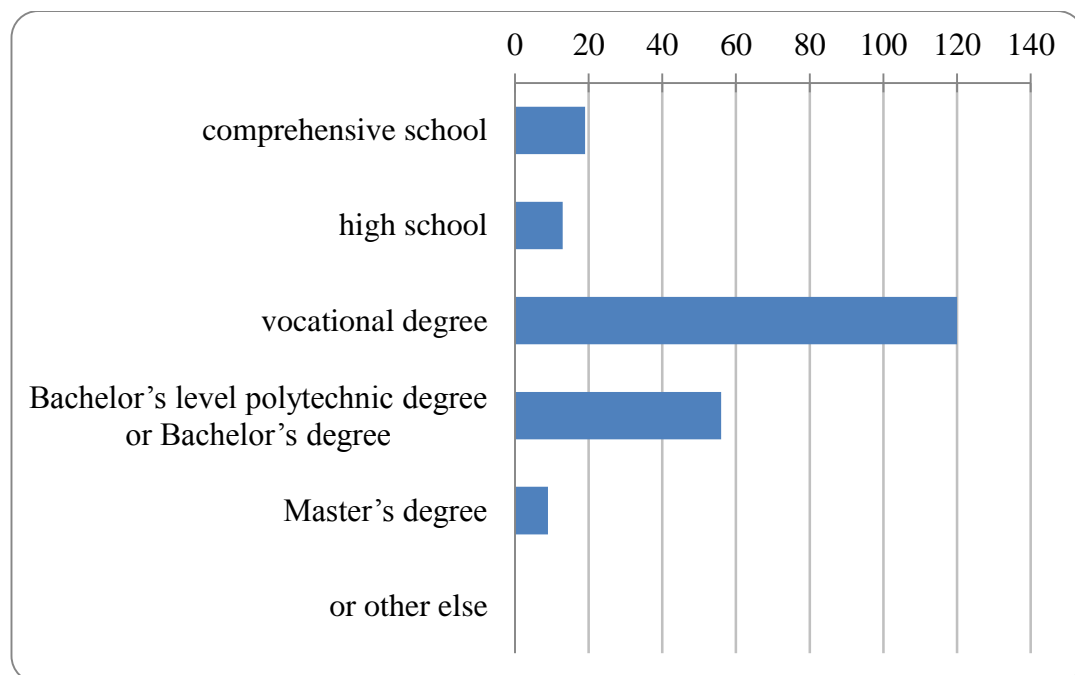
4.1.1 Background information

As shown in GRAPH 2 below, the considerable majority of the respondents 77 % were aged 31 – 60 years. However, none of the respondents was over 70 years old, but a small number of respondents 2 % was under 20 years old.



GRAPH 2. Age of Respondents (N=217)

The majority of the respondents 90 % were women. Over half of respondents 55 % had a professional degree, while one-third of the respondents 26 % had a university degree. GRAPH 3 illustrates the highest proportion of educational background. According to Statistics in Finland (2010) classification of occupations were categorized in this survey, the proportion of service and sales workers was 26 %, but then the rate of specific experts and professionals was 24 % as well as clerical support workers and customer service clerks. There were no skilled agricultural and forestry workers likewise armed forces in the survey.

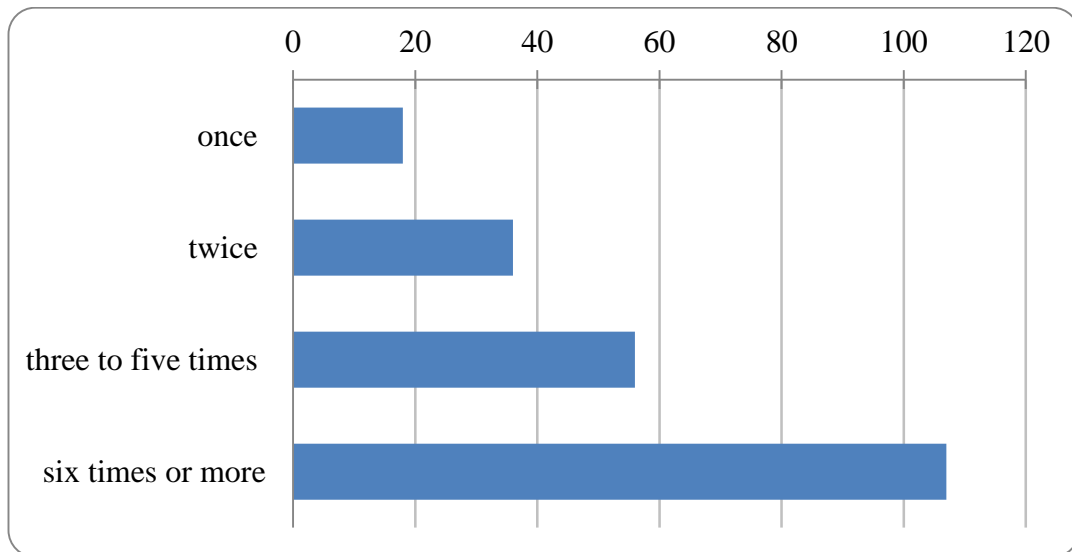


GRAPH 3. Educational background (N=217)

4.1.2 Background information about travel behavior

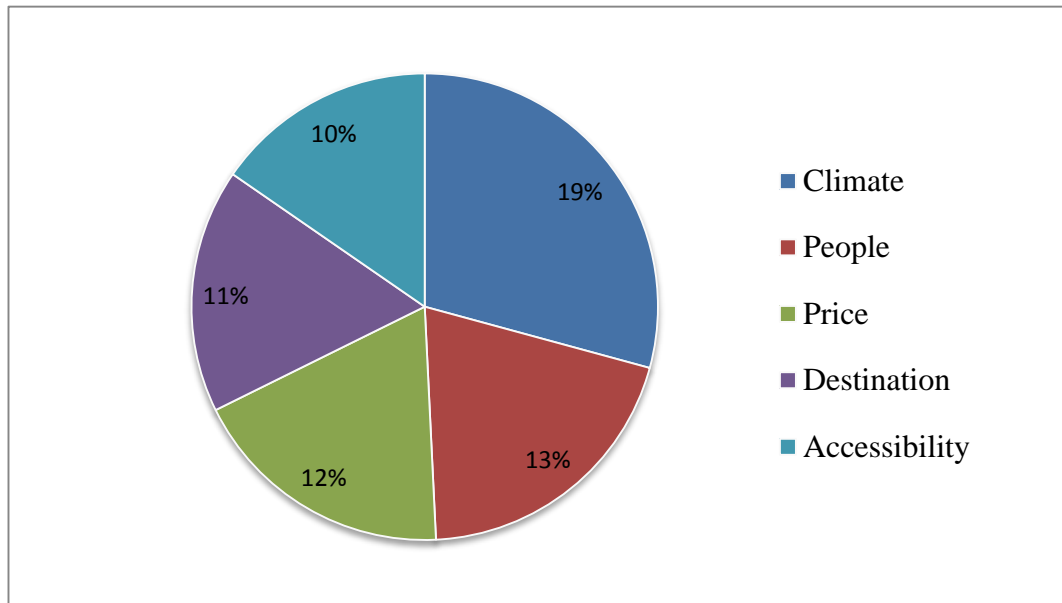
Essentially, general background information on travel behavior was composed of the duration of the journey, the time of the journey, the number of visits, contributing factors in choosing Alanya as a travel destination and the type of journey, too. The majority of tourists 78% had already visited Alanya the previous year. Almost half of the visitors 47% had stayed for a week there. On the other hand, the percentage of those visitors who stayed

