

Romance Tourism and Finnish women

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<p>Romance tourism is a discussed quite a lot in media both in Finland and abroad. The media has create a certain kind of image of women`s romance tourism. The main aim of this study was to study how Finnish women perceive the romance tourism. The research questions were: does women travel to abroad to seek for holiday romance and why do they travel to abroad to seek for the romance. To find out women`s mental images of romance tourism was also one aim of the research. The phenomenon of women`s holiday romances has been a kind of taboo. However, the phenomenon is not new, and now it has become very current topic. The topic is fresh and there wasn`t any studies in Finland on romance tourism when this thesis project started. This project started from the researcher`s own idea and the interest towards the topic.</p> <p>The theoretical part of the thesis focuses on romance tourism in general. Theoretical framework clarifies gender equality in Finland and the importance of values and travelling for Finnish people. Theoretical framework also clarifies differences with romance tourism and sex tourism, women`s motivates for romance tourism, risk taking and romance tourism, beach boys, ethical issues, the impact of unemployment on sex tourism and what are the female sex tourism destinations. The idea in theoretical part was to create an overall picture of phenomenon of romance tourism.</p> <p>The survey was carried out in Spring 2015 and the data was collected using both quantitative and qualitative methods. Statistical data was collected in a form of online survey Webropol. The links to the questionnaire were distributed in social media. The objective of the survey was Finnish women.</p> <p>The results of this study shows that phenomenon of women`s romance tourism isn`t a novelty for Finnish women. Some women have experience it, some haven`t. Among the Finnish women, romance tourism is quite acceptable. Finnish women are independent, intelligent and rational. Finnish women doesn`t necessarily travel to abroad to find holiday romances. Holiday romances are something which can happened during the holiday. Finnish women know what is going on with their holiday boyfriends and they enjoy the feeling as long it last. Finnish women are not sex tourists. Finnish women are more love seekers. Holiday companion isn`t a toy to whom you give gifts and money. Holiday companion is an equal partner who knows what he is doing. Holiday romance gives women opportunity to escape from daily routines. According to Finnish women, the best sex tourism destinations are Mediterranean countries like Greece and Turkey.</p>	
Keywords Romance tourism, Finnish women, Sex tourism, Gender equality, Motivates for romance tourism, Beach boys, Sex tourism destinations	

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1 Introduction

In recent years, the topic of female Western travellers, who have become involved with foreign men during their holiday, has received increased attention in magazines and on TV. For example destinations like Gambia, Caribbean and Dominican Republic have track public attention to English women who travel to these destination seeking for local bumsters, beach boys, rastitutes or sanky pankies (Dailymail Online 2013.) Somehow these magazine articles and TV documentaries create a picture of desperate middle-age English women who travel to abroad to find romance because they can't find it at home. Women fall in love with their young beach boys and doesn't understand that they have been only used as a provider of money, goods or meals. On the contrary, documentary like Cow-boys in Paradise, shows that the women who travel to these holiday destinations, in this case to Bali, aren't just middle-aged English women but instead they are women from different age groups and nationalities. But something which connects all these women, is seeking for romance on abroad from local men.

When you read articles like these and watch documentaries it awakes many questions. What do women themselves think about this topic? Do they find themselves as desperate women who are after gorgeous poor foreign men? Why do they travel abroad to seek holiday romance? What about Finnish women? Are there Finnish women who belong to this same travel gender who travel for seeking romance? Or is it just foreign women who tend to do this? I became really interested of this topic when I was working as a travel guide in several Mediterranean holiday destinations. Tourists I was responsible to were mainly Finnish but in these holiday destinations were tourists all over the world. I recognized that some women came on holiday only with one thought on their mind, how to find local men for holiday romance. There were women from different age groups, they weren't just desperate middle-aged women.

I noticed that in Finland nobody has research this topic and especially Finnish women's affection towards foreign men. This was the main reason why I wanted to study on this topic.

When I was working as a travel guide abroad in countries like Greece and Turkey, the topic of female romance or sex travellers came really familiar to me. Some women didn't even want to hide the fact that the reason for their holiday was to find a holiday companion. Some women came on holiday on package tours, some came by them own. In Turkey and especially in Alanya, there are many places where you can find easily holiday companion and these places are well known among the Finnish women. Some women didn't

need to search for the holiday romance because they had their “boyfriends” waiting for them. For me it was a bit difficult to witness these boyfriend meetings. I saw many times the same boyfriend with other women week after week. I don't know if these women knew that they weren't the only ones in their boyfriends lives or maybe they just didn't care. Some women were looking for fun for the week and it was nice to have same man waiting for them when they returned to on holiday. It is difficult for me to say is there differences between Finnish women and women from other countries how they feel about these holiday romances. My opinion is that Finnish women are quite realistic how they experience these holiday romances. Younger women or girls are more in love with their holiday companions than older women. I guess the age bring more knowledge for these matters.

1.1 Research objectives and research questions

The aim of the thesis was to find out *why* Finnish women travel to abroad to seek for holiday romance.

To get deeper understanding, the thesis project also aims to answer the following supporting research questions: Have women been seeking for romance on their holiday? Why do they seek holiday romance? Do they think it's socially acceptable? What women will get from holiday romance? How do they feel during the holiday and after the holiday when they have been experiencing the holiday romance? Is it acceptable to give gifts or money to your holiday boyfriend? What are the best destinations to find holiday romance?

The results of this study can be used by different travel agencies. The help of segmentation, travel agencies can target their marketing efforts to right market segments.

1.2 The structure of the report

The theoretical framework of the study is introduced in chapters two and three. In chapter two, theoretical framework clarifies gender equality in Finland and the importance of values and travelling for Finnish people. In chapter three, theoretical framework clarifies differences with romance tourism and sex tourism, women's motivates for romance tourism, risk taking and romance tourism, beach boys, ethical issues, the impact of unemployment on sex tourism and what are the female sex tourism destinations. Theoretical framework is base for the electronic questionnaire.

In this study, data was collected with using of quantitative method. The Webropol survey was based on quantitative method which was carried out in online survey. The idea of

online survey was to reach as many respondents as possible and collect useful statistical data. Also qualitative method was used when the open questions were analyzed. The idea of using qualitative research was to study a particular subject in depth and especially because the subject was new. In chapter four, you can learn more about research methods and the process of the study. In chapter five, the results of research are presented.

The aim of the research was to create an overall picture of phenomenon of Finnish women's romance tourism and the mental images which it generate with the help of online survey. In chapter six, theoretical frame work is compared with research results and also you can read conclusions of the whole study and the learning process of the author thru writing the thesis.

2 Finnish values

In this chapter is described the gender equality in Finland and in Nordic countries and how it has effected on women's education, work-life and on domestic works. Values and traveling are important for Finnish people. In this chapter you can learn more about it.

2.1 The gender equality in Finland

Finland is known as a country where women and men have the same equality of rights. The Ministry of Social Affairs and Health is coordinating and controlling the situation of gender equality nationwide.

The Ministry of Social Affairs and Health is part of the Finnish Government. It is in charge of the planning, steering and implementation of social and health policy. The goal of the Ministry of Social Affairs and Health is to ensure that everyone has an equal opportunity to lead a healthy and socially secure life. The Ministry of Social Affairs and Health plays a key role in promoting gender equality by preparing legislation, monitoring the situation of gender equality nationwide, coordinating the development of activities on gender equality and promoting the implementation of the objectives of the government's equality policy. (Ministry of Social Affairs and Health 2015.)

The Act on equality between women and men (609/1986), i.e. the Gender Equality Act came into force on 1.1.1987 and after that a number of changes have been made. The intent of the Equality Act is to prevent discrimination based on sex and to promote equality between women and men and to improve the status of women, particularly in working life. The intent of the act is also to improve gender identity or discrimination based on gender expression. (The Ombudsman for Equality 2015; Finlex Data Bank 2015.) The Equality Act is applied in general all aspects of social activities and in all area of life (The Ombudsman for Equality 2015).

Finland was third in a world and first in Europe in 1906 who gave women right to vote as part of the universal and equal suffrage. At the same time women was allowed to stand for election and in 1907 was elected the world's first female MPs to parliament. (Statistics Finland 2015.)

In all the Nordic countries there is an increasing gender gap in higher education even though the level of education varies between the countries. The gender gap in tertiary

education is widening. There is a higher share of men than women who only have primary education. Women account for the majority of graduate students. This is shown especially in the age group 25-39 years. (Norden 2015.) The differences between gender gaps are presented on the figures below (figure 1 and 2).

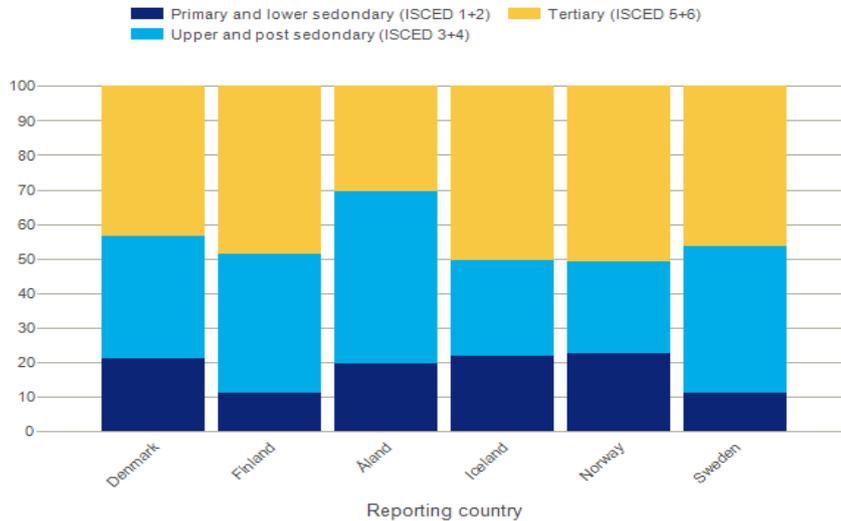


Figure 1. Educational attainment 2013 (women aged 25-39) (Norden 2015)

Figure (1) shows that Finland is one of the countries where 50% of women have tertiary education. Totally 40% of women have upper and post-secondary education.

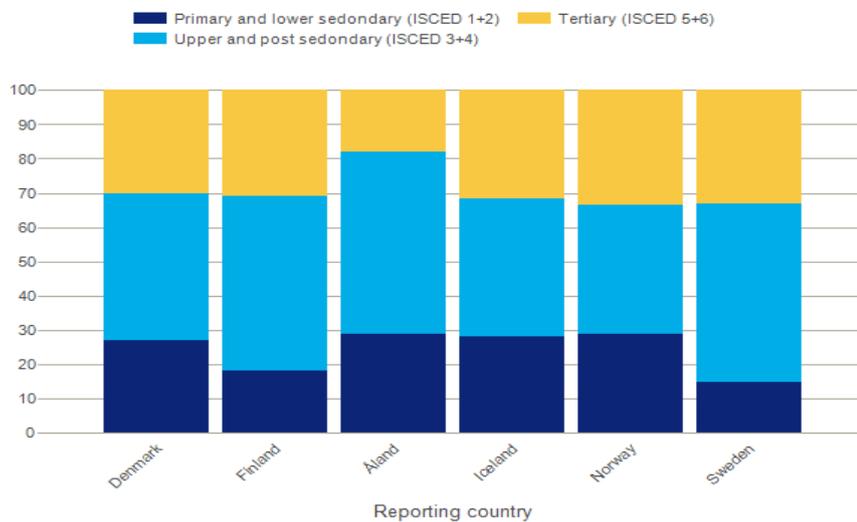


Figure 2. Educational attainment 2013 (men aged 25-39) (Norden 2015)

Figure (2) shows that only 30% of Finnish men have tertiary education. Totally 50% of men have upper and post-secondary education.

Also Statistics of Finland show the same gap between the genders. Amount of academic women have increased in Finland in last decades.

		Amount (count) of academic people in Finland		Amount (%) of academic people in Finland	
Age	All together	Women	Men	Women	Men
20-24	18300	14411	3889	8,7	2,2
25-29	106 418	65 952	40 466	39,7	23,1
30-34	138 929	82 252	56 677	49,2	31,9
35-39	117 335	67 332	50 003	42,0	29,5
40-44	87 957	48 628	39 329	30,2	23,6
45-49	80 356	43 828	36 528	23,7	19,4
50-54	69 025	36 071	32 954	19,5	17,7
55-59	62 450	30 660	31 790	16,0	17,0
60-64	53 127	23 809	29 318	12,0	15,3

Table 1. Amount of academic people in Finland in year 2012 (Statistics Finland 2015)

Table (1) shows that women from 20 to 50 years are more educated than men from same age. Only men from 55 to 64 years are more educated than women. Women have been able to work coequal with the men and earn the same salary than men are earning since 1962. (Statistics Finland 2015.)

In Finland there is an equal amount of women and men working. In figure (3) you can see the benefits of Gender Equality Act. It has enabled women to study and work in Finland equally with the men.

