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Active Holiday for Families Visiting Ukkohalla



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Abstract

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The commissioning party of this thesis was Hiihtokeskus Ukkohalla-Paljakka Oy. The thesis was produced for one of their ski resorts, Ukkohalla Resort, located in Hyrynsalmi in the region of Kainuu. The resort wanted to reinforce their state as an all year-round holiday resort with diverse sport and wellness services. The main target group of the resort is families, therefore, they wanted to investigate whether families were satisfied with the sport activities offered in their ski resort and how the activities could be improved. The aim of this thesis was to investigate whether families traveling with children were pleased with the amount and quality of sport services offered in Ukkohalla and how active they were in using them.

In order to better understand the topic, the theory of sport tourism, family tourism and ski tourism were examined. The importance of sport tourism within the travel industry was established and ski tourism as a significant part of it. In addition, the large market segment of family tourism and families' domestic leisure traveling were reviewed. Furthermore, group dynamics and decision-making as a family unit and its effect on the choice of leisure travel destination and activities were explored. Moreover, ski resorts and factors affecting the choice of a ski resort were discussed.

A questionnaire was used as a research method, which included the collection of quantitative and qualitative data. It was distributed to families traveling with children in Ukkohalla Resort during the winter season 2018-2019. The responses were used to answer the research question: "To what extent families traveling with children are satisfied with the sport activities offered in Ukkohalla Resort and how could the activities be improved?". The questionnaire explored the prevalence of visits, activities done during the visit, the importance of diverse sport activities, suggestions for improving existing activities and requests for new activities.

All in all, 91 responses to the questionnaire were received and the response rate was twenty-five percent. According to the results the families were pleased with the sport activities they had experienced. Downhill skiing was reported to be an important activity for the whole family, and it was one of the decisive factors in choosing Ukkohalla Resort as a destination. Outdoor activities were perceived as important and more nature related activities were requested by the respondents.

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1 Introduction

Traveling has become an important part of today's society. For increasing numbers of travelers, the tourism segment has become diverse and versatile to suit every traveler's needs. The increasing interest in health and wellbeing in daily life has also a rapid impact on tourism. Therefore, sport tourism is an increasingly growing segment of the tourism industry (Standeven & Knop, 1999). Sport tourism involves all trips including either passive or active participation in sport related activities, for example, traveling to watch the Olympics, participating in a mass sport event, or recreational activities during holidays (Hinch & Higham, 2011; Standeven & Knop, 1999). Sport tourism's oldest forms have been traveling to watch elite sports and skiing holidays (Kurki, 2008). An increased demand for miscellaneous sport tourism products and services has increased competition among tourism businesses (Dwyer & Kim, 2003). Downhill skiing generates over 400 million visits to ski resorts globally on a yearly basis (Vanat, 2019). However, the competition among ski resorts is increasing. The ski market changes constantly, and customers insist on multiple activities during a holiday instead of only skiing (Hudson, Ritchie & Timur, 2004). Therefore, ski resorts need to react to the changing market and consider actions, which should ensure their success.

Competition among ski resorts is increasing due to the changing market and interest in downhill skiing. In the world can be found over 2000 ski resorts of which about 80 ski resorts are located in Finland (Vanat, 2019). The largest ski resorts in Finland are found in Lapland, which draw attention away from smaller resorts in the middle of Finland. In fact, about half a million active downhill skiers and over a million active cross-country skiers can be found in Finland (Komppula & Laukkanen, 2016). Loyalty is a key feature among ski tourists, especially when purchasing a season ticket to a specific ski resort. However, after each season the customers are free to change the resort. Therefore, destination competitiveness and customers' enjoyment have become important features in ski resorts. Destination competitiveness measures the ability of a destination to produce goods and services better than other destinations (Dwyer & Kim, 2003). In order to respond to competition, the quality of service and customer satisfaction and ways to improve them need to be critically examined by the ski resort.

Ski resort businesses and tourism provide important income for the region of Kainuu in Finland. Tourism in Kainuu is a small but growing business segment. However, it has been recognized to

increase money flows in the area by attracting tourists and creating more jobs for the locals (Järviluoma, 2018; Kauppila, 2017). The main attraction in Kainuu is the versatile nature and outdoor sports (Visit Kainuu, n.d.). Even though only six percent of tourists in Finland are accommodated in Kainuu region, more than 930 000 overnight stays were registered in 2016 (Järviluoma, 2018). The number of international tourists is increasing thus the amount of marketing aimed at global markets and visitors have increased (Visit Kainuu, n.d.). In the tourism strategy for Kainuu during the years 2011-2020 the emphasis has been on developing holiday resorts, which will contribute positively to the economy of the whole region. The aim has been to grow in the domestic market and to attract more international customers. Especially in Hyrynsalmi, Puolanka and Vuokatti, most of the income and workforce are created in the tourism sector. Active ski resorts are found in these three municipalities. The ski resorts have increased the amount of accommodation, restaurant and wellness services on the area. In 2015 in the region of Hyrynsalmi, nineteen percent of the income was generated from tourism, whereas in Puolanka the income was ten percent, and in Sotkamo tourism yielded twenty percent of the yearly income. (Kauppila, 2017)