a month or over a month was 15%. Almost half of the tourists 49% had been to Alanya six times or more. Only 8 % of the tourists had visited Alanya once. (GRAPH 4.)



GRAPH 4. The number of visits in Alanya (N=217)

The respondents had answered some of the open-ended questions concerning the main factors of travel to Alanya. With regard to this matter, a total of 458 responses were obtained. All of respondents (altogether 217) had already responded to this question. As regards to the most important factors, shown below in GRAPH 5, on the basis of making decision to travel to Alanya. A large proportion of the respondents 85 persons preferred it for its climate and weather, 59 persons for Turkish people, 55 persons for reasonable prices, 51 persons for holiday destination, 50 persons for accessibility to destination.



GRAPH 5. Five Main Factors Influencing the Destination Choice

Due to the fact that Alanya has a Mediterranean climate with warm and sunny weather all the year round, the Finnish tourists preferred to travel to Alanya. The Finnish tourists expressed their opinions about the weather and climate as the following:

Takuuvarma aurinko.

Auringon ja lämmön perusteella.

Upea ilmasto.

Komiat ilimat.

According to the visitors' opinion, Turkish people encouraged them to travel to Alanya. The Finnish tourists' attitudes towards the local people (Turks) were described by positive expression as below:

Paikalliset ovat ihania.

Iloiset ihmiset.

Lämminsydämiset ihmiset.

Ihmiset ystävällisiä ja auttavaisia.

Primarily, the financial factors came to the fore while choosing criterion “Alanya” as a holiday resort. Based on the results, the advantageous prices and low cost travels to Turkey attract people to travel to Alanya.

Edullinen maa.

Edullinen kohde.

Edulliset matkat.

Edullinen hintataso.

Alanya is a popular holiday destination because it was considered by the respondents as a safe, cosy and marvelous place as well as lovely and easily accessible city by air and sea.

Tuttu ja turvallinen kohde.

Alanya on viihtyisä paikka.

Ihastuttava paikka!

Helppokulkuinen ja selkeä kaupunki.

Kaunis kaupunki.

In deciding the destination, accessibility is a key factor. As a travel destination Alanya is easily accessible by short distance and good flight connections from Finland.

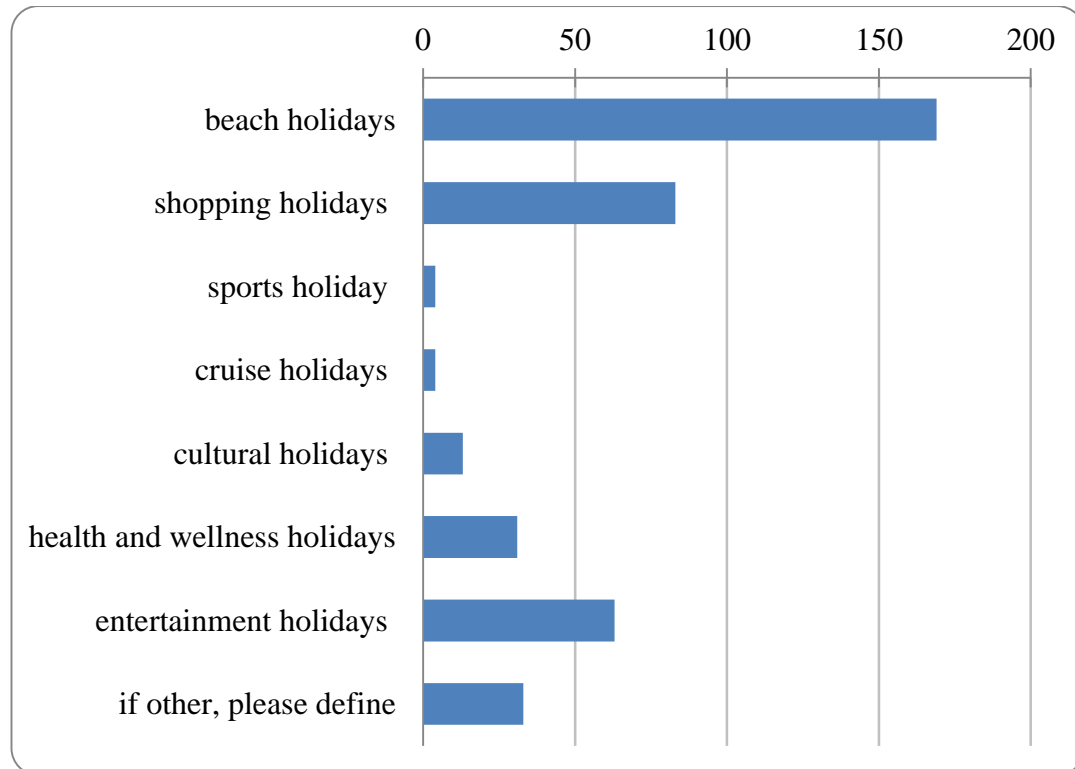
Lyhyen matkan päässä.

Lyhyt lentoaika ja suora lento.

Moreover, the main reason of travelling to Alanya for the respondents was especially the ownership of holiday home or a suggestion of a close family member or friend. In addition traditional Turkish foods tempted Finnish tourist to travel to Alanya.