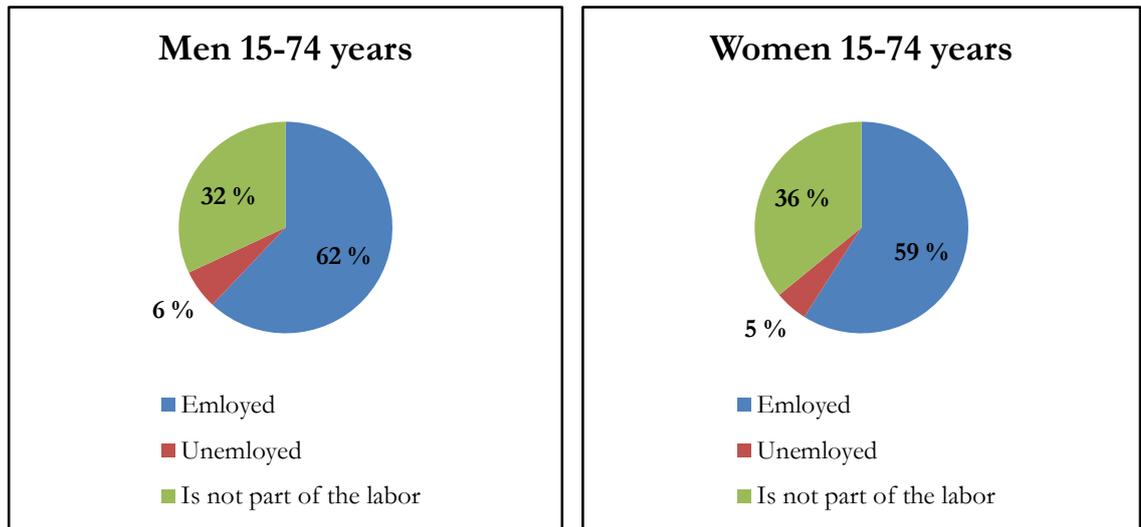


Figure 3. Amount of men and women working in Finland in 2012 (Statistics Finland 2015)

Figure (3) shows that there are only a few percentage differences between men’s and women’s employee situation. Unemployment rate is quite low. Most of the Finnish men and women are working.

The ability to combine work and family responsibilities and to attain work-life balance is essential for progress in relation to gender equality in general. Work–family reconciliation measures include for example access to quality child care as well as parental leave. This give both mothers and fathers the opportunity to stay at home and take care of the children and related family responsibilities. Domestic work, which largely remains unpaid work, includes the work performed in a household. (Norden 2015.)

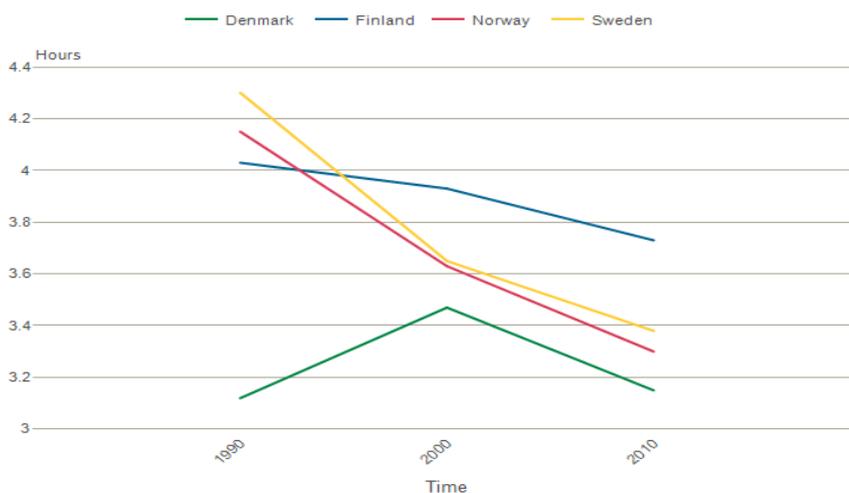


Figure 4. The indicator shows hours spent on domestic work by women per country during one day (Norden 2015)

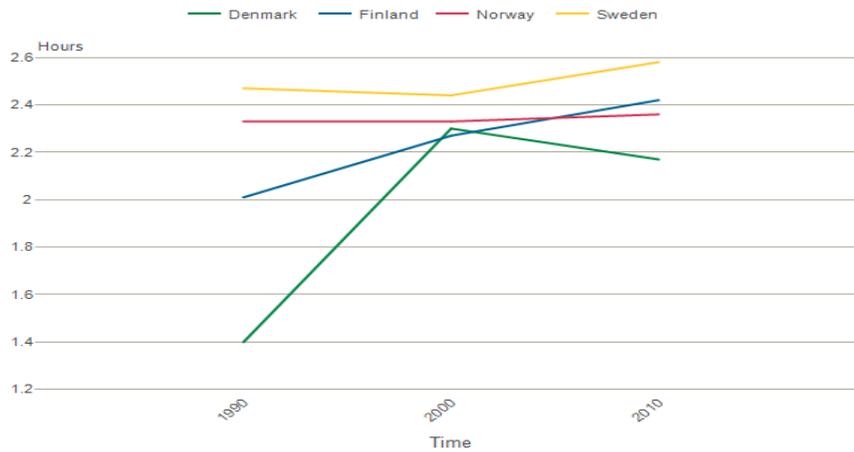


Figure 5. The indicator shows hours spent on domestic work by men per country during one day (Norden 2015)

Men's time spent on domestic work has increased in all Nordic countries and women's time spent on domestic work has in contrast decreased (figure 4 and 5). Still in Finland the women do the most of domestic works although they work as much as men.

2.2 Values and travelling are important for Finnish people

Professor of social psychologist, Klaus Helkama, has studied values of Finnish people. Finns choose their field of study and work based on their own values. Universalism, equality and safety seem to be particularly important values for Finnish people. Finnish appreciates these values more than other Europeans. Finns are really rule oriented nation. Also safeness is important to Finns. Finland is one of the rare countries in Europe where people trust each other's. Gender differences in supporting for different values are similar across the world. Finland is the only country in the world where safeness is more important to men than women. (Väestöutiset 2015, Helsingin Sanomat 2015.)

If values are important for Finnish people so are travelling. According to Statistics Finland's preliminary data, Finnish residents travelled eagerly to Central Europe in May to August 2015. Almost 20 per cent more trips were headed there than in the year before. Especially Mediterranean countries like Greece and Turkey increased their appeal. (Statistics Finland 2015.)

Package tours are not more popular in summer than in any other time of the year. Totally 89 per cent of trips made to Greece and 55 per cent of trips made to Turkey were package tours. Instead to Spain and Italy, only a small part of the trips were package tours.

Around 20 per cent of trips to Spain and just nine per cent trips to Italy were package tours. (Statistics Finland 2015.)

The summer in Finland was chilly and Finnish people could only dream of a heat wave in the middle of the summer. Many Finns made their dreams of hot weather true by making a holiday trip to southern Europe. A total of 589,000 trips were made to northern Mediterranean countries. July was the most popular month for travelling abroad, as then the number of trips abroad with overnight stay in the destination country was 789,000. (Statistics Finland 2015.)

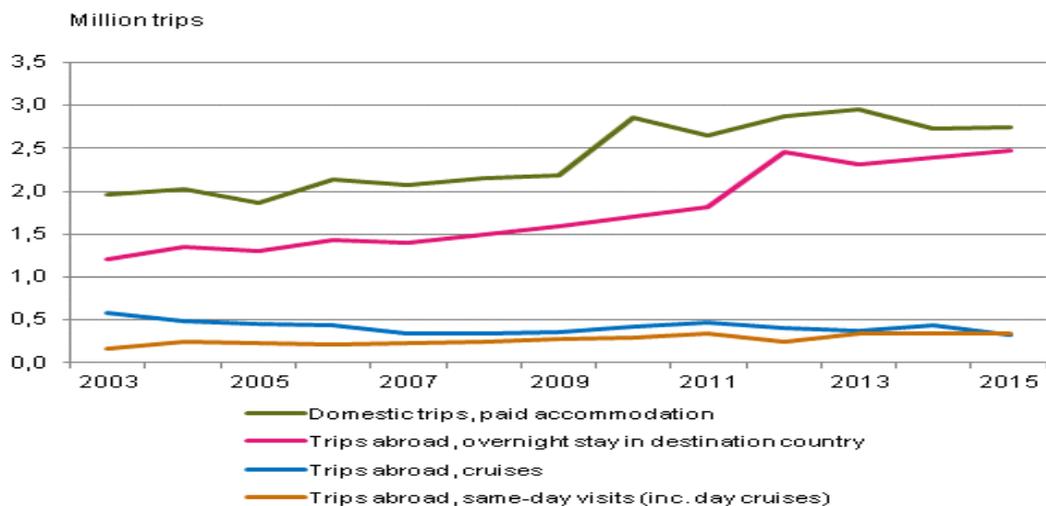


Figure 6. Finns' leisure trips in May to August 2003 to 2015 (Statistics Finland 2015)

The figure (6) shows how many trips Finnish people have made since year 2003. There is a big difference in Finns' leisure trips in past decade. Finns' travel has increased a lot. Travelling isn't anymore the leisure of wealthy people. Now days travel all age groups despite from which social class they come. Traveler can be old or young, married or single or with the family.

In Finland it is fully acceptable for women to travel on holiday alone or with a group of friends. Some of these women look for romance. Romance tours will be introduced on the next chapter.

3 Sex tourism or romance tourism?

In this chapter you can learn more about differences between romance tourism and sex tourism, motivates for romance tourism, risk taking, beach boys, ethical issues, the impact of unemployment on sex tourism and what are the female sex tourist destinations.

3.1 Sex tourism in general

Sex tourism is perhaps the most emotive phrase in the world of tourism. There is no doubt that that sex tourism is not a new concept. It has been around here for a long time and in various forms. Even Romans took part in orgies involve a high degree of sexual experimentation. (Horner & Swarbrooke 2004, 300.) We are living an era of economic globalization, sexual commodification and international travel, where sex tourism is an increasingly widespread phenomenon (Frohlick 2008, 51). Traditionally people think that sex tourists are men. But social change has meant that, increasingly, women are also becoming sex tourist in greater numbers (Horner et al. 2004, 304). Horner et al. continues that women are also even more becoming involved in tourist trips which look a little more like commercial, rather exploitative sex tourism which is more often associated with men. Female sex tourism is either an important step in the drive of for equality of opportunity for women or a matter of women just behaving as badly as men. (Horner et al. 2004, 305-306.)

According to Joan Phillips' study of hustlers in Barbados, women began entering into the sex tourism industry as consumers already in the early 1960s (Phillips 2008, 201).

Frohlick states that the advent of female sex tourism has piqued a lot curiosity in the public imagination. Plays, movies, books and other popular culture introduce a phenomenon traced to about the late 1970s at the convergences of mass global tourism, sexual liberation and second wave feminism. Frohlick heighten that a new subject has emerged: The female sex tourism. Western women began touring to non-Western destination and developing countries in the global South and engage in dalliance with local men desired for their otherness and exotic masculinities. (Frohlick 2010, 54.) Also LaFont & Pruitt write in their study that with new economic power, many Euro-American women searched an identity beyond the confines of the traditional gender script offered in their cultures. Female tourists had the opportunity to explore new gender behaviour when they were free from their own society's constraints. (LaFont et al. 1995, 423.)

LaFont et al. continues that relations between female tourists and local men present of rich opportunity for understanding the reproduction and transformation of gender and

power as the women and men engaging these relationships experiment with new identities and gender roles (LaFont et al. 1995, 422-423).

3.2 Females and romance tourism

LaFont et al. propound that the term romance tourism is used to distinguish these relationships from those of sex tourism (LaFont et al. 1995, 423.) In turn Wyllie ponder if sex tourism for women is fundamentally different from the kinds of tourist-related sexual activity which normally have been discussed and simply female sex tourism is socially constructed as “romance” to suit a female clientele (Wyllie 2000, 91). LaFont et al. continues that is more normal for women`s rather than men`s nature to seek a relationship during their holiday (LaFont et al. 1995, 423).

Researcher, Jacqueline Sánchez-Taylor, argues that the term “romance tourism” and even the term “female sex tourism” undermines what is actually happening in these intercourses. Sánchez-Taylor compares female and male sex tourism and demonstrates how each relationship is based upon sexual-economic relationships. She also explores on whether or not female sex tourism is based on romance and if there is some sort of sexual-economic relationship appearing between the two parties. In study of female tourists` sexual behaviour in Jamaica and Dominican Republic, Sánchez-Taylor shows, that many women, who were engaged in sexual relationship with local men during their holiday, described their relationship with local men as “true love” or “holiday romance”. Minority of responders describe their holiday relationship “purely physical”. More than half of the women admitted there were economic elements to their relationships, but they did not think of themselves as sex tourists, or their sexual partners as prostitutes. (Sánchez-Taylor 2001, 749-764.)

LaFont et al. argue that the term “female sex tourism” is not representative of the relationship that female tourists have with local men. In their opinion “female sex tourism” oversimplifies the motives of these women and that “romance tourism” explains the complex nature of what these women are engaging themselves in while involved in romance tours. LaFont et al. also explain that the expression “female sex tourism” serves to perpetuate gender roles and reinforce power relations of male dominance and female subordination. Based on their observation of female tourists in Jamaica, it appeared that both the female tourists and the local men saw their relationship more focused on romance and courtship than sex on money. These two were seen as being emotionally involved with each other and desirous of a long term relationship. The women generally felt that they were truly desired and loved by local men. (LaFont et al. 1995, 978-997.)

3.3 Motivates for romance tourism

According to study of LaFont at al., women were seeking an enriching travel experience. The local men weren't merely a sexual object but rather the woman's personal cultural broker. Men ease women's experience in the society and provide women with increased access to the local culture. Some women expressed frustration with the men from their own cultures and find Jamaican men dominant and masculine. On holiday women was able to indulge in fantasies and explore a new aspect of themselves. Some women were seeking companion only during the vacation but some were seeking for companionship which could last after the vacation. (LaFont at al. 1995, 422-438.)