The client of this bachelor's degree thesis – who is also referred to as the commissioning party – is Hiihtokeskus Ukkohalla-Paljakka Oy. Ukkohalla Resort is a ski resort located in Kainuu, in the middle of Finland. Ukkohalla is developing from a ski resort into an all year-round holiday resort. Versatile facilities and equipment for diverse sport activities are available to the customers throughout the year. Winter activities in Ukkohalla include downhill skiing, cross-country skiing, sledging and snowshoeing. During the summer season, activities include hiking, swimming, wakeboarding, canoeing, SUP-boarding, tennis, beach volleyball and disc golf. Biking, gym, sports hall, bowling, spa and instructed lessons are available to customers all year round. The activities are mainly executed individually at the customer's own initiative. In Ukkohalla, instructed activities have been arranged most actively during the winter season mainly for adults whereas during the summer they are not arranged due to it being the quiet season. In Ukkohalla there is considerable potential for improving the sport opportunities and facilities to suit all age and customer groups. Therefore, the commissioning party is interested in developing the resort's sport and leisure time activities.

The main customer segment in Ukkohalla is families, and it is a family friendly destination. Some of the main needs of this segment have been listed to be comfort, safety, quality time as a family, recreation, amusement and childcare. In addition, this customers segment is described to be

young, active and energetic. (as cited in Ylikoski, 2008) Families traveling with children are one of the largest and most constant markets for the tourism and leisure industry (Schänzel & Smith, 2014; Schänzel & Yeoman, 2014). Families, especially children, hope for an active vacation, and the main goal for the vacation is to spend time together as a family outside the home environment (Hilbrecht, Shaw, Celamere & Havitz, 2008; Shaw, Havits & Delemere, 2008). The theory considering family leisure and family functioning during a holiday is reviewed in order to gain an understanding of the underlying behavior of decision-making and hopes for the activities during leisure time. All the activities offered in Ukkohalla throughout the year are not suitable for children and families. For instance, biking and wakeboarding are not meant for small children even though the activities interest families. In addition, not many instructed activities are suitable for various age groups. Hence, in Ukkohalla can be found multiple activities, instructed and self-administered, for adults while there is a limited supply of children's activities. Since the target group is families, more activities could be developed to entertain children and families. Therefore, the commissioning party wanted to discover whether the families traveling for leisure are satisfied with the activities found in Ukkohalla and whether their sport services could be developed.

The aim of the research was to investigate whether families traveling with children were pleased with the amount and quality of sport services offered in Ukkohalla and how active they were in using them. The research question was: "To what extent families traveling with children are satisfied with the sport activities offered in Ukkohalla Resort and how could the activities be improved?"

In order to study the level of satisfaction among families according to sport activities in Ukkohalla, an online questionnaire was created. The questionnaire was distributed by email to families that were accommodated by Ukkohalla during the winter season 2018-2019.

The author of the thesis had been working in Ukkohalla for a longer time period before and during the thesis process. Therefore, she was familiar with the place and she was involved in planning and instructing some of the activities herself. Through this thesis, the author was able to deepen her work life knowledge, and to provide ideas to improve the sport activities at her workplace. This thesis process enabled the author to use her competences acquired from Sport and Leisure Management studies at Kajaani University of Applied Sciences; instead of simply studying customer satisfaction of tourists, the focus was on the sport activities and how they could be improved.

2 Tourism business

Generally, tourism is defined as movement to destinations from regular surroundings, where people work, study or spend their leisure time, temporarily or short-term (Bowen & Clarke, 2009). Traveling is not perceived as a luxury anymore, on the contrary, the annual vacation is seen as an essential part of leisure – especially among families (Schänzel, Yeoman & Backer, 2012). A destination needs to understand the underlying factors in the customer's decision-making and preferences when it comes to choosing a holiday destination and activities experienced during it. Looking at factors – internal and external – affecting destination competitiveness helps to understand how to utilize the existing resources in studying how to maintain and improve destination competitiveness (Dwyer & Kim, 2003). Since the target group in Ukkohalla is families, theories explaining families' traveling behavior and purpose are discussed.