In the survey the respondents’ views about the features of holiday which they spent as a relevant factor influencing travel behavior was also examined (GRAPH 6). The great majority of the respondents 78% had spent a beach vacation. Just a third of the respondents 38% went on holiday shopping and the the rate for fun was only 29%. The proportion of

health and wellness tourism oriented holidaymakers was 14%. Around 7% of the respondents spent their holiday alone or with family members at their own summer house in Alanya and met relatives and friends, too.



GRAPH 6. Type of holidays of Finnish tourists in Alanya (N=217)

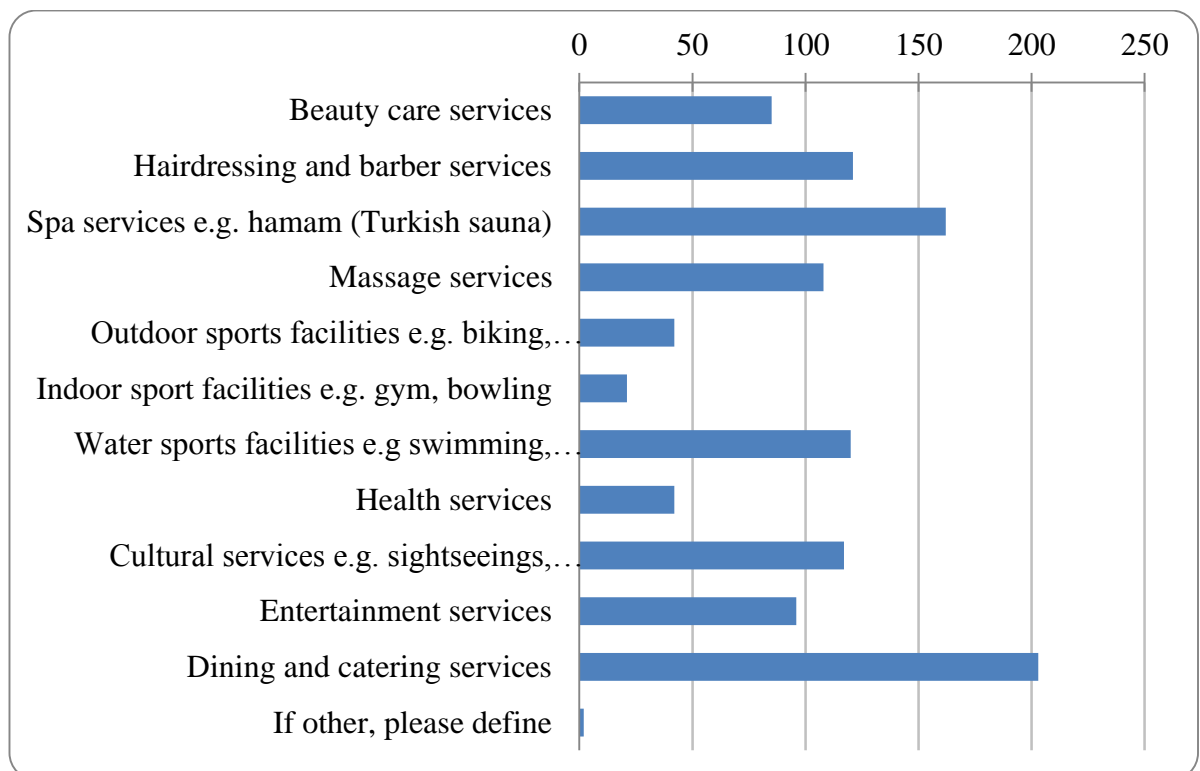
On the basis of the background data collected in this survey, it can be concluded that Finnish women aged from 41 to 50 with a professional degree and working in the field of service and sales are the ones usually travelling to Alanya. They have been to Alanya many times and spent there a beach holiday. In particular, natural elements consisting of the sun, the sea and sand have influenced them to choose their travel destination.

4.2 Use of wellness services in Alanya

The use of wellness services in Alanya among the respondents was surveyed by asking questions such as: what kinds of wellness service(s) / product(s) they used in Alanya, what kinds of experiences they had related to wellness service(s) / product(s) as well as contents,

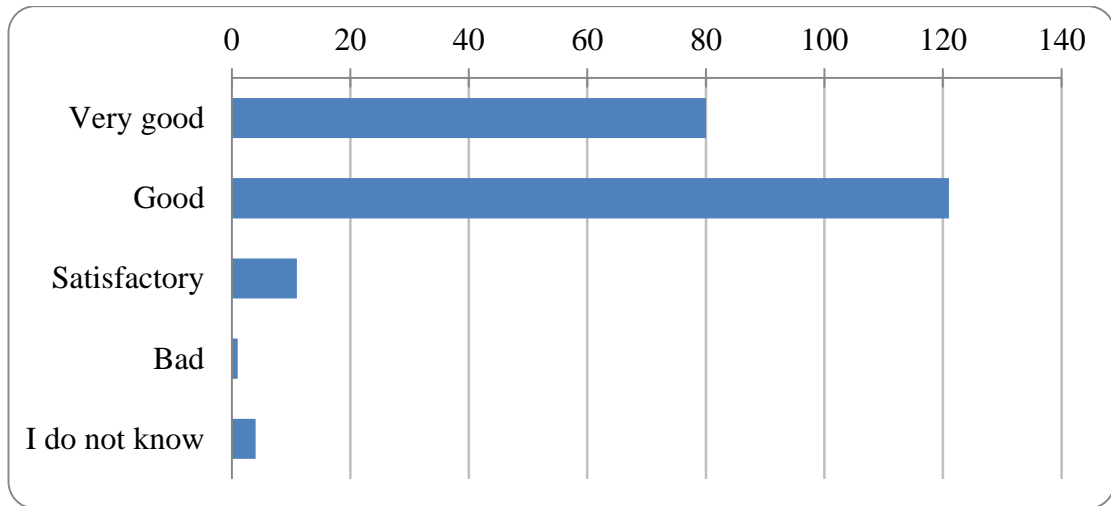
qualities and changes within the last five years. In addition to that, the respondents were asked what they experienced particularly important for their well-being during the journey in Alanya.

The Finnish tourists used various wellness services and products in Alanya resort. (GRAPH 7). Almost all of the respondents 94% utilized the dining and restaurant services. A two-thirds of the respondents 75% had used spa services, and more than half of the respondents 55% had utilized hairdressing, barber shop services and water sports activities. The popular services / products were available cultural services 54% and massage services 50%.