DeMoya, Herold & Garcia studied female tourist and beach boys in Dominican Republic. Study shows that both local men and female tourists believe that many of the women prefer a romantic relationship which can include sex. Only on minority actually indicate that sex was their main objective in establishing a relationship. (DeMoya at al. 2001, 978-997.)

DeMoya et al. categorize female sex tourist in four different types: the first timers, the situational sex tourists who will have sex with beach boys but do not travel specifically with that intention, the veterans whose objective is to engage in anonymous sex and the returnee who has established an outgoing relationship. Most first-time female sex tourist didn't intercourse with local men and if they did, they described the relationship romantic rather than sexual. Those women who had been in Dominican Republic before and who had a romantic relationship with local man, many of them returned because they wish to maintain this love relationship. Minority of women who returned had objective of maximizing their sexual pleasure. (DeMoya et al. 1995, 978-997.)

Weichselbaumer studied Western female travelers who had been involved with Caribbean males during their holidays in Trinidad and Tobago at the carnival time. She suggested that their experience can best be understood using the concept of carnivalisque. Women had wide range of motives to travel to Trinidad and Tobago. Some were looking for real love, other seemed to seek comradeships and sexuality from a partner, and others seemed to puzzle over their holiday liaison. Women describe that on holiday you can be something else what you are back home, there are no limits. Women also expose the reasons why they are with local men. According to women, rasta men are real, natural men. (Weichselbaumer 2011, 1220-1229.)

Berdychevsky, Gibson & Poria studied Israeli women's sexual behavior when they were on holiday. Interviews showed that women could act more liberating on holidays. Alone a

transition from home to a tourist destination enable to let go who you are back home. It creates a feeling of anonymity. Women explain that they weren't neglect to social mores anymore. A mental transition enabled the women to enter a state of mind that encourage them to engage in different sexual activities. Women also felt that their bodily senses and sexuality increased during their tourist experiences. (Berdychevsky et al. 2013, 65-85.)



Picture 1. Photo from the 2012 film Paradise love (Beach boys in Kenya) (Dailymail Online 2013)

3.4 Risk taking and romance tourism

According to CDC, Centers for Disease Control and Prevention, travelers who have casual sex are at risk for sexually transmitted diseases. Approximately 20% of travelers say that they have had casual sex with a new partner while in a foreign country. The excitement of being on vacation may encourage people to do things they would not do at home. Inhibition-lowering effects of drugs and alcohol can also contribute to this behavior. Travelers who have casual sex are at risk for sexually transmitted diseases (STDs). (Center for Disease Control and Prevention 2015.)

The study of DeMoya et al. in Dominican Republic shows that local beach boys aren't keen to use condoms. They believe that women who are overweight are unlikely to have STD because they have not had much sexual experience. Among the men there are also the belief that if a women is overweight this indicates she is in a healthy condition and not infected with an STD. Most of the female tourist will insist the use of condom. Typically condom is used when having the intercourse for the first time but is discontinued after they have had intercourse a few times. (DeMoya 2001, 989-990.)

Berdychevsky and Gibson studied University students in United States of America and their sexual risk-taking in tourism. According to Berdychevsky et al. women`s sexual risk taking is a complex and multifaceted phenomenon involving physical, sexual health, social, emotional, mental/ self-perceptual, cultural and legal aspects. When talking about physical and sexual health, students were concern of STDs, rape, violence, abduction and unwanted pregnancy. Social dimension was damaged reputation, being judged and feeling embarrassed. Emotion dimension was emotional distress, trauma or attachment. Mental and self-perceptual dimension was feeling disrespected, uncomfortable, used, rejected and one is going against personal values. Last was cultural dimension as fear of offending cultural norms, language barriers and legal issues with obtaining justice if raped. (Berdychevsky et al. 2014, 299-310.) Also Berdychevsky et al. study among Israeli women shows that some women were concern of their reputation and STDs when having a sex with casual partners abroad (Berdychevsky 2013, 65-85).

There are always risks when talking about sex tourism. However, the phenomenon is based on an intimate encounter with a two strangers. The threat of physical violence and rape is greater when the relationship is intrinsically linked to the money. In more serious case of confrontation with a local man may even lead to death. In years between 2006 and 2008 has been reported death of three Western women by their holiday boyfriends. (Dailymail Online 2008.) Physical violence is not is not uncommon if women decide to stay and live in holiday destination with her local boyfriend. Domestic violence is unfortunately quite common on these relationships because the relationship is usually not based on love, but a way to earn a living for a man. (Dailymail Online 2013.)

One of the forms of exploitation is cheating. Cheating can happened during the holiday or after the holiday. Men charm the women in holiday destination and some ask money for different reasons. (DeMoya et al. 2001, 982-983.) After the holiday the couple usually continue their communication. There are some cases reported where women have sent money to her boyfriend for plane ticket so he can travel to see her. After receiving the money, the man has vanished. (The Sydney Morning Herald 2013.)

3.5 Beach boys

The beach boys are usually young men and physically in good shape. Many of the beach boys have jobs which bring them into contact with tourists example as tour guide, renting of beach or sports equipment, restaurant waiter or bartender and selling lottery tickets or timeshare for condominiums. All these jobs provide legitimate excuse for approaching female tourists and make it easy to initiate social contact with them. Beach boys are

young and physically in good shape. The most successful beach boys have the ability to learn other language easily and have a reasonable conversation in four or five languages. (DeMoya et al. 2001, 982.)

Why beach boys are offering their services to western women? DeMoya et al. interviewed beach boys in Puerto Plata, a beach resort on the north coasts of Dominican Republic. For some beach boys, especially the younger ones, the sexual conquest of tourist is a major objective. Nevertheless in this study and in previous studies one of the main motivations for the professional beach boys was given for being with female tourist was economic. This could involve material goals as obtaining free meals and entertainment, being able to drive a current model rental car and purchasing new clothes and jewellery. (DeMoya et al. 2001, 982-983.)

Some beach boys got money to start a small business or perhaps could travel to North America or Europe. Some beach boys even move to abroad and get married. Among the beach boys who were mainly concerned about making money the main target groups were either older women or younger women who are overweight. Many of these women are vulnerable because they may not be used to having males pay romantic attention to them and this could be a new experience or experience that they have not had in a long time. According to beach boys these types of women fall in love more readily and usually are more open about their financial situation. They are more likely to provide more money that does other women. The beach boys continually attempt to refine their seduction skills by comparing their different techniques of seduction with other beach boys and provide each other with specific examples of how to go about this process. Beach boys approach women in a manner which is friendly and non-threatening. Flattery is one of the main seduction strategies. The beach boys focus more on sexually pleasing the tourist than on pleasing themselves. Women are never requested money instead is better if women are willing to give money or goods voluntarily of their own accord. (DeMoya et al. 2001, 983-987.)

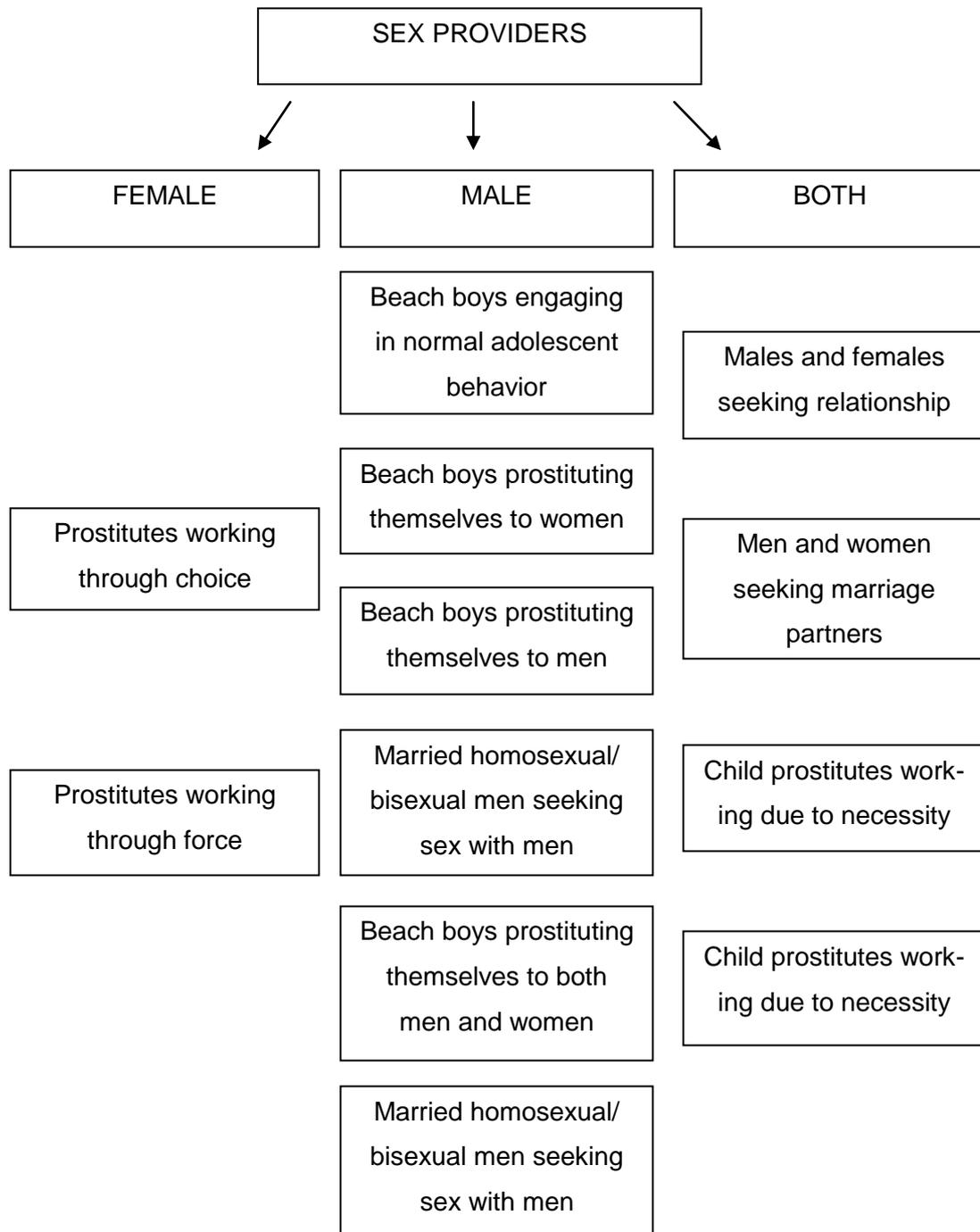


Figure 7. The nature and scope of sex tourism providers (White, T. 2008, 290)

Figure (7) demonstrate the extent of sex tourism. According to different studies (DeMoya et al. 2001, LaFont et al., 1995) beach boys usually offer their services by they own will. This kind of behaviour is just normal for young men. When talking about romance tourism, usually there is a presumption that intercourse happens between men and women.

3.6 Romance tourism and ethical discussion

Regardless of which term may be applied, female sex tourism or romance tourism refers to the social practice of women who travel with the specific intent of seeking out, engaging and remunerating local companions, prostitutes or gigolos for sexually oriented experiences as part of the tourism experience. (Camillo 2015, 388.)

Camillo (2015) quotes McCombs in his book and write that female sex tourism has evolved and expanded over time as more women have entered the middle class or started traveling on their own worldwide. The social institution has also become quite diverse, such that it now “covers women for every class, race and age and a whole range of travellers from seasoned veterans of the foreign sex scene to amateurs”. (McCombs 2007, 70-71.)

Sánchez-Taylor (2001) quotes Momsen in her study and writes:

The behaviour of “First World” women who travel to poor countries for sex with local men is generally interpreted in a very different way from that of “First World” men who engage in the same practices. The tourist woman who buys meals and gifts for her local sexual partner is enjoying a “romance”, not using a prostitute. In addition these women are also often portrayed as lonely and vulnerable to the advances of the beach boys and vulnerable to being used. (Momsen 1994, 116.)

Sánchez-Taylor’s study reveals various forms of economic exchanges took place. Some of these economic exchanges took place after the women had returned back home. Women might send money monthly to her boyfriend. Sometimes the women were tricked for payment where the beach boy took her to bars or restaurants owned by friends. Normally women are overcharged and the money is split between the beach boy and a friend. (Sánchez-Taylor 2001, 757-758.)

Study of DeMoya et al. also shows that the main motivations for professional beach boys for involvement with female tourist, is economic. In short term it could involve material goals like free meals and entertainment, purchasing new clothes and jewellery or driving a current model of rental car. On an intermediate level it could involve obtaining money for new motorcycle or to start a small business. On a longer term it could involve trip to North America or Europe or been able to get married and live and work in either of these countries. (DeMoya 2001, 983.)

Women doesn't seem these encounters as prostitution and many of those Jamaican men do not either. The redefinition from sex tourism to romance tourism conforms to commonly accepted understanding of gendered relationship where women cannot be predators and men cannot be preyed upon. (Sánchez-Taylor 2001, 758.)

But the question remains that because these women and men do not define their relationship in terms of sex tourism or prostitution, it is not? Lovelock K. and Lovelock M. quote Sánchez-Taylor's study (2001) in their book and write that the subjective payoff these women experience is not very different from those that men attribute to their sexual relationships with prostitutes while abroad. While there are similarities, there are also differences. There are differences in the markets for men and women. Where formal sex markets exist for male tourists they seldom do for female tourists who rely more heavily on the informal commercial sex market. Men still remain the dominant group of tourists seeking for commercial sex. There are also differences with respect to violence. Female tourists are less likely to inflict violence on their beach boy and the local police are less likely to harass the beach boy than they are the local female prostitute. (Lovelock, K. & M. 2013, 135-136.)