2.1 Sport and tourism

Since the early 1990s the involvement of sports within tourism started to interest researchers increasingly. Passive sport participation in terms of spectating major sport events, such as the Olympics, has existed for centuries. However, sport activities as a part of traveling had not been studied in detail by researchers prior to recent decades. Due to increased sport and recreation needs, spare time, and household income, people tend to include sport activities in their holidays (Marković & Petrović, 2013). Tourism involving sport is addressed as sport tourism, and according to Standeven and Knop (1999) sport tourism “comprises all forms of active and passive involvement in sporting activity, participated casually or in an organized way for noncommercial or business/commercial reasons, that necessitate travel away from home and work locality” (Standeven & Knop, 1999).

A conceptual framework of the motivation and activities of participants in adventure, health, and sport tourism was created by Hall (1992). This framework recognized the versatility and various dimensions of sport tourism. According to their framework, health, adventure and sport tourism were divided into nine segments that were classified by the competitive and noncompetitive na-

ture, and less active and more active participation. Hence, less active and noncompetitive activities were related to health and wellbeing tourism, less active and competitive activity referred to sport spectating, and active participation of a competitive nature comprised activities in which the tourists were traveling to compete in an event. (as cited in Standeven & Knop, 1999) Although this framework has not been referred into modern studies, it provided a good foundation to the research on sport tourism (Standeven & Knop, 1999).

According to Gammon and Robinson (2003), tourism and sport can be combined either as “Sports Tourism” or “Tourism Sport”. Sports Tourism is considered tourism where sports is the reason people travel. It can be either active or passive participation. On the other hand, in Tourism Sport there is a lower level of sport involvement and people consider it as a secondary activity alongside other activities. Thus participating in a sport is often spontaneous and usually involves low level and recreational activities, such as mini-golf, swimming and bowling. (Gammon & Robinson, 2003) In this thesis the emphasis is on active sport tourism.

Sport tourism has been defined differently by various researchers – some emphasize physicality and competition, whereas, others highlight the social and cultural phenomenon it involves (Hinch & Higham, 2011). Therefore, it is important to elaborate that in this thesis the emphasis is on sport tourism in which the tourist is actively involved in sport activities that are either recreational or goal-oriented activities experienced during leisure travel.

Sport tourism is one of the fastest growing segments in tourism. It is a growing trend to participate in large sport events, such as in marathons, obstacle runs, adventure races or orienteering events. This has also been noticed in the number of people attending large-scale events around the globe, and specifically in Finland. The motive to participate in these events could be recreational, competitive or simply a lifestyle choice. (Takalo, 2015) Thus people plan their holidays around sport events, and the trip might include additional activities. Ukkohalla has been a visionary in the field of sport tourism by arranging annual swamp soccer and snow soccer tournaments for over a decade. In addition, other annual events have been arranged, such as hiking and skiing events, and new event tryouts are emerging.

2.2 Destination competitiveness

The tourism sector is growing annually, and it has a positive impact on the world's gross domestic product (GDP) and employment (The Economic Impact of Travel & Tourism, 2018). However, as more money is generated through tourism, competition increases, and tourism businesses need to compete for customers. For example, in Canada the ski industry's revenue and profitability started to decline due to decreased market demand, thus the industry started to research how to attract new skiers in order to increase their destination competitiveness and profitability (Williams & Fidgeon, 2000). It is important to evaluate destination competitiveness to understand better how to correspond to demand. Destination competitiveness can be assessed with "A model of destination competitiveness" by Dwyer and Kim (2003) (Figure 1).