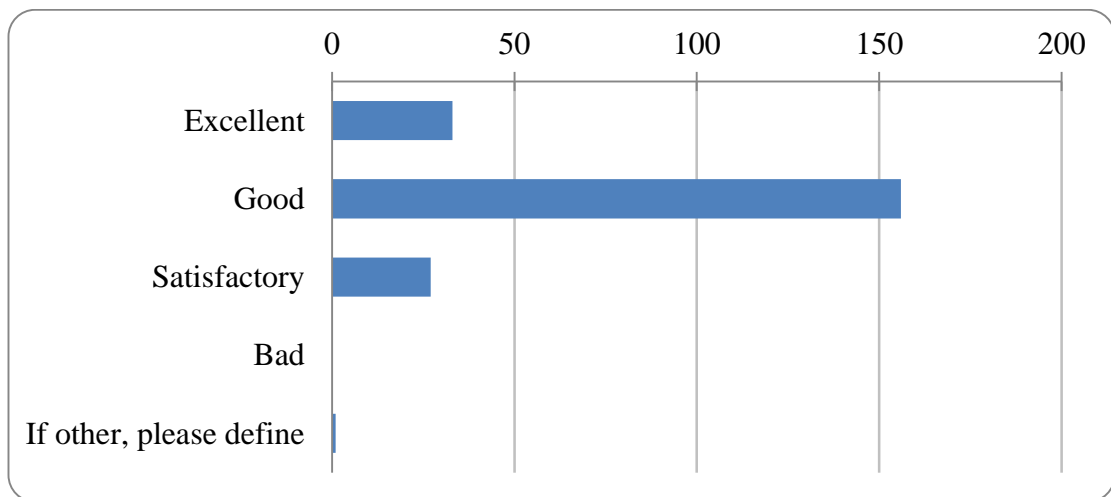
GRAPH 7. The wellness services and products utilized by Finnish tourists (N=217)

In the opinion of a great majority of respondents 93%, their experiences in the use of wellness service(s) and / or product(s) were very good or just good (GRAPH 8). Only 5% of the respondents said wellness products and / or wellness services were satisfying.



GRAPH 8. The Finnish tourists' experiences of wellness services and products (N= 217)

According to 70 % of the respondents, the contents of wellness service(s) and / or product(s) were diverse and the rest of the respondents, 30 % considered them as ordinary. Almost a great majority of the respondents 89 % found the quality of wellness service(s) and / or product(s) provided in Alanya either very good or good (GRAPH 9). None of the tourists found that the quality of products and services was bad.



Graph 9. The Finnish tourists' opinions on the quality of the wellness services and products available in Alanya (N=217)

According to the respondents' views (91/141), some changes had taken places in wellness service(s) and / or product(s) within the last five years. Almost a third of the respondents

(37/90) thought that there are more available than before and the variety of services had become more diverse. According the other third of respondents (34/90), services have developed and become better, but a part of the respondents (20/90) believed that the prices had risen. According to some of the respondents (50/141), no changes related services / products had taken place or they had not mentioned anything about it.

Ne ovat muuttuneet monipuolisimmaksi ja tarjontaa on paljon

Kehittyneet valtavasti. Paikat siistiytyneet, tarjontaa ylipäättään tullut lisää ja hyvinvointipalvelujen tarjonta lisääntynyt (esim. kuntosalit, pyörävuokraus jne. - ovat meille tärkeitä). Ylipäättään voi harrastaa muutakin kuin kaljanjuontia kuppilassa, se on hienoa!

Parantuneet; kosmetologit steriloivat välineet, väriaineet kampaamoissa ovat muuttuneet lempeämmiksi hiuksille.

Parantuneet. Luonnonmukaiset hoidot niitä tullut lisää osteopatia, kiropraktikkohoidot, oikeanlainen manipulaatiohieronta.

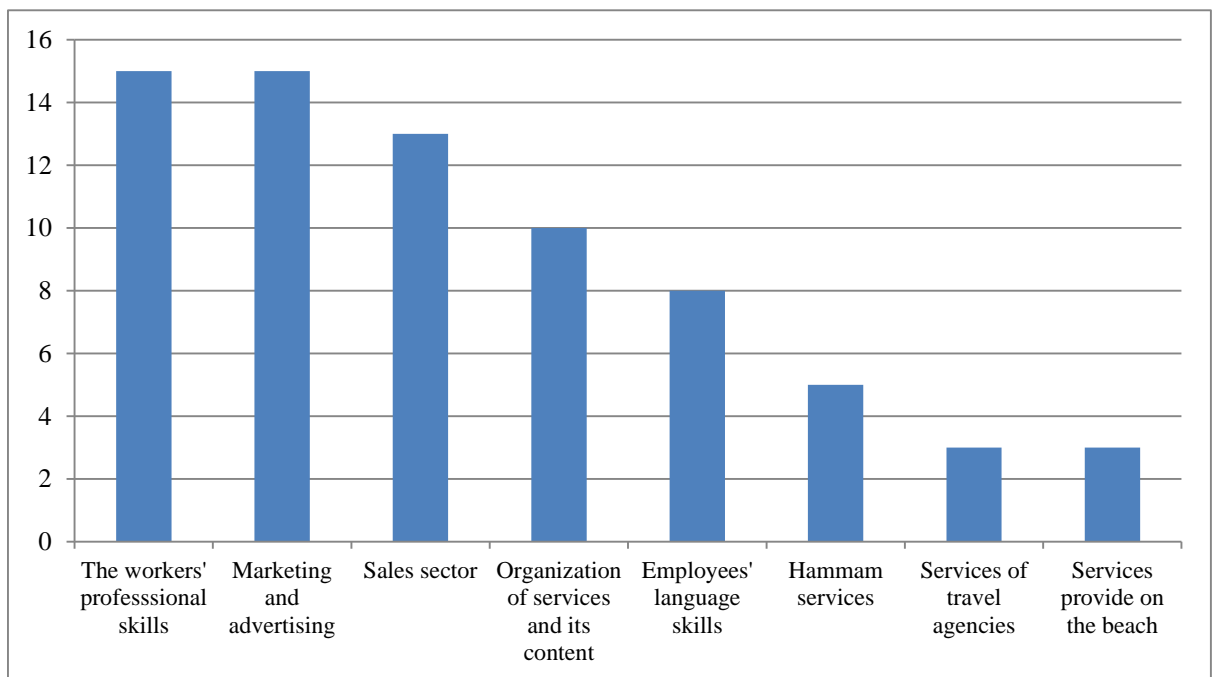
Tarjonta on lisääntynyt ja monipuolistunut. Toki myös hinnat ovat nousseet.

From the point of the Finnish tourists, the important issues were sunny and warm weather, delicious food, friendly people, effective services, security and also fast health care services available. (APPENDIX 5). This question was responded by 166 people and there were 305 expressions of the respondents related to the issue in total.