According to study of Lafont et al., Romance Tourism in Jamaica, most of the men involved with female tourists can be seen as taking advantage of one of the few opportunities available of them. These men generally come from that group of rural young people with little education and few social and economic prospects. (LaFont et al. 1995, 428.) In study of DeMoya et al., Female Tourists and Beach boys, one of the main reasons for beach boys' involvement with female tourist was economic (DeMoya 2001, 983).

According to Statista, the biggest unemployment rates in Europe in year 2014 were in Greece 26,5% and Spain 24,5% (Statista 2015). It is really interesting know how does the unemployment rates influence on the nature of holiday romances in the future. Like in Jamaica and Dominican Republic, most of the beach boys are after economic benefit. Are we facing the same situation also in Mediterranean countries? Men are more aggressively looking for better life and Scandinavian women can provide that with help of little donations or perhaps men get marry with the Scandinavian women and move to live to other country.

3.7 Female sex tourism destinations

Countries like Jamaica and Kenya have long been choice for tourism destinations for their natural climate, aesthetic scenery and live music. Furthermore these same countries have

earned their reputation among more Western women for their value-added draw of native men who will entertain the sexual interests of female tourists. (Camillo 2015, 388.)

Risto Pylkkänen, who has been working over 40 years as travel journalist for Finnish men`s magazine Kalle, tells in Finnish tabloid Iltalehti that Women's sex tourism began to spread at a time when independent travel became more common. According to him, the first female sex tourists were Germans, Brits and Americans. Now days women travel primarily to Gambia, but also Bali, Jamaica and Senegal attract. Pylkkänen continues that in the 70`s it wasn` t suitable that women would travel alone to abroad. The knowledge of women`s travel to abroad came to Finland about ten years behind. However, Pylkkänen guess that only one percent of the Finnish women are sex tourists. (Iltalehti 2014.)

Camillo (2015) quotes different sources in table (2).

Table 2. Female sex tourism destinations (Belliveau 2006, Clark 2007, Miller 2011, Nagel 20013, Omondi 2003, Pruitt and LaFont 1995, Ryan and Hall 2001 and others)

Female Sex Tourists	
Home Countries	Destination Countries
Australia	Bahamas
Denmark	Barbados
England	Belize
France	Brazil
Germany	Costa Rica
Italy	Cuba
Japan	Dominican Republic
Sweden	Egypt
Switzerland	Fiji
United States	Gambia
	Haiti
	India
	Indonesia
	Jamaica
	Jordan
	Kenya
	Mexico
	Nepal
	Sri Lanka
	Tanzania
	Thailand
	Trinidad and Tobago
	Zimbabwe

Table (2) shows female sex tourism destinations and home countries of female tourists. There are women from different countries in Europe and from other continents. Finnish women are not mentioned in a list. Female sex tourism destinations are spread all over the world. Mediterranean countries are not mentioned in a list which is a bit surprising.

According to Suomen matkatoimistoalan liitto ry, top three favourite travel destinations for Finnish people in years 2013 and 2014 were in next order Spain, Greece and Turkey (SMAL 2015).

4 Methods

In this chapter is described the research methods which has been used. Suitable research methodology was chosen in order to achieve the objectives of the study and to solve the research problem. Also in this chapter is described how questionnaire were created.

4.1 Quantative and qualitative research

Quantative research means empirical investigation of social phenomena via statistical, mathematical or computational techniques. Quantitative researcher asks a specific, narrow question and collects a sample of numerical data from participants to answer the question. Most researchers use statistical tools and packages to analyse their data. Quantative research should be used if you want to have a large sample size and you want to generalize to a large population. Also if you want to find out trends or patterns that apply in many different situations. Or you want to make systematic comparisons in order to account for the variance in some phenomenon. (Myers 2013, 7-9; Silvermann 2005, 5-9.)

In qualitative research the main point is to understand of underlying reasons and motivations. It seeks a deeper truth of human behaviour and the reasons that govern such behaviour. It can tell about persons' lives, lived experiences, behaviours, emotions and feeling. The qualitative method investigates the why and how not just what, where and when. It doesn't rely on statistic or numbers. It means any type of research that produces findings not arrived at by statistical procedures or other means of quantification. Qualitative research should be used if you want to study a particular subject in depth. It is a good choice if you want to make an exploratory research, when the particular topic is new and there is not much previously published research on that topic. Also it is ideal if you want to study the social, cultural and political aspects of people and organizations. A major disadvantage of qualitative research is that it is often difficult to generalize to a larger population. (Strauss & Corbin 1998, 10-13; Myers 2013, 7-9; Silvermann 2005, 5-9.)

Research questions can be thoroughly addressed by combining different methods. Qualitative and quantative distinction in research methods are the most common ones. (Myers 2103, 8-9; Silvermann 2005, 8-9.) Qualitative methods can be used to understand the meaning of the conclusions produced by quantative methods. When using quantative methods, you can give precise and testable expression to qualitative ideas. You can use qualitative research to document the detail of how people interact in one situation and use quantative methods to identify variance. In other words a simple quantative measure can be a feature of some good qualitative research. (Silvermann 2005, 8-9.)

The research object and population in this research was Finnish women. Quantitative research method was chosen, because wanted to have a large sample size and wanted to generalize to a large population. More over quantitative method is quick and affordably when using computational techniques. The questionnaire was easy to share on internet by using Webropol survey. Webropol is an electronic survey tool which allows you to gather and analyze the questionnaire findings easily. From Webropol the answers were transfer to Excel and edit later on. To make research repeatable also influenced the decision to choose quantitative method. The topic is new so it's important that research is repeatable. In this research wanted to know the reasons why Finnish women seek holiday romance on abroad or do women seek holiday romance at all. Also it was interesting to know reason why women seek holiday romance and what they get from it. When analyzing the open questions, there was used qualitative method as well. Qualitative research should be used if you want to study a particular subject in depth and especially if the subject is new.

4.2 The questionnaire

One way to collect data is a query. It is known as a key method of survey study. The survey means such forms of interview, observation and questionnaire where data are collected in a standardized way. All the respondents are asked the same question. Data, which is collected using the survey, will be dealt with quantitatively. The benefit of the survey is that it can be used to collect a large research data: lots of people can take a part in survey and they can ask a lot of things. Survey is efficient because it save researcher`s time and effort. However creating the right kind of questionnaire can be difficult. The results of the questionnaire can be superficial. Also there isn`t any guarantee that how serious the respondents have been, whether they understood the questions correctly and how well they are familiar to the examined data. Questionnaires can be distributed in two ways: by post and internet or personally handing the questionnaire to people. (Hirsjärvi et al. 2006, 182-184.)

Even though the research topic is the most important factor which influence on respondents, accurate design of the questionnaire will improve the success of the research. The questionnaire should be easy to understand and fill. The questions should be specific and short. Respondents should be able to answer "no opinion". Multiple choice options are better than agree/ disagree options. There shouldn`t be too many questions. The questions which are easier to answer should be in the beginning of the questionnaire. Also in the beginning of the questionnaire should be referral letter which tells to respondent meaning and importance of the questionnaire, what it means to researches and courage

to respondent to answer. In the end of the questionnaire you should thank the respondent. (Hirsjärvi 2006, 187-193.)

4.3 Creating a questionnaire

A typical data collection method in quantitative method is a questionnaire. The material is collected from the target group by means of a questionnaire. (Kananen 2011, 72). In this case the target group was Finnish women. The questionnaire consists of various kinds of questions which can be used to collect numerical data concerning the phenomenon (Kananen 2011, 72). The questionnaire was designed with the thesis supervisor Eva Holmeberg and it was checked by Aki Taanila who is a teacher of statistics. It was decided with Eva that most of the questions should be multiple choice questions and then there should be few open questions to get deeper understanding. The questionnaire was formulated in accordance with the Hirsjärvi (2006) and Kananen (2011) instructions.

Questionnaire should be tested before data collection started because it's impossible to correct it afterwards (Kananen 2011, 72). The questionnaire was tested with ten women before data collection started. Women were asked to make some suggestion to improve the questionnaire. After that the questionnaire was improved based on women's comments. The target group is often so large that it is not economically sensible to include all the individuals in the study. A representative sample delivers as reliable research results as the whole population. (Kananen 2011, 73.) In this case it was hoped that there would be more than 100 answers.

The questionnaire is carried out by using the chosen method (Kananen 2011, 73). In this case the chosen method was online survey. The research was executed as an anonymous survey by Webropol. The link to Webropol survey was open during April 2015. The link was distributed on different groups on Facebook (Rantapallo, Alanya, Greece, Canary Islands). Author of this thesis also distributed the link on her own Facebook page. Author's Facebook friends shared the link on their own Facebook pages and also sent the link to their own friends and relatives. Academic recognition is growing that social media can play a significant role in research. Facebook used to be the global social network choice for young people but is now used by people who want to interact with friends and family online. (Bell & Waters 2014, 143-151.) According to the web page of Statista there was 1,49 billion users of Facebook by June 2015 (Statista 2015). The link was also distributed on discussion forum suomi24.fi. There are different kinds of travel related discussion groups on this page. I shared my link on "holiday romances" discussion group. According to the web page of Aller Media group, suomi24.fi is one of the largest online communities in

Finland. Every month over 86% of Finnish internet users are visiting this web page. (Aller Media 2015.)

First part of the questionnaire was learning about the demographics of the respondents. Second part of the questionnaire consists of multiple choice questions and open questions. Second part was about learning more about respondents' holiday behaviour. With the multiple choice questions wanted to find out that does women seek holiday romance from abroad and how common it is. With open questions wanted to find the reason why women seek holiday romance and what they get from it. Overall, the questionnaire consist only 15 questions. With this amount of questions wanted to make sure that respondents manage to answer to all questions.

4.4 Description of research process

For the management of the thesis process, a schedule was created (table 3). The purpose of timetable was to help me to outline the overall amount of work and to be systematic when doing the research process and writing the thesis. A timetable was created in March when I finished creating the questionnaire. After that the timetable was updated when required.

Table 3. Thesis process schedule

Month (2015)	Research to be collected	Method
January, February	Literature and web based research on woman's romance tourism	Literature review
February	Choosing the research method	Literature review
March	Creating and testing the questionnaire	Webropol
April-May	Analysing the questionnaire findings	Excel
May, June, October, November	Writing the theoretical part of thesis	
November	Writing the conclusions and thesis process	
November	Proofreading and correction, finishing, abstracts, introduction	
December	Finishing the project	Graduation

The thesis process proceeds mainly according to the plan. July and August I had my summer holiday. September was hectic at work and writing the thesis was impossible to me after the work.

January and February was dedicated only for searching the right literature and dedication for the subject. Also it was important to decide what the research problem was.

The questionnaire was shared on Internet in 30th of March. The link to Webropol survey was open only a one month because lots of answers were received already in that time. The beginning of the questionnaire there was a cover letter explaining more details about the survey and how to reply on questionnaire.

After analysing the questionnaire findings, thesis process continued with writing the theoretical part of the thesis and conclusions of the research.

Last part of the thesis was analysing the thesis process and the authors own thoughts about the process which took place in November.

4.5 Reliability and validity research

In quantitative research, reliability refers to the consistency and repeatability of the research results whereas validity refers to whether we have researched and measured the right things. (Kananen 2011, 125). Reliability does not guarantee validity. A wrong measure can distort the results even if it generates the same result in repeated measurements. The only way to ensure reliability is to repeat measurement. Nevertheless reliability is not necessarily guaranteed by a new measurement because the phenomenon can change over time. In turn to make sure that results are valid, the sample has to represent the population in every way. (Kananen 2011, 126.) The instruments and methods do not always correspond to the reality of what scientists have imagined. Researcher can't be sure if the respondents have understood the questions in away the researched wanted. In this case the results may not be valid. (Hirjärvi yms. 2006, 216-217.)

The questionnaire was tested by ten women. With the testing wanted to be sure that respondents understood the questions correctly and the length of the questionnaire was convenient. It can't be sure that did all the respondents who participated in the survey, understand the questions in a right way and how focus they were on questionnaire. This can effect on validity of the research. On the other hand, questions were designed to be easy to understand and quick to answer. In the Webropol survey, part of the questions

was specified as mandatory. This ensured that respondents answered the questions were researcher wanted. All this validate the validity.

Reliability of the research can expected to be good because approved responses were received large amount (189). This number can be assumed to represent quite good opinion of Finnish women. If the questionnaire would be repeated in a short term, it can be assumed that the answers would be similar. If the questionnaire would repeat after some years, the answers could be different because the phenomenon can change. The majority of respondents aged between 30 to 39 years. The age distribution can be explained with the assumption that most of author`s Facebook friends belong to this age group. Nevertheless it is difficult to say whether this influence on the reliability.

When asses reliability, it is important to review critically at the chosen research methods. The reliability of the study could be better if researcher would have interviewed the respondents and explained the questions for better understanding. With the quantative research (Internet survey) it was possible to reach more women than doing the interview. Quantative research enable to process answers to numerically clear and illustrative form. Because the questionnaire was simple enough, the answering was easy. All the answers were able to interpret. Answers gave clear picture of women`s holiday romance behavior. Respondents were given also the change to answers to open questions. This minimize the researchers own way of thinking when analyzing the answers and also validate the reliability of the research.

In summary, the reliability of the research can assess to be quite good. There are no demonstrable mistakes in research. With the selection of research methods was able to find answers to research question. The research also addresses the promised topic, which indicates the reliability of research.