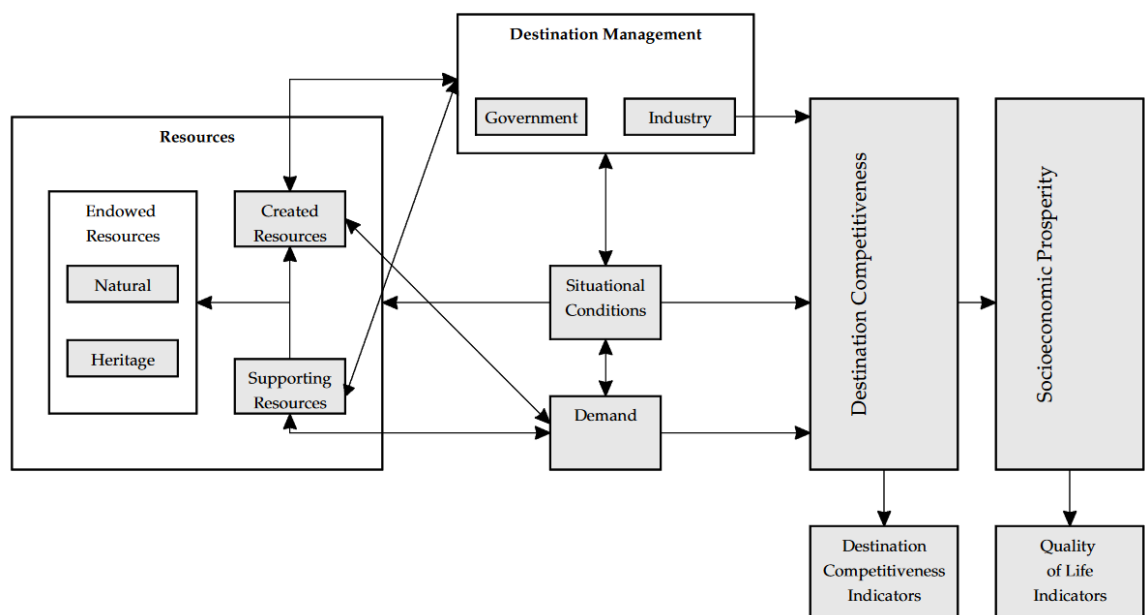


Figure 1. The main elements of destination competitiveness by Dwyer and Kim (2003)

A model of destination competitiveness was created by Dwyer and Kim (2003) (See Figure 1). Destination competitiveness can be assessed through categories: resources, destination management, situational conditions, and demand. The arrows between the categories in Figure 1 indicate the interactive nature of these single categories that affect each other. (Dwyer & Kim, 2003) This model has been developed from the conceptual model of destination competitiveness by Crouch

and Ritchie (1999). The previous model was simplified and organized to form a specific order in which different categories impact one another moving from supporting factors to core resources, destination management and qualifying determinants. (Crouch & Ritchie, 1999) The new model takes into consideration the changing nature of destination competitiveness by adding situational conditions and demand in the model and considering how different categories interact and affect each other (Dwyer & Kim, 2003).

Resources are divided to endowed, created and supporting resources (Figure 1), which are seen as a large factor affecting destination competitiveness. Competitiveness is increased by reinforcing the natural resources with created and supporting resources. Created resources are, for example, tourism infrastructure, activities, shopping, entertainment and special events. Supporting factors are, for instance, general infrastructure, quality of service, accessibility of destination, hospitality and market ties. (Dwyer & Kim, 2003) In Ukkohalla the slopes are built on a naturally occurring hill, whereas, the SaunaWorld & Spa and bowling alley are a part of the created resources. A good variety of different resources assist with corresponding to changing demand.

Demand can be seen as an important factor in destination competitiveness due to changing trends and customer needs. It is comprised from individual pull and push factors, travel motivation and price. One destination cannot be suitable for all customers, therefore the services need to be offered to a specific target group determined by the company. (Dwyer & Kim, 2003) A ski center is not a suitable destination for a beach holiday, whereas, authentic skiing experiences are specifically found in places with naturally occurring snow. However, the destination needs to consider the competition within its own tourism segment, which is a part of situational conditions.

Situational conditions are divided into competitive (micro) environment, location, global (macro) environment, price and safety. Location cannot be affected in a destination that is built on natural resources. However, location determines the customer segment and competition to a large extent. If utilized correctly, situational factors can be used as important assets in enhancing the destination competitiveness instead of reducing it. (Dwyer & Kim, 2003) A destination should be developed according to demand and situational factors in order to compete in a correct market. For example, Ukkohalla is located in the middle of Finland in a small municipality, which ensures a safe and peaceful destination that is nearby Southern cities in comparison to destinations in Lapland.

2.3 Family leisure

A family's regular week is roughly composed of work, school, and leisure time activities. Often children have one or more hobbies or other activities on top of school, and in consequence, parents' leisure time is used for household chores and driving children to their activities. On a daily basis, time spent as a family is minimized to regular (core) activities, such as watching a movie, having dinner or talking together (Garst, Baughman, Franz & Seidel, 2013). According to research, leisure spent together as a family has been perceived to help in developing family cohesiveness and solidarity, improving family communication and encouraging positive interaction within the family (Bowen & Clarke, 2009). Moreover, a vacation together enables the family to improve their family relations and to spend more time as a family (Garst et al., 2013).