4.3 The development of wellness services in Alanya

The open-ended questions were asked in the survey in order to research the wellness services and 97 people responded to them. A total of 104 comments on the development of services and products were obtained. On the basis of the respondents' expressions, as it can be seen below from GRAPH 10, the main development targets became prominent in the survey. In summary, they were workers' professional skills, marketing and advertising,

sales, service organization and its content, workers' language skills, (Turkish bath) hamam, travel agency and beach services. Moreover, four important specific things such as golf course and more spacious aircraft were mentioned. The rest of the respondents (16) did not say anything about the need of development concerning services and products. The small number of the respondents (12) thought that the service quality standards were at the same level as before. The rest of the respondents (16) were not able to give an opinion on its development needs.



Graph 10. Development targets of wellness services in Alanya

The workers' professional skills was brought up as the most significant need for development. Skilled workers should have training and strict professional qualifications. The respondents' hoped that there had been more cosmeticians, pedicurists and masseurs. In addition, workers should have aseptic and hygienic skills.

Ammattilaisia koulutuksen saaneita tuottamaan ja tekemään palveluja esim. kosmetologi, hieroja, kampaaja..

Kauneus- ja kampaamopalveluissa olisi tärkeää tietää tekijän alan koulutus / ammattitaito.

Ammattipätevyysvaatimukset tiukemmat.

Hygieniataso ja osaaminen usein on huonoa.

Hierojat, kampaamo- ja kauneudenhoitopalveluja tekijät olisivat koulutettuja ja ammattitaitoisia.

Aseptiikka, valitseisin mielelläni semmoisen hoitolan josta helposti löytyy onko ihmiset koulutettuja esim. jalkahoitajat ja manikyristit.

The respondents had a general opinion that marketing was focused on the sun and the sea. The tourists hoped that the wellness enterprises would provide clearly holistic wellness services / packages and more information would be given about the services / products. Advertising should be enhanced by the co-operation of hotels and travel agents, and Finnish language should be used widely in brochures.

Auringon ja meren lisäksi markkinoitaisiin näkyvästi hyvinvointia edistäviä palveluja. Nykyään ja tulevaisuudessa matkailijat haluavat panostaa omaan hyvään oloon ja terveyteen.

Kokonaisvaltaisia hyvinvointipaketteja voisi markkinoida, esim. lääkärin-tarkastus, fysioterapia/hieronta, erilaisia liikuntapaketteja, kauneudenhoitoja.

Lisää infoa ja tietoa hyvinvointipalveluista ja esim. niissä käytettävistä öljyistä tai muista hoitavista aineista.

Juuri ottamalla tuo ns. hiljainen kausi paremmin käyttöön. Kesällä ja kuumalla kyllä rannalle tulijoita riittää, mutta kaikenlainen aktiviteetti-lomailu, liikunta, kuntoilu ja terveystemat, uppoaisivat paremmin viileämmällä kaudella ja houkuttelisivat maahan uusia kohderyhmiä.

Mainontaa enemmän, esim. hotellien yhteyteen, yhteistyötä matkatoimistojen kautta. Esitteitä palveluista hotelliauloihin, myös suomeksi, ei pelkästään englanniksi.

Turisteille tulisi tiedottaa enemmän erilaisista vaihtoehdoista hotelleissa. Samoin eri kielisiä esitteitä tulisi olla saatavilla. Ei pelkästään turkin tai englanninkielisiä.

The sales sector should also be developed by taking the tourists' view into consideration. It was noted that a respectful approach to customers, eliminating the issues of bargaining and cheating, as well as exhibiting the prices could reduce the problems associated with the sales.

Että kauppiaat antavat rauhassa katsella, eivätkä olisi heti kimpussa, iholla!

Liikaa "tyrkytystä" pitäisi vähentää ! Karkottaa asiakkaita !

Kaupan käynti länsimaisemmaksi, TINKAAMINEN ON ÄLLÖTTÄVÄÄ.
Heti hyvät hinnat, muuten tuntuu huijaamiselta.

"Huijarisetä" ... kiristi vielä sievoisen summan rahaa.

Hinnat esille.

According to the tourists, the quality of the services should be paid more attention to, e.g. by increasing the supervision, organizing the services and developing the service contents. In addition, it was proposed that the services should be centralized and differentiated for customers. In regard to individual services, it was also hoped that health and medical care services would be provided in Finnish language.

Palvelun laatu ei joka paikassa vastaa odotuksia, lisää valvontaa.

Panostamalla tuotteiden/palveluiden laatuun. Ja että lakeja noudatetaan.

Yhteisöllisyyttä yrittäjien kesken ja isompien kokonaisuuksien hoitamista samassa palvelupisteessä.

Samana palvelun tarjoajia on paljon, heille olisi varmasti hyvä löytää joku oma juttu mikä eroittaisi heitä toisistaan.

Lisää henkilökohtaista räätälöintiä palveluihin, nyt asiakkaat käsitellään samana massana.

Seuraamalla hyvinvointipalvelujen kehitystä muualla maailmassa ja tarjoamalla uutuuksia mahdollisuuksien mukaan!

Enemmän terveydenhoitoon.

Enemmän ohjattua liikuntaa esim. hotelleilla vesijumppat.

Olisi hyvää palvelua jos hotelleihin olisi saatavilla terveyden/sairaanhoitajan palveluja. Sh/th voisi ensin arvioida tarvitseeko lääkäriä vai selvitääkö hoitajan neuvoilla. Kynnys avun pyytämiseen madaltuisi ja ikäihmisten turvallisuuden tuntu lisääntyisi. Sh:n käynti voisi olla ns. kotisairaanhoidon käynti ja uskon, että useimmiten se jopa olisi riittävä. Ymmärrän toki, että turistit matkavakuutuksineen ovat hyvä rahasampo sairaaloille, mutta kovin mukavaa siellä vieraassa maassa ei ole hortoilla sairaalan käytävillä ja ihmetellä mitä tapahtuu. Henkilökunnan kielitaito on kovin surkea, lääkäritkään eivät oikein osaa kieltä. Ja ikäihmiset eivät osaa kovin muuta kuin omaa kieltään

Foreign language skills were often needed for employees. The lack of language skills was considered to be an important problem. Especially, workers' English skills should be improved. In addition, Finnish tourists expect to be provided services in Finnish language.

Kielitaidon puute on osassa palveluja edelleen näkyvä ongelma.