Validity is the most important meter because if you don`t measure the right things, there is no relevancy of reliability (Vehkalahti 2008, 41). External validity is perhaps the most important subgroup of validity. External validity refers to the generalizability of the findings to the population which is typical for quantative research. This means that the research results are valid in similar situations and the research setting fully correspond to the population that the generalization is intended to apply to. (Kananen 2011, 127.) The sample of this study was 189 so we can assume that results can be generalized to represent the opinion for most Finnish women. Also we can assume that research results are valid in similar situation. Nevertheless we can`t be sure how women opinions changes if this questionnaire is repeated after a few years. Content validity refers to whether the measur-

ing that has been used to measure, measure what it supposed to measure (Kananen 2011, 127). In this study I think I was able to measure exactly those things that I wanted. Theoretical validity refers how well the concept of the study has been derived from existing theory. The last subgroup is criterion validity which is based on the use of other researchers' research results to support your own results. (Kananen 2011, 128.) The use of criterion validity in case of my study is a bit difficult because there hasn't been any studies like this before. In my study I think I have been used variety of sources versatile and the concept of the study truly derive from existing theory.

5 Questionnaire results

From this part forward is interpreting the survey questions and answers. The survey was executed in Finnish language to make sure that every question is understood and interpreted correctly. All the questions and answer options are translated in English after the survey data was printed out from Webropol. The open ended answers are not translated except some examples and conclusions. Each respondent has answered to each question so the n = 189 apply to the whole research.

5.1 Background infrastructure of respondents

The first part of the survey was about learning about the demographics of the respondents.

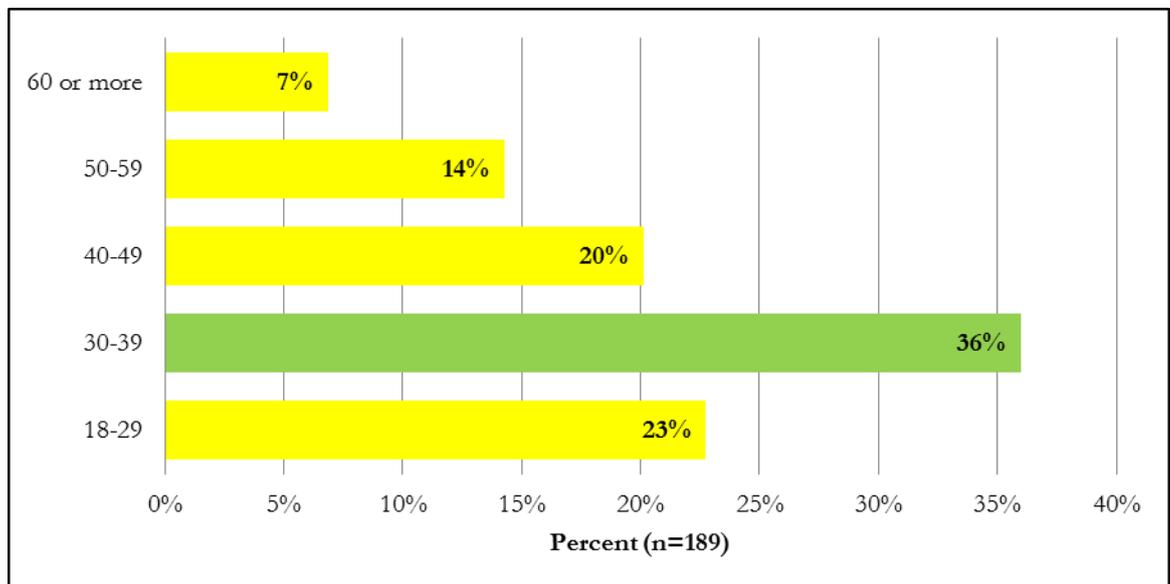


Figure 8. Age category of respondents (n = 189)

The majority of respondents (36%) aged between 30 to 39 years (figure 8). Age distribution can be explained with the assumption that most of author's Facebook friends belong to this age group. Nevertheless it is difficult to say whether this issue influence the outcome. Perchance women from this age group are just more liberal to answer questionnaire like this.

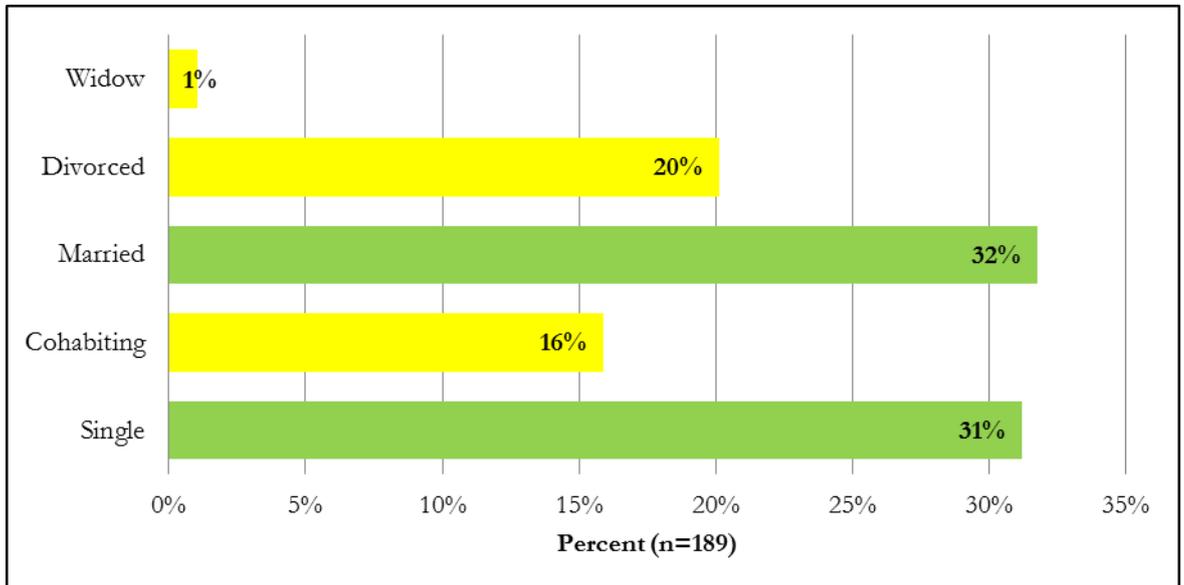


Figure 9. Marital status of respondents (n = 189)

Most of the respondents are married (32%) or single (31%) (figure 9). Totally 20 % of respondents are divorced, 16% are cohabiting and 1% is widow. From this table can't make any assumptions if the marital status affect how women are behaving on holiday. Holiday romance might have happened in the past when the marital status was different. Perhaps if the question would have been what was your marital status when you had your holiday romance that would give us quite interesting answers. However the purpose of this questionnaire was not to find out if women have been cheating on their husbands. The purpose of this question was only to know the marital status of respondents.

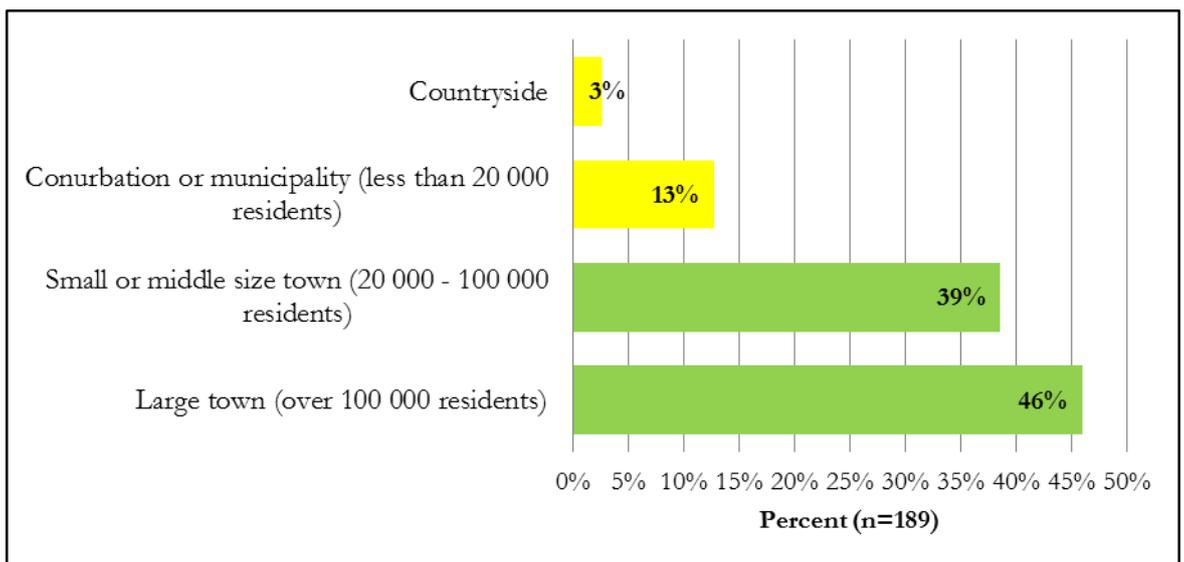


Figure 10. Domicile of respondents (n = 189)

It was interesting to know where respondents' lives. Also it was interesting to know if the domicile of respondents influence how eagerly they answer to these kinds of questionnaires. Most of the respondents (46%) and (39%) lives in towns at least 20 000 habitants (figure 10). However, four out of five lives in conurbation areas according to Statistics of Finland. Small conurbation areas have been diminishing because people are moving to bigger towns. (Statistics Finland 2015.) Referring to the previous sentence, it is difficult to say if women who live in bigger towns are more eager to answer the questions like these. The fact is that the most of Finnish people lives in bigger conurbation areas.

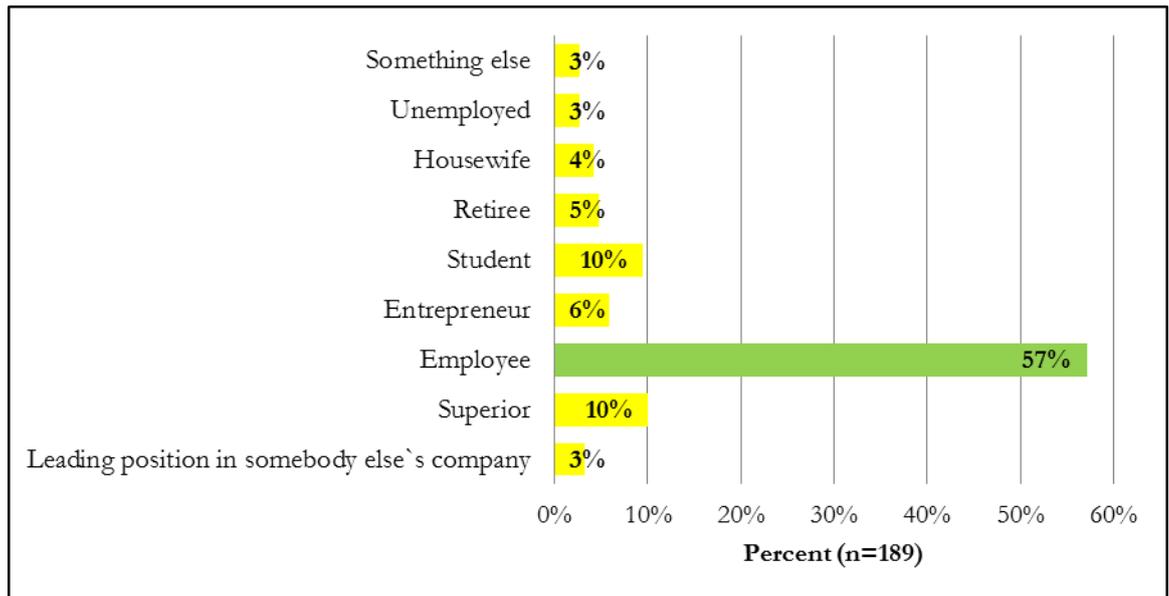


Figure 11. Profession of respondents (n = 189)

It was also important to know what kind of profession respondents have. It was interesting to know if profession influence how eagerly they answer to these kinds of questionnaires. Most of the respondents are working as an employee (57%) (figure 11). All the rest respondents are working in different kind of work positions or studying. I would say that most of the respondents are normal working women. There are no differences if you are on retiree, unemployed or working in a superior position. In my opinion people easily think that people who like holiday romances are older women with extra money.

5.2 Holiday behaviour of respondents

The second part of the survey was about learning more about respondents' holiday behaviour.