Two theories have been developed to explain families' needs for leisure time activities in order to enhance family functioning. (Garst et al., 2013). Firstly, Family Leisure Theory by Shaw and Dawson (2001), was created to explain the process of planning and implementing leisure activities in order to improve family relationships (as cited in Garst et al., 2013). Secondly, Freeman and Zabriskie (2003) developed the previous theory into The Core and Balance Model of Family Functioning (as cited in Garst et al., 2013). According to this model, family leisure is divided in two sections: core activities and balance activities. Core activities are familiar, home-based, activities done on a daily or weekly basis in order to maintain family relations. Balance activities are novel, less frequent, activities, which are done to reinforce family relations. They require more commitment, time and effort, and the activities are often planned in advance. Through this dual approach of constructing family leisure, it describes the dynamic nature of family leisure in between regular activities, which bring stability, and novel activities, which bring change to common family interaction. (Garst et al., 2013) The focus of this bachelor's degree thesis lies in the balance activities since they include vacations, special events and activities outside familiar surroundings (as cited in Garst et al., 2013).

2.3.1 Family holidays

Families traveling with children comprise one of the largest and most constant markets for the tourism and leisure industry (Schänzel & Smith, 2014; Schänzel & Yeoman, 2014). Domestic traveling – which is traveling inside the country of residence for one or more night outside the regular home environment – among families is popular (Bowen & Clarke, 2009). For instance, 25% of all trips in the UK are generated by families' domestic trips, and 30% of leisure travelers in the USA are families (Schänzel & Yeoman, 2014; Schänzel, Yeoman & Backer, 2012). Moreover, the family tourism market makes up a large part of leisure travel all over the world (Schänzel, Yeoman & Backer, 2012).

Families' leisure time traveling has been researched extensively for decades: reasons to travel, sociological perspectives, and family cohesion and togetherness. Within research this phenomenon has been addressed as Family Holidays or Family Tourism. Family Holidays can be defined as: "A purposive time spent together as a family group (which may include extended family) doing activities different from normal routines that are fun but that may involve compromise and conflict at times" (Schänzel, Yeoman & Backer, p. 3, 2012). A holiday enables a family to spend time together without individual schedules and stress involved in everyday life, and the holiday's purpose is to increase family togetherness (Shaw, Havitz & Delemere, 2008). In order to understand the needs and purpose for families to travel, theories and research on the short and long-term influence on family relations, and the effect of gender, generation and group dynamics for activity preferences are presented and discussed.

Socialization of Families Away from Home

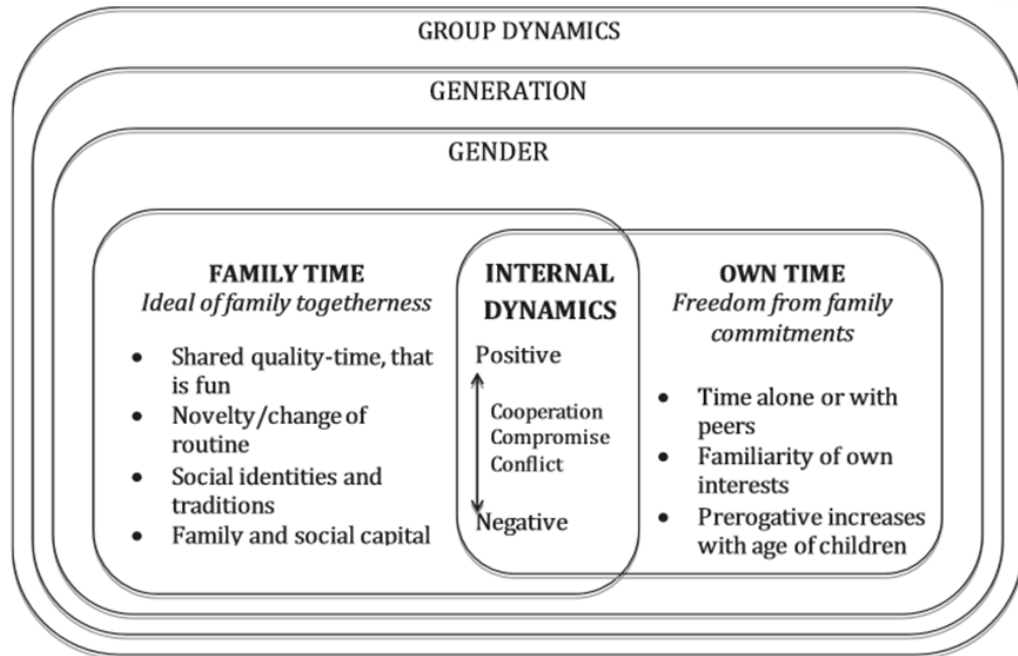


Figure 2. Model of the sociality of family holiday experiences (Schänzel & Smith, p. 133, 2014)