Työntekijöiden kielitaitoa tulisi kehittää.

Englanninkieli paremmin haltuun hyvinvointipalveluja tarjoaville.

Ennenkaikkea sitä kielitaitoa pitäisi parantaa! Ei voi vaatia että kaikki Alanyassa vierailevat opettelisivat turkin kielen, heidän on myös opittava esim. hallitsemaan englannin kieli.

Suomenkielisiä palveluja saataville.

Finnish tourists observed some differences in Turkish bath (Hamam) services. It was expressed by the respondents that transparent marketing with the content, prices and operating practices of Turkish bath (Hamam) services should be improved.

Hamameissa suuria eroja.

Useampi turistiystävällinen hamam, jossa kuitenkin myös paikalliset käyvät. Paremmiin esillä, mitä palvelu pitää sisällään, että tietää mistä maksaa.

Ainakin suomalaiset pitävät sauna/kylpylä/vesipuisto-yms. Paremmiin voisivat siellä tuoda itseään esiin tällä alueella. Hotellien auloihin vaan rohkeasti lappua ja suosituksia mukaan. Ja maininta, saako esim. valita pesijän sukupuolen; murrosikäinen tyttölapsi ei oikein pidä ajatuksesta, että mies pesee ja poikalapsi taas vierastaa vierasta naista.

The respondents suggested that in the travel agencies should be more qualified guides and sightseeing tours should organize and develop by the Finnish tourists' needs and expectations.

Oppaita paikalle.

Oppaita opastamaan hotelleihin, lentokentälle, bussiin.

Puhtaita nähtävyyssierroksia, ei mitään yhdistelmiä kauppojen kautta.

According to the tourists' views some improvement should be made for beach services. It is usually expected that there should also be more toilets, beach kiosks and waste bins available, too. The other open-ended question also brought up a range of elements for the development of wellness services: "What type of other wellness services do you wish to obtain in Alanya?" The question was responded by 95 respondents and a total of 100 comments was obtained from the respondents. There were also 37 contended respondents on the available wellness services. The number of respondents (13) did not respond to this question. Most of the respondents expected to have health and rehabilitation services (10), a variety of sports activities (8) and cultural services (4).

The respondents expected to be offered health and rehabilitation services so that the alternative therapies and assistive devices would be also available.

Monipuolisia terveyspalveluja.

Enemmän tarjontaa hammashoidosta.

Paljon kehitettävää luonnonmukaisia hoitoja lisää, laillistettuja kiropraktikkopalveluita ja osteopatiahoitoja jne. vert Isparta ja Avion.

Fysioterapia, lymfahoidot - Jos vielä asuisin niin naprapaatin/kiropraktikon ja kunnan asiansa osaavan hierojan palveluja olisin vailla; tarjolla tuntuu olevan vain hamamin "öljyn levittelijöitä".

Pyörätuoli- ja apuvälinevuokraamo. Vuokraamamme pyörätuolit ovat olleet melko huonokuntoisia ja huono työntää!

A variety of guided sports services were also proposed to be provided. Sports activities could be built around a theme, so that they could be offered all year round.

Monipuolisempia liikunta ja urheilujutskia.

Monipuolisempia kylpyläpalveluja, liikuntalomia.

Vesijumppaa

Rannoilla/puistossa voisi olla aamuisin erilaisia jumpparyhmiä, joogaa, tai-chi.tä.

Ohjattua liikuntaa, muuallakin kuin hotelleissa.

Alanyassa (eikä Turkissa ylipäätään) olla vielä tajuttu luonnon ja liikunnan mahdollisuuksia - mieletön määrä käyttämätöntä kapasiteettia! Alanyan saisi helposti ympärivuotiseen matkailukäyttöön myös hotellien osalta, kun sinne lisäisi eurooppalaisia kiinnostavia 'teemalomia': vaelluslomat (ajatelkaa Taurus-vuoristoon päin: metsiä, nousua, puroja, jne.), 'joogalomat', pyöräilylomat (varsinkin maastopyöräily) - on todella paljon teemoja, joita voisi hyödyntää ja jotka olisivat parhaimmillaan Alanyan talvikautena!

Moreover, cultural services were expected to expand in the future, though traditional sightseeing tours and guided excursion should be available for Finnish tourists, too.

Kulttuuripalveluja monipuolisemmin, ei yksistään historiaan liittyviä kuten museot ja nähtävyydet, vaan esim. klassisen musiikin ja kansanmusiikin konsertteja, taidenäyttelyitä.

Opastettuja kiertoajeluja.

Opastetut retket museoissa.

Opas kertoisi paikallisesta elämästä.

4.4. Conclusions

According to the results of this thesis, a typical tourist who visited Alanya was a Finnish female between 40-50 years old who has a professional degree. She has been often to Alanya and spent there a beach holiday. In particular, natural elements consisting of the

sun, the sea and sand have influenced her choice of the travel destination. According to Suontausta and Tyni, a wellness tourist is a middle-aged person who has on average higher educational background and has traveled a lot. (Suontausta & Tyni 2005, 115-116.) A small proportion 14% of participants said that they especially had a wellness holiday. However, natural and wellness resources were important factors that visitors utilized during their holiday in Alanya. However, Bushell & Sheldon pointed out that wellness tourism involves a series of experiences in tourism destinations with wellness products, facilities, proper infrastructures, and natural and wellness resources which are of great importance for holistic wellness tourism. (Bushell & Sheldon 2009, 11.)

Wellness services were used by all respondents. Over half of them had used the dining and restaurant services, spa and massage services, hairdressing and barber shop services, water sports activities and cultural services. The wellness services that Finnish tourists used the least included outdoor and indoor facilities and health services. The respondents' experiences in the use of the wellness service (s) and / or product (s) were good. In addition, the respondents were satisfied with the content and quality of wellness services. One third of the respondents believed that wellness services had improved in recent years. The respondents of this research survey might be the wellness-oriented consumers (cf. SRI International 2010, 25.) The respondents of the survey had wellness activities, for example, health, sport, adventure and wellbeing (cf. Bushell & Sheldon 2009, 11.)

It became apparent that the wellness enterprises should develop their operations and the content of the services as well as improving workers' skills. Alanya offers a wide range of wellness services and products for tourists (Altav 2011), but in companies' activities one should particularly place excessive emphasis on marketing, advertising and sales concerning wellness services and also they should develop how to organize their services in a better way. In addition, it was expected that workers should have a good professional education and they should have good language skills.