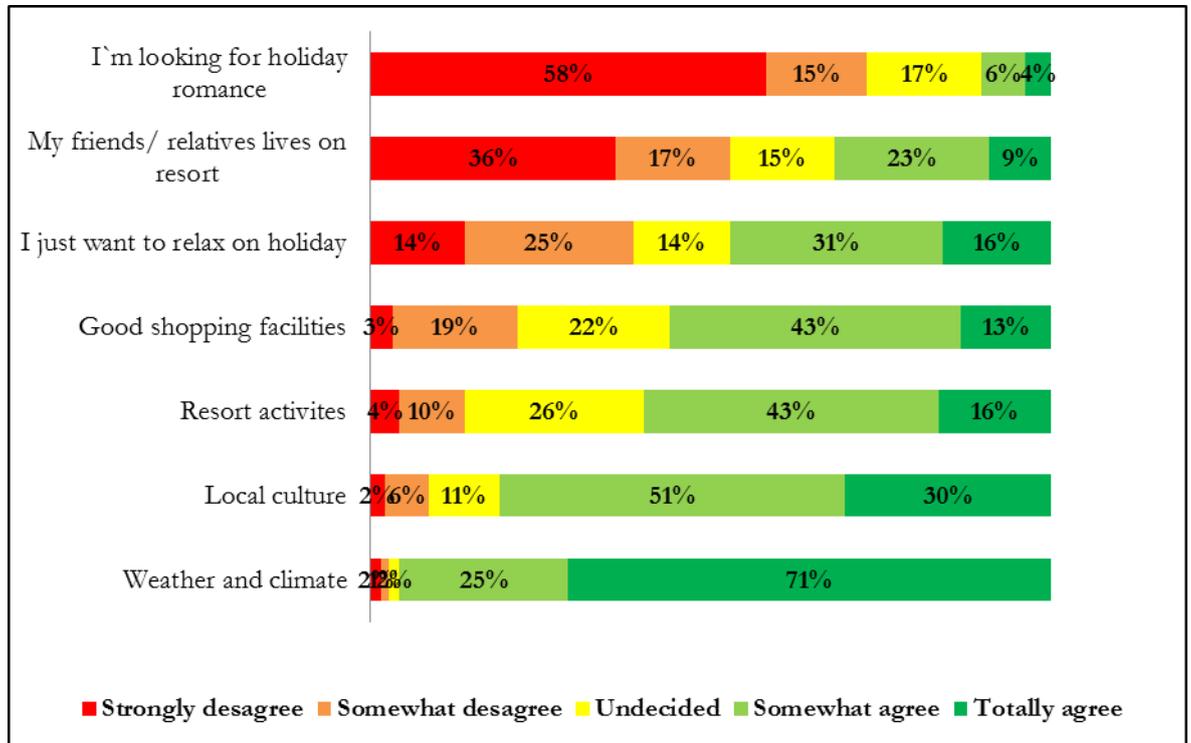


Figure 12. Holiday fondness (n = 189)

Respondents were asked a question: Which criteria influence on you when choosing the holiday destination (figure 12). The greatest influence when choosing the holiday destination was weather and climate. Even 96% of respondents agreed on previous statement. Also local culture (81%), resort activities (59%) and good shopping facilities (56%) were playing a big role when choosing the holiday destination. On the other hand 73% of respondents deny that they are thinking about holiday romance when they are choosing the holiday destination. Only 10% of respondents agree that they are thinking about holiday romance when choosing the holiday destination. The figure (12) shows that actually minority of respondents are thinking about romance holiday when choosing the holiday destination. If the questionnaire would be focus only for women who have been looking for holiday romances on holidays, the rates would probably be different. From this figure we can draw a conclusion that holiday romances aren't a top priority for Finnish women.

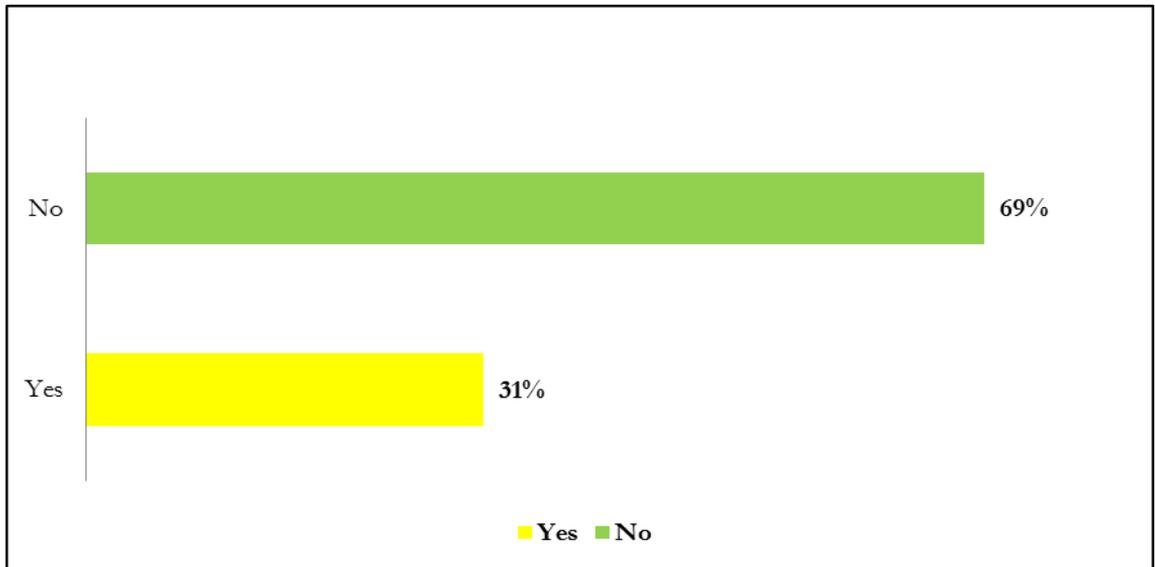


Figure 13. Holiday romance (n = 189)

Respondents were asked a question: Have you been looking for holiday romance during the vacation on abroad (figure 13)? Most of the respondents (69%) disagree that they have been looking for holiday romance. Only 31% of respondents agree that they have been looking for holiday romance. It was quite surprising that even 31% of respondents have been looking for holiday romances. If compared to the previous figure (figure 12), totally 73% of respondents said that seeking for holiday romance doesn't influence on their decision when choosing the holidays destination. But still 31% of respondents have been looking for holiday romance on abroad.

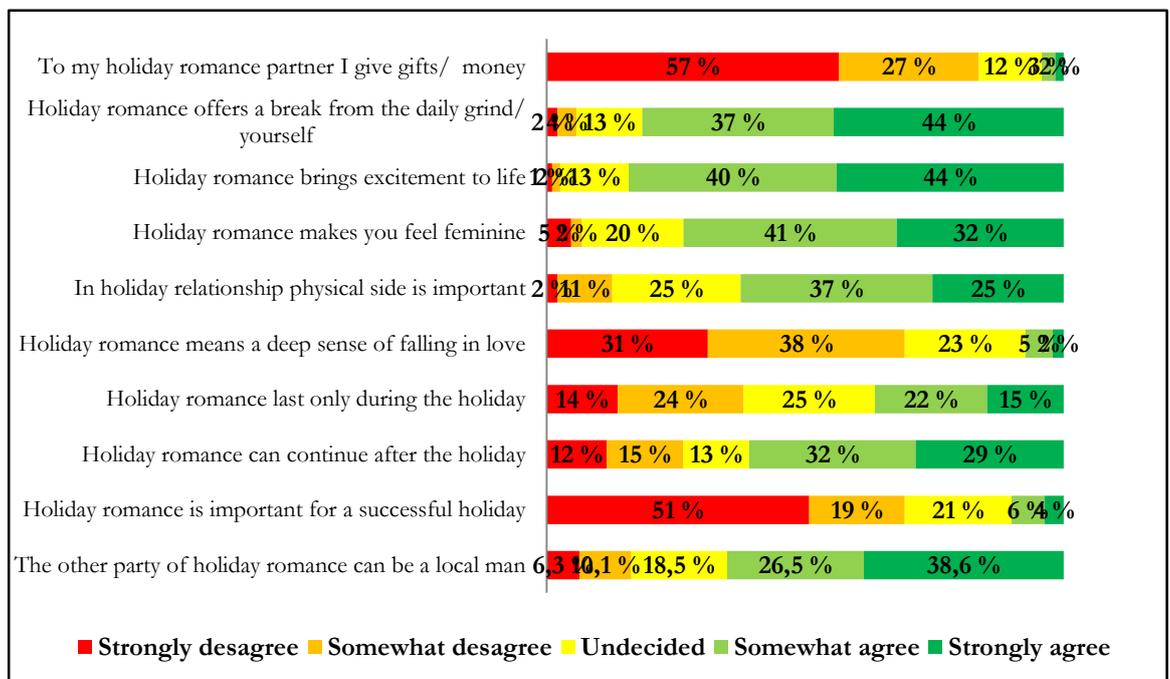


Figure 14. Opinions for holiday romance (n = 189)

Respondents were asked to give these opinions on different kind of statements related to holiday romances (figure 14). The purpose of these statements was to find out the reason why women like holiday romances and what they think about them. It was also interesting to know that was the holiday companion always the local man. With the statement “to my holiday romance I give gifts and money” was purpose to find out does the respondents give some kind of bounty to their holiday romance.

Most of the respondents agree that holiday romance brings excitement to life and makes you feel feminine. Holiday romance also offers a break from daily routines. From table below (table 4) you can get deeper understanding about the feelings what holiday romance offers to women. Also the physical side was important in holiday relationship. More than half of the respondents (61%) agree that holiday romance can continue after the holiday. However 69% of respondents disagree that holiday romance means a deep sense of falling in love. The third of the respondents agree and disagree that holiday romance last only during the holiday. Almost 70% of respondents disagree that holiday romance is important for a successful holiday. Most of the respondents (84%) disagree that they give gifts or money to their holiday romance partner. More than half of the respondents (65%) agree that the other party of the holiday romance can be a local man.

To get deeper understanding of Finnish women`s holiday romances they were asked a question: What do you feel you get from holiday romance? The main three themes of the answers are presented in the table (4).

Table 4. Feelings of holiday romance

1	<ul style="list-style-type: none"> - New experiment - Adventure - Excitement - Exoticism - Passion - Pleasure/ sex - Love - Fun - Closeness - Meeting new people/ culture - Feeling to be a women again - Feeling that you are desirable/ beautiful again - Attention from the men - Lifting of self-esteem - Escaping from the daily routines - Beautiful memories - No commitments
2	<ul style="list-style-type: none"> - Foreign men are more romantic and thoughtful than Finnish men - Foreign men can sweet-talk - Foreign men can seduce
3	<ul style="list-style-type: none"> - I haven`t been looking for holiday romance, it just happened - I found a boyfriend - I found my future husband

When analyzing the results, there were obvious similarities in answers. One theme was that most of the respondents didn't look for holiday romance while they were on holiday (table 4). The same result becomes clear when respondents were asked if they have been looking for holiday romance during their holiday (figure 13). Respondents explain that holiday romance is just something which happens. It is not something you are looking for consciously. One respondent expounded: "I haven't been looking for romance but it happened to me once. I felt that I got to know better the local culture and the local family life". Other respondent said: "I wasn't looking for romance, it just happens to me and it was quite surprising". Some of these holiday romances have led to marriages. One respondent said: "I had a holiday romance and on next holiday I was with the same man. Now I'm married with this man". These answers showed that Finnish women aren't looking for romance on holiday but if they find a holiday romance, it just gives an extra flavor to their holiday. Some of these women even have find husband on their holiday trip.

Next theme was ability of foreign men to flattery. Some respondents thought that foreign men can really seduce women and they truly know how to do sweet-talk. Overall Finnish women thought that foreign men are more romantic and thoughtful than Finnish men. One respondent explained: "Holiday romance give me a change from grumpy Finnish men." Something there must be with foreign men that so many respondents have been experiencing holiday romance even though they haven't been looking for it.

Third theme was the overall things what holiday romance gives to women. Women's responses were similar. Holiday romance is something exiting and new experience. It allows women to feel love and pleasure without any commitments. Holiday romance is fun and relaxing and it allows women to escape from daily routines. The attention the women get from local men is different kind of attention which they get back home. This kind of attention makes women feel themselves women again. Women feel themselves beautiful and desirable. One respondent explain: "For a moment I was the princess and adored". Some respondents think that local companion helps you to get know better the local culture and people. Other respondent said: "You get better touch with local life and you see more places when your holiday companion takes you around with the car". Some respondents thought that holiday romances give you nice memories. One respondent said: "Holiday romance is something which is nice to remember when you are old." Some of the respondents wished that holiday romance could lead to a true love.

All the women around the world seem to be the same. They wish they be threaten as a women and could hear nice words from their companions. The hint of love and passion does not harm anybody. Could Finnish men learn something from this?



Figure 15. Acceptability of holiday romances (n=189)

Respondents were asked to give their view on how acceptable holiday romances are (figure 15). Even though respondents hadn't been looking for holiday romance, most of them (64%) agree that holiday romances are socially acceptable. Even 87% of respondents approve Finnish women's holiday romances with local men. Totally 59% of respondents think that Finnish women are looking for romantic companion on holiday. The count 59% is quite big if you think that 69% of respondents haven't been looking for holiday romance (figure 13). All the other women are looking for holiday romance but you are the only one who isn't. It would be interesting to know why respondents think that Finnish women are looking for holiday romances. Is there a picture in our minds from holiday resorts where older women are flirting with younger local man? How can we say for sure that Finnish women are really looking for romantic companion on holidays?

Does the age or residence influence on how open minded you are towards holiday romances? The answers are shown on figures (16) and (17).