Family holidays are important because they provide escape from everyday life (Hilbrecht et al., 2008; Shaw, Havitz & Delemere, 2008), increase the amount of socialization with family, relatives and friends (Hilbrecht et al., 2008; Schänzel, 2010), give time for the family to improve and retain family relations and cohesion, and to create positive memories as a family (Shaw, Havitz & Delemere, 2008). A successful family holiday is composed of time spent together as a family in addition to time spent apart (Schänzel & Smith, 2014). As seen in Figure 2, a family holiday experience is divided into family time and own time; in order to decide whether a family decides to do activities together or separately internal dynamics are applied. Depending on the group dynamics of the family, decisions on the activities can be made in harmony by making compromises and cooperating in planning or they can be made in a negative manner, which can lead to conflict. (Schänzel & Smith, 2014) Group dynamics, generation and gender are factors affecting the proportions of own time and shared time, and the activities in which an individual wants to be involved (Schänzel & Smith, 2014; Schänzel & Yeoman, 2014). Often parents hope for more activities together, which can be difficult to overcome during the vacation in case children ask for separate activities. The ratio between family time and own time changes according to the age of

children; as the age increases the need for own time increases (Schänzel & Smith, 2014). Often there can be a dilemma between the willingness for own time and shared time (Gram, 2005).

2.3.2 Parents' perspectives on family holidays

Family leisure and vacations are perceived differently by the parents. Often mothers feel more stressed and responsible in contrast to fathers due to the role of taking care of the children. Fathers' roles are more related to playing with and entertaining the children. (Fountain, Schänzel, Stewart & Körner, 2015) Although, in German families it was found that the father is more actively involved with children during holiday while the mother may rest (Gram, 2005).

In research by Fountain et al. (2015) differences between the perception of motivations for family travel between mothers and fathers were researched. The main motivators were to enjoy family time, have fun and to learn new things. However, it was reported that the parents had fun and enjoyed their time, if their children were having fun. (as cited in Fountain et al., 2015) However, at times the parents planned activities especially for the children and in the end the children reported feeling dragged along with their parents' activities (Gram, 2005).

The main reason for fathers to have family leisure time outside a common setting was primarily to spend time with the children and family, whereas, mothers tended to include their own socialization alongside their children playing by themselves or with other children. Hence, mothers create their own time with their friends while looking after the children. Consequently, mothers are able to spend time outside the home, have time for themselves and create enjoyable experiences for the children. Interestingly, the need for own time and socializing with other people outside the family during leisure time were not mentioned by the fathers. During family leisure, mothers tend to value restful relaxation and social interaction, whereas, fathers tend to enjoy the opportunity to spend time with their families. (Fountain et al., 2015)

2.3.3 Activities for children during the holiday

It can be difficult to create an enjoyable family vacation for every family member within the family due to differences in preferred activities. All members seek fun and enjoyment, but it is reached differently by the parents, young children and older children. Parents wish for a combination of activities and relaxation, whereas, young children want versatile activities and things to do. The older children, teenagers, value more time with friends or finding new friends and connections from the vacation. (Hilbrecht et al., 2008; Fountain et al., 2015)

Children's perspective on family vacations was researched by Hilbrecht, et al. (2008). Children were interviewed about their recent family vacation, and it was found that their stories centered on the different activities done during the vacation. The main purpose of the vacation for the children was to have fun. Children appreciate newness, adventure and new experiences in a secure and stable social environment. Also, they valued spending time with their family and friends. However, teenagers valued more time spent with friends without the immediate family, thus they were less excited about the activities done together as a family in comparison to younger children. Time with friends and family without adults was memorable also for the younger children; it was important for the children to spend time and play with children their age. (Hilbrecht et al., 2008)

Children value active and interesting holidays the most. Research suggests that children wish for multiple short-lasting activities every day. It is always important to have something to do, and to have a break from common daily activities and the home environment. (Hilbrecht et al., 2008) For example, children aged 14-15 value socialization with their friends and extreme activities, such as rafting and climbing. Whereas, children aged 7-11 were more attracted by activities closer to the ones conducted at home. (Garm, 2005)

Overall, parents and children view successful and relaxing holidays differently. When comparing adults to children, the main difference is that adults appreciate peaceful and calm activities (watching, listening and walking), whereas children require more stimulating activities (moving, doing and learning) (Garm, 2005). Both, adults and children, hope for a fun holiday, however parents are happy and satisfied if their children enjoy the holiday. Therefore, parents often plan a holiday so that the children will enjoy it, even though it might minimize the parents' own time and exclude their individual interests. (Fountain et al., 2015)