In my opinion, on the basis of conclusions, the content of wellness concept should be extended so that the sea, sand and the sun would be taken into account because wellness is multidimensional, holistic, individual and also influenced by the environment (cf. SRI International, 2010.7). Furthermore, the companies that provide wellness services and products could diversify their services and bring forward a wider vision on the wellness

services when marketing and advertising. Service provider companies should hire highly trained professionals and also provide them in-service training.

5 DISCUSSIONS AND RECOMMENDATIONS

The aim of this study was to describe the ideas of the tourists who had visited Alanya concerning wellness services / products and how to improve them. Research tasks were: “What kinds of services and products related to wellness and well-being did the tourists use in Alanya?” and “How can the wellness services and products be improved for tourists who visit Alanya?” This study was a descriptive research, but both qualitative and quantitative research methods were used to analyze the data collected from the respondents of online survey.

The research topic was of particular interest to me, because Alanya has been a popular tourist destination in Finland for a long time. I often visit Alanya, so Alanya’s tourism and its development were considerable issues for me from the viewpoint of wellbeing. The research study started on my own initiative on the topic. I familiarized myself with the related research topic written resources on the Internet. It was not easy to find out research projects on Alanya so I had to use documents available on websites. When writing out the theoretical framework of thesis, I utilized various sources in English, Finnish and Turkish, through which I learned much about terminology of the wellness tourism and its contents.

In the implementation phase of the research study, I thought that it was useful and easy to design a web-based survey questionnaire in order to gather the required data from the respondents. In particular, Webropol online survey and analysis tool enabled me to collect data and analyze the responses easily and quickly, but in depth. Due to the fact that there was a large number of participants in the online survey, the categorization of open-ended questions’ responses was extremely tiring but interesting.

This research thesis allowed me to develop my professional skills because it required being organized and determined to conduct it thoroughly. Moreover, I gained valuable experiences in cooperation with my supervisor teacher and fellow students by exchanging ideas and making discussions on the research project. In the future, an in-depth research about wellness tourism on Alanya topic could be conducted, for example, with contribution of people from many different countries and wellness services providing companies. When

it comes to the research method for future purposes, semi-structured interviews could be used.

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APPENDIX 1

Hyvä vastaanottaja!

Oma hyvinvointi on useimmille tärkeä asia, jota halutaan ylläpitää ja edistää myös matkustettaessa.

Oheisessa kyselyssä Teillä on mahdollisuus kertoa mielipiteenne Turkin Alanyassa tarjottavista hyvinvointipalveluista ja niiden kehittämistarpeista. Hyvinvointimatkailu tuottaa matkailijalle hyvää oloa vielä matkan päätyttyäkin, ylläpitää ja edistää terveyttä sekä tuo vireyttä elämään

(Matkailun osaamiskeskus, 2013).

Vastauksenne ovat olennainen osa Centria ammattikorkeakoulun restonomiopintoihin sisältyvää opinnäytetyötäni. Työn tarkoituksena on kuvata Alanyassa käyneiden matkailijoiden mielipiteitä käyttämistään hyvinvointipalveluista ja niiden kehittämisestä.

Kyselylomakkeen täyttäminen kestää noin 15 minuuttia. Vastaamaan pääsette alla olevasta linkistä. Osa kysymyksistä on pakollisia (*), jotta voitte edetä kyselyyn vastaamisessa. Toivon saavani vastaukset 25.4.2014 mennessä.

Vastaukset käsitellään nimettöminä ja luottamuksellisesti. Lisäksi vastaukset hävitetään, kun tulokset on analysoitu. Opinnäytetyö on luettavissa osoitteessa www.theseus.fi. Vastaa mielelläni tutkimusta koskeviin kysymyksiinne.

<https://www.webpolsurveys.com/Answer/SurveyParticipation.aspx?SDID=Fin772527&SID=d58d01b1-1e9f-4d01-98b8-9982bc2c9e9c&dy=1043374023>

Kiitos yhteistyöstä!

Hüseyin Özkoc
E-mail: huseyin.ozkoc@cou.fi

APPENDIX 2

Dear Recipients,

The well-being is significant issue for many people, which is in demand to maintain and promote their wellbeing while travelling, too. In the enclosed questionnaire, you have opportunity to tell your opinions about wellness services that are offered and the necessities of improving them in Alanya, Turkey. The wellness tourism produces a good feeling for travelers even at the end of the journey as well as it maintains and promotes health and brings vitality to life. (Matkailun osaamiskeskus, 2013).

Your answers will be an essential part of my thesis project in the department of Hospitality Management Studies at Centria University of Applied Sciences. The aim of the project is to express the opinions of the tourists who visited and used wellness services in Alanya and related promoting them.

Questionnaire will take approximately 15 minutes to fill in. You can answer through the link below. Some of the questions are compulsory (*), so that you can deal with the next question. I hope to get the answers by the end of 15.4.2014.

All information supplied will be treated anonymously and confidentially. In addition, the answers will be destroyed after the results have been analyzed. The thesis is available at www.theseus.fi. I will be glad to answer your questions about survey.

<https://www.webpolsurveys.com/Answer/SurveyParticipation.aspx?SDID=Fin772522&SID=f3c699c2-398f-4013-a7d6-0a0191965745&dy=1722935389>

Thank you for your co-operation!

Hüseyin Özkoç

E-mail: huseyin.ozkoc@cou.fi

Kysely hyvinvointimatkailusta Alanyassa

1. Minkä ikäinen olette? *

- alle 20 vuotta
- 21-30 vuotta
- 31-40 vuotta
- 41-50 vuotta
- 51-60 vuotta
- 61-70 vuotta
- yli 70 vuotta

2. Mikä on sukupuolenne? *

- Nainen
- Mies

3. Mikä on korkein koulutustasustanne? *

- peruskoulu
 - lukio
 - ammatillinen tutkinto
 - ammattikorkeakoulututkinto tai alempi korkeakoulututkinto
 - ylempi korkeakoulututkinto
 - Muu, mikä?
-

4. Mikä on ammattinne? *

5. Milloin olette viimeksi käynyt Alanyassa? *

- Viime vuonna
- Kaksi - kolme vuotta sitten
- Neljä - viisi vuotta sitten
- Kuusi tai useampi vuosi sitten

APPENDIX 3/2

6. Kuinka kauan aikaa olitte silloin Alanyassa? *

- Viikon
- Kaksi viikkoa
- Kolme viikkoa
- Kuukauden tai kauemmin

7. Kuinka monta kertaa olette käynyt Alanyassa? *

- Kerran
- Kaksi kertaa
- Kolme - viisi kertaa
- Kuusi kertaa tai enemmän

8. Millä perusteella valitsitte Alanyan matkakohteeksi? *

9. Minkälaisen loman viime kerralla vietitte Alanyassa? *

Voitte valita alla olevista vaihtoehdoista yhden tai useamman kohdan.