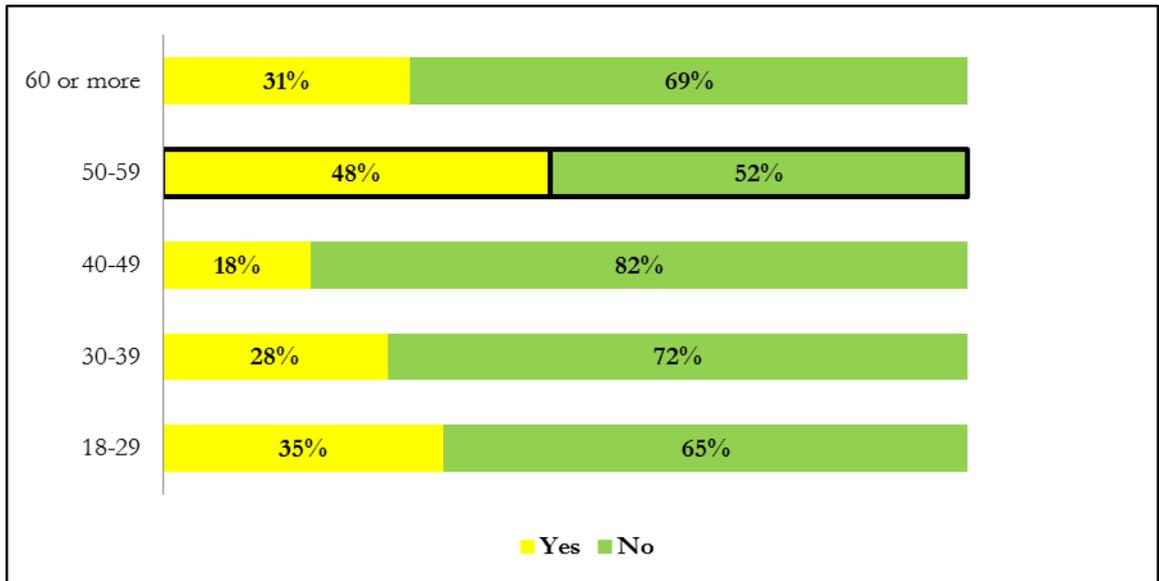


Figure 16. Age and holiday romances (n = 189)

Women were asked if they were looking for holiday romance during the vacation on abroad. Regardless of your age more that 50% of women said that they haven`t been looking for holiday romance (figure 16). Half of the women age between 50 and 59 years has been looking for holiday romance. So this age group was the most open minded towards holiday romances.

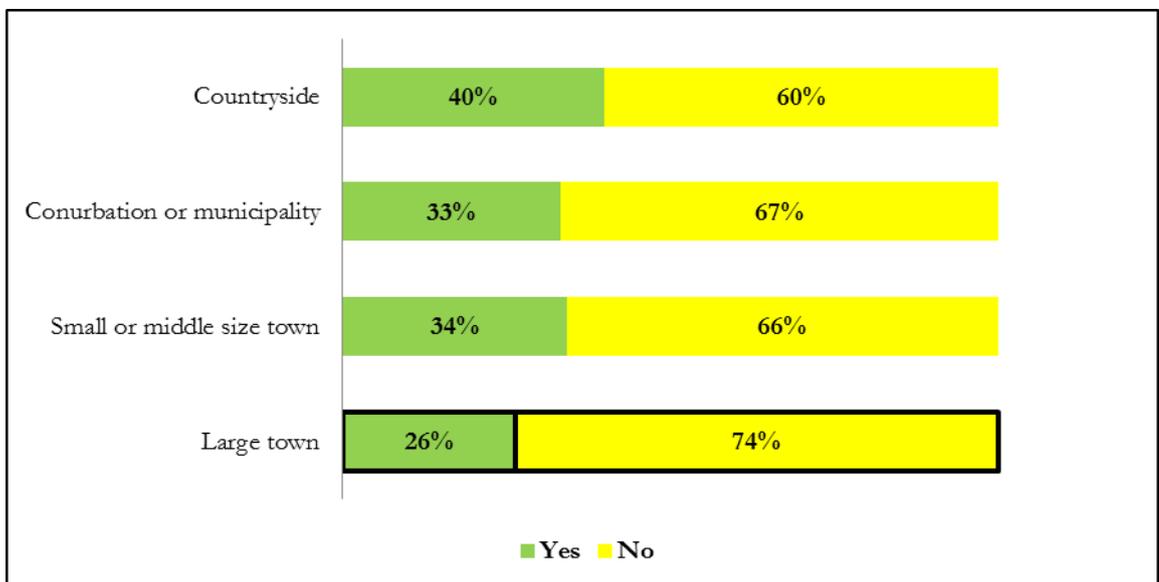


Figure 17. Residence and holiday romance (n = 189)

In general women haven`t been looking for holiday romances but women from country side (40%) have be looking for holiday romance more than those living in urban areas (figure 17). Surprising was that the women from large town (26%) has the least been look-

ing for holiday romances on abroad. The ladies from country side are the ones who are looking for holiday romances, perhaps in the country side there isn't so many option from men.

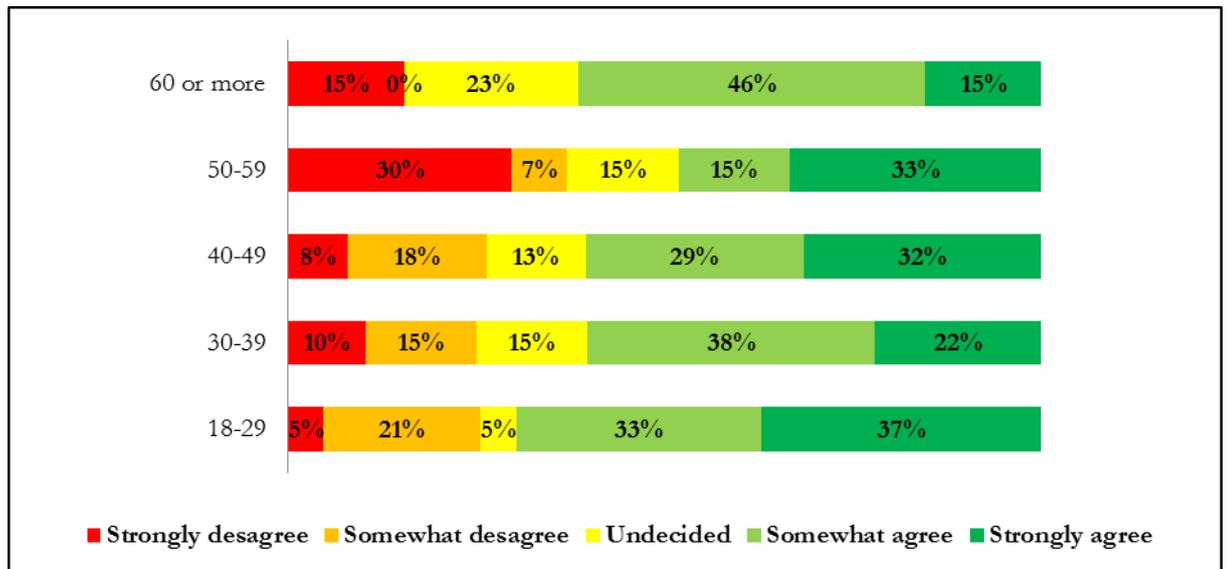


Figure 18. Continuity of holiday romance (n = 189)

Women were asked if holiday romance can continue after the holiday. Most pessimists ones were women from age group from 50 to 59 years old (37%) (figure 18). The same age group are most willing to search holiday romance from abroad (figure 16). Maybe women from this age group have their own experience of this matter. Most positive was the age group from 18 to 29 years old (70%). The same age group have been the least looking for holiday romance from abroad (figure 16). Could it be that age brings knowledge for these matters or maybe young people are just more open minded and confiding than older women. Or is it so that it is easier to continue the relationship when you are younger?

Women were asked to describe the feeling of holiday romance during the holiday and after the holiday. The main themes of the answers are presented in the following table (5).

Table 5. Feelings of holiday romance during and after the holiday

Feeling of holiday romance during the holiday	Feeling of holiday romance after the holiday
<ul style="list-style-type: none"> - Excitement - Adventurous - Wonderfulness - Happiness - Fun - Relaxedness - Passion - Sexuality - Impetuosity - Fascinating - Energetic - Ecstasy - Something new - Feeling to be a women - Feeling to be desired - Feeling to be young again - Feeling to be loved - Feeling of freedom - Empty words 	<ul style="list-style-type: none"> - Good memories - Longing - Sadness - Happiness - Regret - Relief - Friendship - Nice feeling - Contradictory feeling - Romance will forget soon

One obvious theme raised when analysing the results of feeling of holiday romance during the holiday. It was the feeling of excitement (table 5). Many women describe feeling of holiday romance by saying it is something exiting. Holiday romance truly makes women feel wonderful and happy. One women explain the feeling: "It is interesting to get a known new person and it`s exciting to spend the time with somebody you might not even meet again. There`s something fascinating and forbidden in holiday romance. It is passionate and adventurous." Women also explain that it is nice to feel yourself a women again and feel pretty and desired. Women knew that many flattering words which they heard from men were only empty words. One woman explained: "It is nice to get attention all the time from local man. It makes you feel loved even you know that the new plane brings new ladies. The romance will end when the holiday ends. Perhaps you meet the same person next time on your holiday and then the romance continues." I think Finnish women have their legs on ground. They know what is going on when they have their holiday romances. It is something exiting which liberate them from daily routines and gives them freedom to do what they don`t normally do in Finland. They love to hear nice words and be desired even if it last only for holiday. It gives you feeling of joy and happiness for a while.

Women feelings after holiday were congruent with each other (table 5). Most of them said that they got lots of good memories from the holiday. Many women said they felt sad and missed the person they met on holiday. Women explained this: "It is nice to remember

your holiday romance afterwards and tell you friends about it”, “I missed the person and I wanted to go back there”, “ I was sad and anguished”, “It was nice to remember it but I didn` t feel to go back there”. Some women felt relief when they were back on home and some women felt regret on what they have done on holiday. One woman said: “In some part I was relief that I didn` t need to meet this person again because it wasn` t that serious”. Other said: “I was thinking that what have I` ve been doing and with whom”. Some women got a new friendship from the person they met on holiday. Some women mentioned that holiday romance is a holiday romance and it will be forgotten with the time.

5.3 Destinations for holiday romances

The last women were asked to mention the best travel destinations if you want to experience holiday romance. The main three groups of countries are presented in the following table (6).

1	<ul style="list-style-type: none"> - Turkey (Alanya) - Greece
2	<ul style="list-style-type: none"> - Spain - Italy
3	<ul style="list-style-type: none"> - Bulgaria - Mallorca/ Ibiza - Tunisia - Marokko - Gambia - Nigeria - Kap Verde - Canary Islands - Jamaica - Paraguay - Brasilia - Karibia - Kuba - Dominican Republic

Table 6. Best romance holiday destinations

Most of the women believed that the best place to find a holiday romance is Turkey and Greece (table 6). The city of Alanya In turkey was also mentioned quite many times. Next was mentioned Spain and Italy. Some women mentioned that in general Mediterranean countries are the best place to find holiday romance. Also there were occasional references of countries like Africa, Middle-East and South America. I personally was a bit surprise that so few women mentioned Africa or South America. It seems that Finnish women

still prefer Mediterranean countries as a place to find holiday romance. Some women said that it doesn't matter where you go, it is up to you if you want to find holiday romance.

Greece and Turkey have been favourite holiday destinations among Finnish people many years. Finnish travel agency, Aurinkomatkat describe these destinations as following:

Greece are famous for its' most beautiful islands in a world and golden beaches, a diverse of resorts, delicious Greek food, as well as the Mediterranean weather which take care of your mind and body. (Aurinkomatkat 2015.)

Turkey is the crossing point of Europe and Asia. Gentle temperature, beaches bathed in sunshine, fascinating culture and Turkish food attract Finnish people to country. Turkey offers to families with children as the solo or the group travellers stunning, historical sites, colourful bazaars and trendy boutiques to do the shopping and a lively, youthful feel. (Aurinkomatkat 2015.)

Ministry for foreign affairs of Finland describe Greek and Turkish people and culture as following:

Family, relatives and friends are very important to Greek people. Social interaction is also emphasized in the workplace, for example in business world, where personal contacts and small talk are essential to create the trust. Greek way of life reflects the unhurried and spontaneity. Things often resolved with their own time. (Formin, 2015.)

Foreigners are welcomed to Turkey and they are regarded with hospitality. Family and relatives are also important for Turkish people. Social life is lively and the importance of personal relationships is also reflected, for example, in the business world. Islam does not restrict the dressing, but too revealing dress may attract unnecessary attention, and sometimes lead to harassment. Travelers are recommended to wear decent clothes in public places. Attitudes to showing emotions and intimate intercourse in public places (applies to both heterosexual couples and same-sex couples) varies greatly from region to region. (Formin, 2015.)

6 Conclusion

In this chapter, theoretical frame work is compared with the research results. In this chapter is also written the conclusions of the whole study and the learning process of the author thru writing the thesis.

Finnish women are truly independent and liberal. It seems like romance tourism isn't taboo for Finnish women. The amount of questionnaire answers (n = 189) and the eagerness to answer the questionnaire showed the new side of Finnish women. Women are willing to talk about romance tourism and explain the reason for it. In different Facebook forums, where I shared this questionnaire, it raised a lot of debate. Most of women found this topic really interesting and also some men. Only few of the women didn't understand what was the purpose of this kind of research. In general the acceptance was really positive and interested.

Most of the respondents came from small or middle size towns or large towns and they are aged between 30 to 39 years. In general thought is that townspeople are more modern and liberal than provincial. It could be thru because most of the townspeople replied on this questionnaire. I was a bit surprised that most of the respondents were under 39 years. I was sure that most of the respondents would be over 40 years old. But perhaps this is explained with the fact that most of my Facebook friends are less than 40 years old. It could be also that age group from 30 to 39 has just experience holiday romance more than other age groups or are more willing to talk about it.

Most of the respondents were normal employees or married or unmarried when they replied on questionnaire. I was waiting to get more answers that respondents are in leading role in working life and perhaps unmarried or divorced. I believe that the articles which I have read on this topic, has influenced on my way of thinking. Usually on these articles women are described to be middle-aged divorces western-women with some wealth. I have to say that in most of these articles English women are playing the key role. Perhaps in Finland middle-aged people haven't yet find the joy of the holiday romances.