2.3.4 Family decision-making

As discussed earlier, family leisure is complicated and there are multiple factors affecting the outcome of the trip. Furthermore, the consumer behavior of families is hard to predict due to its miscellaneous decision-making processes. Commonly, consumer behavior is described as individual decision-making with hedonistic features, whereas the family is handled as a single consumption unit (Bowen & Clarke, 2009). Hence, the decision-making process involves multiple factors, affected by both individual and group dynamics. Family unit decisions are affected, for example, by children, parenting styles, the relationship between the parents, and extended family and friends. The relationships between the family members (social relations) affect decision-making to a large extent without forgetting factors such as culture and income. (Bowen & Clarke, 2009) Depending on the size of the family unit, the more complicated the interaction within the unit is, especially when the children have more influence on the decisions.

Nowadays children have more influence on family holiday plans. An increasing number of studies have researched the involvement of children in pre-trip planning and decision-making when it comes to deciding a destination for the next vacation. Previously it was assumed that children have little to none influence on decision-making when planning a trip (Blichfeldt, Pedersen, Johansen & Hansen, 2010). However, nowadays their involvement in decision-making is increasing (Blichfeldt et al., 2010; Shavanddasht & Schänzel, 2018). The level of children's impact on the family holiday is positively correlated with increasing age (Shavanddasht & Schänzel, 2018).

Nowadays, children are experienced travelers compared to the beginning of 21st century (Blichfeldt et al., 2010). In some cases, parents choose the destination and children choose the activities. Money is spent on activities, souvenirs and food in which children have the most influence. One of the most important reasons for children to travel is to gain new experiences. (Pearce, 2005) Children between the ages of 8-12 are interested in the choice of destination and activities, however, they perceive the choice of accommodation as not interesting, and thus it is the choice of the parents (Blichfeldt et al., 2010). However, according to Khoo-Lattimore, Prayag and Cheah (2014) among Asian parents young children affect the choice of accommodation indirectly to a major extent; the parents take into consideration factors such as travel distance, child-friendly amenities, safety and family-oriented programs. The parents reported preferring domestic traveling with 3-4 hours of travel time, safe premises for the children within the destination, and the

possibility for activities as a family and for children without a tight schedule. Therefore, they prefer to plan and implement activities by themselves. (Khoo-Lattimore, Prayag & Cheah, 2014)

All in all, knowledge of the decision-making process and leisure behavior of families is important in order to understand the consumer behavior of family units. Parents involve children either directly or indirectly in decision-making, thus holidays are planned and implemented in terms of children's enjoyment and parents' ease to take care of the children. Therefore, a destination targeting families should ensure that the children have enough activities in a safe environment, and parents can rely on the activities offered by the destination, hence, relaxing and enjoying the time spent as a family without additional stress.

3 Ski resorts

In Finland there are approximately 80 ski resorts (Vanat, 2019). Most of the customers are domestic, in fact, it was found that Finland has 500 000 active downhill skiers and 1.3 million active cross-country skiers (Komppula & Laukkanen, 2016). Downhill skiing is a social activity, and people tend to go skiing either with their family and/or friends. In order to better understand the decision-making and consumer behavior of ski tourists, factors such as customer types, loyalty and needs, and the qualities of ski resorts are discussed. Moreover, two rival ski resorts and their activities for families and children are explored. Lastly, activities found in Ukkohalla Resort are examined in contrast to previous theories.

3.1 Downhill skiing as a recreational activity

For many, a vacation to a ski resort is an annual tradition while others tend to visit ski resorts multiple times within a season. The prevalence of visits is affected by the proximity of home to the resort, and the importance of downhill skiing to the customer. Downhill skiing is a suitable hobby for women, men, children and families; moreover, it was perceived as an important shared activity for the whole family (Suomen Hiihtokeskusyhdistys, 2018). However, not everyone can go to downhill ski as often as they would prefer. Price, long distances and scheduling issues were listed as the main contributors to decreasing the days spent in a ski resort during a season, according to a survey that researched Finnish citizens' downhill skiing habits (Suomen Hiihtokeskusyhdistys, 2018).