- Rantaloman
- Shoppailuloman
- Urheiluloman
- Risteilyloman
- Kulttuuriloman
- Terveys- ja hyvinvointiloman
- Viihdeloman
- Muu (täsmennä) _____

APPENDIX 3/3

10. Minkälaisia hyvinvointipalveluja tai -tuotteita olette Alanyassa käyttäneet? *
 Voitte valita allaolevista vaihtoehdoista useita palveluja tai tuotteita.

- Kauneushoitopalvelut
- Kampaamo- tai parturipalvelut
- Kylpyläpalvelut (esim. hamam turkkilainen sauna)
- Hierontapalvelut
- Ulkoliikuntapalvelut (esim. pyöräily, melonta, vaeltaminen, rantalentopallo, safariretket)
- Sisäliikuntapalvelut (esim. kuntosali, keilaaminen)
- Vesiliikuntapalvelut (esim. uiminen, Aqua Park - vesipuisto, vesihiihto, snorklaus, veneristeilyt)
- Terveyspalvelut
- Kulttuuripalvelut (esim. nähtävyydet, museot)
- Viihdepalvelut
- Ruokailu- ja ravintolapalvelut
- Muu (täsmennä)
-

11. Minkälaisia kokemuksia teillä on Alanyassa käyttämistänne hyvinvointipalveluista ja / tai -tuotteista? *

- Erittäin hyvä
- Hyvä
- Tyydyttävä
- Huono
- En osaa sanoa

12. Mitkä asiat koette hyvinvointinne kannalta tärkeimmäksi Alanyan matkanne aikana?

APPENDIX 3/4

13. Miten mielestänne Alanyassa tarjottavat hyvinvointipalvelut ja -tuotteet ovat muuttuneet viimeisen viiden vuoden aikana?

14. Minkälaisena pidätte Alanyassa tarjolla olevien hyvinvointipalvelujen ja / tai -tuotteiden sisältöä? *

- Monipuolinen
- Tavanomainen
- Suppea

15. Minkälaisena pidätte Alanyassa tarjottavien hyvinvointipalvelujen ja / tai -tuotteiden laatua? *

- Erinomainen
- Hyvä
- Tyydyttävä
- Huono
- Muu, millä perusteella?

16. Minkälaisia muita hyvinvointipalveluja toivoisitte Alanyassa tarjottavan?

17. Miten mielestänne Alanyan hyvinvointipalveluja tulisi kehittää?

APPENDIX 4/1

1. What is your age?
 - a) less than 20
 - b) 21 to 30
 - c) 31 to 40
 - d) 41 to 50
 - e) 51 to 60
 - f) 61 to 70
 - g) 71 or older

2. What is your gender?
 - a) female
 - b) male

3. What is the highest level of education you have completed?
 - a) comprehensive school
 - b) high school
 - c) vocational degree
 - d) Bachelor's level polytechnic degree or Bachelor's degree
 - e) Master's degree
 - f) or other else

4. What is your current occupation?

5. When did you last visit Alanya?
 - a) last year
 - b) two or three years ago
 - c) four or five years ago
 - d) six or more years ago

6. How long did you stay in Alanya at that time?
 - a) one week
 - b) two weeks
 - c) three weeks
 - d) one month or longer

7. How many times have you been to Alanya?
 - a) once
 - b) twice
 - c) three to five times
 - d) six times or more

8. What were main factors influencing your decision when choosing Alanya as a destination of your holiday?

9. What kind of holiday did you last spend in Alanya ?

- a) beach holidays
- b) shopping holidays
- c) sports holiday
- d) cruise holidays
- e) cultural holidays
- f) health and wellness holidays
- g) entertainment holidays
- if other, please define

10. What kind of services/products related to wellness did you have in Alanya?

- a) beauty care services
- b) hairdressing and barber services
- c) spa services e.g. hamam (Turkish sauna)
- d) massage services
- e) outdoor sports facilities e.g. biking, canoeing, hiking, beach volleyball, safari tours
- f) indoor sport facilities e.g. gym, bowling
- g) water sports facilities e.g. swimming, aqua park, water skiing, snorkeling, boat cruises, health services, cultural services e.g. sightseeings, museums
- h) entertainment services, dining and catering services
- if other, please define

11. What kind of experiences did you have about using of wellness services/products in Alanya?

- a) very good
- b) good
- c) satisfactory
- d) bad
- e) I do not know

12. What are the most important things related to your well-being that you experienced during your stay in Alanya?

13. What is your opinion on the wellness services/products offered in Alanya which changed in the last five years?

14. What is your opinion on the content of wellness services/products on offer in Alanya?

15. What is your opinion about the quality of wellness services/items available in Alanya?

16. What sorts of other wellness services/products in Alanya would you expect to be served for you in the future?

17. What would you suggest developing wellness services/items in Alanya?

APPENDIX 5

The respondents regarded the following items as important about their wellbeing that they had experienced during their travel to Alanya.

Aurinkoinen sää

Hyvä lämmin ilma.

Lämpö ja hyvä ilmasto.

Hyvä ruoka!

Hyvä terveellinen ruoka

Turvallinen ja puhdas ruoka

Ihmiset ovat avoimia ja ystävällisiä.

Mukavat ihmiset.

Ystävälliset ja ihanat ihmiset.

Ystävällinen palvelu

Hyvä palvelu

Toimivat palvelut.

Meille tärkeitä asioita lomalla on asioitten sujuminen mutkattomasti, palvelu on hyvää ja ystävällistä

Palveluiden ostamisen ja niistä nauttimisen helppous.

Turisteille on hyvät palvelut esim hammaslääkärissä oli helppo käydä ja kampaamossa on vaa jotenki taianomaista.

Turvallisuus

Turvallinen maa lomailla

Turvallisuus kun koko perheen kanssa on liikkeellä.

Turvalliset liikkumismahdollisuudet.

Toimiva terveydenhuolto!

Terveyspalveluiden saatavuus

Sairaalat lääkärit apteekki. Nopeeta palvelua.

Kokemusta on paikallisesta sairaalasta ja vesipuiston ensiavusta, molemmat oikein hyviä.

Monipuoliset terveydenhoitopaikat, sairaalat, hammaslääkärit, ei jonotuksia, edullista.