It seems like that holiday romance is the last thing what Finish women think about when choosing the holiday destination. Example weather, local culture, activities and shopping facilities are more important to Finnish women during their vacation than holiday romance. Still 31% of respondents have been looking for holiday romance during the vacation and even 59% of respondents think that Finnish women are looking for romantic companion on holiday. Totally 70% of respondents disagree that holiday romance is important for a

successful holiday. These results are quite interesting to ponder. Even though Finnish women themselves aren't looking for holiday romances, still they think that other Finnish women are. How is this possible? I believe that most of the women, like they told on open ended questions, they don't search for holiday romance on purpose. But if they find an interesting man, they go with the feeling. Finnish women are well educated and equal with men. Finnish women know their value and want to be treated with respects. It can be a bit lowering idea for some women to go abroad to search for holiday romance. In my opinion it is easier to think to just go on abroad for holiday and meet some nice man by chance. In this way women still have their independence and own choice. They aren't those desperate middle-aged women like in many magazines are told.

As I said earlier, Finnish women are independent. They want to be treated equally with the men in working life and in life general. I noticed one thing when I was reading over the questionnaire answers. Women want to be treated like real women in relationship. Even though holiday romance is something exciting and new experience for women, women search for holiday romance closeness, the feeling to be a woman again and to feel to be a desirable. Perhaps it is not always so good idea to be equal in every area of life. In Mediterranean countries you can still see the difference between women and men. Biggest difference which I have experience while working abroad, is the way the men treat their women. Men still are the protector and money providers in the family. They treat their women really nicely and make them feel the only women in the world. In Finland some men have forgot these things. Women have taken their main position in life, the head of the family. We can't blame just men how they are acting. Women wanted to be equal with men and now we get the equality also in relationship. The problem is that most of the women want to be treated as princess in relationship and to experience that, they need travel to abroad.

For my study, it was important to know the reasons why women like holiday romances and what they think about them. It was also essential to know if the holiday companion always needs to be local man and does the women give gifts or money to their holiday companions. If you read foreign articles of holiday romances of western women, you find out that many times these women give gifts or money to their holiday companions during their holiday. In some cases women send money also to men after the holiday. My study showed that most of the respondents agree that holiday romance brings excitement to their life and makes women feel feminine again. Holiday romance also offers a break from daily routines. Also the physical side was important in holiday relationship. More than half of the respondents agree that holiday romance can continue after the holiday. However most of the women disagree that holiday romance means a deep sense of falling in love

or that they give gifts or money to their holiday romance partners. Continualness of holiday romance after the holiday split woman's thoughts. The third of the respondents agree and the third of the respondents disagree that holiday romance last only during the holiday. More than half of the respondents agree that the other party of the holiday romance can be a local man. These answers differ a lot of those articles which I have been reading. Finnish women seem to be quite rational comparing to example to English women. Finnish women do not expect their holiday romances to be the love of their lives or nor do they give gifts or money to them. It seems like these holiday romances are just holiday entertainment for women and makes them escape from the daily routines for a while. If the holiday romance continue after the holiday, it's just something positive.

When women were asked the feelings of holiday romance during and after the holiday, answers were quite similar. Most of the women felt that they got excitement from the holiday romances. They loved the feeling that they were threatened like women again. After the holiday women felt happiness or sadness. Nobody had lost their hurt for good. Some women though had found their future husband on their holiday. I don't think Finnish women see themselves as sex tourists. They think they are more vacationers who might find holiday fling by a chance. I wonder if any of these women were thinking of sexually transmitted diseases which they could get from their holiday companions because nobody mentions it in the answers. The study of DeMoya et al. (2001) in Dominican Republic showed that beach boys weren't keen to use condoms. It is difficult to say how Mediterranean men think about using the condom. We can assume that Finnish women also have good education about these things and protect themselves from STDs.

The best countries women mention to experience holiday romances truly surprised me. Top two countries were clearly Greece and Turkey. The expectance was in reference countries like Gambia or Bali. The popularity of these two countries could be the closeness of Mediterranean are. Flight time is tolerable and you can find quite inexpensive trips to these destinations. Also independent travels to these countries are quite easy. If you want to travel to Gambia or Bali, you probably need to have longer holiday during the winter. Also travelling to these countries is quite expensive, without mentioning the flight time. Greece and Turkey has been popular destination for Finnish people already decades. These countries are easy to reach and they are familiar for many Finns. The beauty of these countries and also the friendliness of local people are attracting Finnish people year after year.

It was interesting to know which age group had been looking most the holiday romances on abroad and what are they residence. It was also interesting to know which age groups

were most positive about the fact that the holiday romance can continue after the holiday. Regardless of the age more than 50% of women said that they haven't been looking for holiday romance. Half of the women age between 50 and 59 years has been looking for holiday romance. The answers I got from this question came up to my expectations. This is age group was the most open minded towards holiday romances. Like the foreign studies shows, the typical holiday romance seeker is a middle-aged woman. Also I got the answer which I was secretly waiting for. The question was which are the residence of respondents who have most been looking for holiday romances. Women from countryside, had been looking for holiday romance the most. In contrast, women from large town, had the least been looking for holiday romances on abroad. If we think about people living in big cities, we normally think they are the most open minded and adventurous to experience new things. Now we find women for country sides were most adventurous ones. Perhaps in the country side there isn't so many option from men and women needs to travel abroad to experience love. But when asking women if holiday romance can continue after the holiday, most pessimists ones were women from age group from 50 to 59 years old. Could it explained with the fact that these women have burned they wings more often than younger ones. As the study of DeMoya et al. (2001) showed, the target group of beach boys is older women.

So why Finnish women travel to abroad to seek for holiday romance? Have women been seeking for romance on their holiday? Why do they seek holiday romance? Do they think it's socially acceptable? What women will get from holiday romance? How do they feel during the holiday and after the holiday when they have been experiencing the holiday romance? Is it acceptable to give gifts or money to your holiday boyfriend? What are the best destinations to find holiday romance? For these research questions I wanted to have answers and I truly got them.

Due this study I came to outcome that Finnish women are independent, intelligent and rational. Finnish women doesn't necessarily travel to abroad to find holiday romances. Holiday romances are something which can happened during the holiday. Even though some women look for holiday romances on abroad, they don't let men to cheat on them. They know what is going on and they enjoy the feeling as long it last. Finnish women are not sex tourists. Finnish women are more love seekers. Holiday companion isn't a toy to whom you give gifts and money. It is equal partner who knows what he is doing. Finnish women doesn't expect that holiday romance continue after the holiday and life will be perfect after that. Finnish women are too rational for that. They believe that if something is happening, it will happen. If nothing happened, it is not the end of the world. Some women felt happy after the holiday and some were missing the holiday romance. Holiday romance

gives women opportunity to escape from daily routines. Overall Finnish women travel to Mediterranean countries if they want to experience the holiday romance.

I must say I'm really proud of Finnish women. They respect themselves and nobody can let them down, especially men.

The thesis process has been challenging in many ways. Following the timetables has always been difficult to me if I don't have specific date when I need to have something to finished. I work better under pressure and with tight schedule. With this thesis I didn't had rush to finished it.

The next challenge with the thesis was to find literature about romance tourism. The subject is relatively new in Finland and there are no previous studies on romance tourism of Finnish women. By contrast, I found some foreign articles on holiday romances of Western women. From these articles I develop the theoretical part of the thesis.

During the thesis process, I deepened my knowledge on holiday romances and sex tourism in general. This wasn't my first time I when I made quantative research but the first time when I wrote everything in English. That also gave an extra challenge to process. During the process I understand how critical is to make a reasonable timetable and to follow that. I learned more about myself and my way to work through thesis process. I learned also about information retrieval, a critical assessment and making the professional research. For my luck, the subject of women's romance tourism was really interesting and fresh. The most interesting part of thesis process was reading the literature on the subject. Also analysing the questionnaire results made me smile. Finnish women are full of character.

I'm glad that my thesis process was successful and I was able to finished it with reasonable timetable. I learned new things about Finnish women and was able to dive in women's' world of romance. The aim of the thesis was to find out why Finnish women travel to abroad to seek for holiday romance. I think I found the answers to research problem. Also I believe that theoretical part correspond to questionnaire.

The thesis work will enable further studies on the same subject. It would be interesting to know will the answers be the same after same years. The minor modifying of the questionnaire could be reasonable. There are some questions which I'm not totally satisfied.

Travel agencies can also use my study to allocate better marketing to specific segments like holiday romance travelers. Hopefully they find my study interesting and useful.

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Appendices

Appendix 1. Webropol questionnaire + cover letter

Hei!

Opiskelen Haaga-Heliassa matkailun maisteritason tutkintoa. Teen parhaillaan opinnäytetyötä. Opinnäytetyöni aiheena on suomalaisten naisten lomaromanssit ulkomailla. Tutkimuksen tarkoituksena on selvittää miten suomalaiset naiset näkevät/ kokevat lomaromanssit. Lisäksi olen kiinnostunut tietämään miksi osa naisista matkustaa ulkomaille etsimään romanssia ja mitä he saavat itselleen tästä romanssista. Olen myös kiinnostunut kuulemaan, mitkä ovat ne parhaimmat lomakohteet, joissa lomaromanssi on helppo kokea.

Olen työskennellyt useamman vuoden matkaoppaana ulkomailla ja sen vuoksi kiinnostuin tästä aiheesta suuresti. Olen positiivisesti yllättynyt, että aiheesta puhutaan nykyään avoimesti eikä se ole enää tabu. Aihetta ei ole tukittu paljon Suomessa, joten tämä tutkimus on ainoa laatuunsa.

Toivottavasti sinulla on hetki aikaa vastata kyselyyn. Kysely on täysin anonymi.

Jos sinulla on jotain kysyttävää kyselystä, voit laittaa minulle sähköpostia osoitteeseen: johanna.jussila@myy.haaga-helia.fi.

1. Ikä
 - a) 18-29
 - b) 30-39
 - c) 40-49
 - d) 50-59
 - e) 60 tai enemmän

2. Oletteko tällä hetkellä (valitse vai yksi vaihtoehto)
 - a) Naimaton
 - b) Avioliitossa
 - c) Avoliitossa
 - d) Eronnut
 - e) Leski

3. Mikä seuraavista luonnehdinnoista kuvaa asuinympäristöänne?
 - a) Suuri kaupunki (yli 100 000 asukasta)
 - b) Pieni tai keskikokoinen kaupunki tai kunta (20 000 – 100 000 asukasta)
 - c) Pienempi taajama tai kunta (alle 20 000 asukasta)
 - d) Maaseutu (haja-asutusalue)

4. Ammattiryhmä, johon katsotte lähinnä kuuluvanne (valitse vain yksi vaihtoehto)
 - a) Johtavassa asemassa toisen palveluksessa
 - b) Esimies
 - c) Työntekijä
 - d) Yrittäjä tai yksityinen ammatinharjoittaja
 - e) Opiskelija
 - f) Eläkeläinen
 - g) Kotiäiti
 - h) Työtön

i) Muu

5. Mitkä kriteerit vaikuttavat lomakohteesi valintaan

1=täysin eri mieltä 2=jokseenkin eri mieltä 3=en osaa sanoa 4= jokseenkin samaa mieltä
5=täysin samaa mieltä

Sää ja ilmasto	1	2	3	4	5
Matkustan kulttuurin takia	1	2	3	4	5
Lomakohteen aktiviteetit ovat tärkein syyn kohteen valinnassa	1	2	3	4	5
Haluan ainoastaan rentoutua lomalla	1	2	3	4	5
Etsin lomaromanssia	1	2	3	4	5

6. Vastaa seuraaviin väittämiin

1=täysin eri mieltä 2=jokseenkin eri mieltä 3=en osaa sanoa 4= jokseenkin samaa mieltä
5=täysin samaa mieltä

Suomalaiset naiset etsivät lomalla romanttista seuraa paikallisista miehistä	1	2	3	4	5
Hyväksyn suomalaisten naisten lomaromanssit paikallisten miesten kanssa	1	2	3	4	5
Lomaromanssit ovat yhteiskunnallisesti hyväksyttäviä	1	2	3	4	5

7. Vastaa seuraaviin väittämiin

1=täysin samaa mieltä 2=jokseenkin eri mieltä 3=en osaa sanoa 4= jokseenkin samaa mieltä
5=täysin samaa mieltä

Lomaromanssin toinen osapuoli on paikallinen mies	1	2	3	4	5
Lomaromanssi on tärkeä onnistuneen loman kannalta	1	2	3	4	5
Lomaromanssi voi jatkua loman jälkeenkin	1	2	3	4	5
Lomaromanssi kestää ainoastaan loman ajan	1	2	3	4	5
Lomaromanssi tarkoittaa syvää rakastumista	1	2	3	4	5
Lomaromanssissa suhteen fyysinen puoli on tärkeä	1	2	3	4	5
Lomaromanssi saa tuntemaan itseni naiselliseksi	1	2	3	4	5
Lomaromanssi tuo jännitystä elämään	1	2	3	4	5
Lomaromanssi tarjoaa irtioton arjesta/ itsestäni	1	2	3	4	5
Lomaromanssin toiselle puolelle annan mielelläni lahjoja/ rahaa	1	2	3	4	5

8. Mitä koet saavasi lomaromanssista? Kerro muutamalla lauseella.

9. Oletko käynyt aikaisemmin ulkomailla etsimässä lomaromanssia?

1=täysin eri mieltä 2=jokseenkin eri mieltä 3=en osaa sanoa 4= jokseenkin samaa mieltä
5=täysin samaa mieltä

- 1
- 2
- 3
- 4
- 5

10. a) Kuvaile lomaromanssin tunnetta loman aikana:

b) loman jälkeen:

11. Mitkä lomakohteet ovat mielestäsi parhaat kohteet, jos haluaa kokea lomaromanssin?