Usually children acquire their interest in downhill skiing from their parents. For example, in Alpine regions like Tyrol, it was found that if the parents were active downhill skiers the children also did downhill skiing, while among non-skiing adults up to 57% of the children were active in downhill skiing. Hence, often downhill skiing as leisure time activity transfers from the parents to children. (Greier, Ruedl, Pocecco, Oebelsberg & Gurtscher, n.d.) In the UK, it was found that most of the respondents who were active downhill skiers were aged 40-59 (minors were not a part of the survey), and 33 percent of the respondents traveled with their family. Furthermore, the researchers found out that one of the reasons for people to increase downhill skiing was that their children

were old enough to accompany them. (Ski Club of Great Britain, 2016) Overall, downhill skiing can be perceived as a shared activity and a motivator for family leisure travel.

3.2 Factors affecting the choice of a ski resort

Customer satisfaction and loyalty in ski resorts has been studied for decades. However, only a few studies can be found about ski destination choice (Komppula and Laukkanen, 2016). In this section the factors and qualities, which are important for the customer when choosing a ski resort, are examined. Customer needs and preferences are individual; some plan only to downhill ski, whereas others value all the possible experiences received during a holiday (Konu, Laukkanen & Komppula, 2010). Also, the dynamic nature of customer loyalty is discussed and how it can vary between nationalities. In addition, the importance of marketing additional activities is addressed.

The choice of a ski resort might be determined either by the facilities and surroundings of the ski resort or by the social atmosphere within the resort. In the UK, participants rated qualities of a ski resort from extremely important to not so important; the most important features were the guarantee of snow, size of the ski area and the busyness of the slope area. The least important features included the facilities for children, activities outside skiing and the familiarity of the resort. (Ski Club of Great Britain, 2016) A different viewpoint was presented by Klenosky, Gengler and Mulvey (1993). Their research on the choice of a ski destination revealed four main values: belonging, fun and excitement, achievement, and safety. Most of these values are related to downhill skiing slopes; the downhill skiers value the feeling of fun and excitement throughout the season while achieving new skills through challenging slopes. Additionally, safety is important and it is linked to the ski resort that takes care of the slopes and is there to keep the skiers safe. Belonging is achieved through the social atmosphere in the resort and important attributes include friendly people, entertainment and local culture. (Klenosky, Gengler & Mulvey, 1993)

Research by Konu, Laukkanen and Komppula (2010) analyzed and grouped Finnish ski resort customers into customer segments in order to better understand customer needs and preferences. The researchers introduced six customer segments to classify the customers. The segments were: passive tourists, cross-country skiers, want-it-all, all-but-downhill skiing, sports seekers, and relaxation seekers. Participants aged 41-50 traveling with family were most likely to belong to the

sport seekers and want-it-all customer segments. These customer segments appeared to value snow related activities the most, in addition to restaurant and relaxation services. (Konu, Laukkanen & Komppula, 2010) Also, other researchers have found support for the fact that customers tend to downhill ski less in order to enjoy other activities, both on-snow and off-snow, in addition to skiing. (Hudson, Ritchie & Timur, 2004). Thus it is important to have diverse activities available to satisfy all customer needs.

Customer loyalty towards ski resorts can vary between nationalities. According to Komppula and Laukkanen (2016), 27 percent of Finnish downhill skiers were devoted to one ski resort, however more than half of the participants tended to visit multiple domestic ski resorts during a season. On the other hand, a survey conducted in the UK (over 17 000 responses), up to 74 percent of British respondents reported that they would most likely go to the same ski resort as previously, which shows a high degree of loyalty towards the familiar ski resort (Ski Club of Great Britain, 2016). A ski resort can bind their customers with a season ticket to the slopes. Thus the customers are devoted to one ski resort for one season, however, it does not ensure loyalty for upcoming years.

Customer satisfaction in Pyhäntunturi, Finland, was studied by Turunen (2018). The purpose was to elaborate the overall satisfaction of all customers during a winter season. The satisfaction towards all services in the area, such as accommodation, skiing services and restaurants, was researched via a questionnaire. The purpose of one topic was to investigate to what extent the customers were aware of various services in the area and whether they received recommendations for extra activities from the staff. Surprisingly, the customers reported that they were unaware of multiple activities and services. In addition, they would have hoped for more recommendations on additional services from the staff. (Turunen, 2018) Most tourism products are intangible; they are services instead of tangible goods. Therefore, the focus needs to be in the marketing of the service so that it is easily available and visible to the customer. (Ylikoski, 2008)

3.3 Activities in other ski resorts

In order to determine the level of activities in Ukkohalla, it is good to compare them to rivals nearby. Tahko and Vuokatti are ski resorts located near Ukkohalla and they have similar target

group. All three are medium size ski resorts and they attract local customers as day visitors. The main differences between the resorts are the different service providers. In Ukkohalla most of the activities are provided by a single service provider, whereas, for example in Vuokatti more activities for customers are available, however, they are provided by different companies in the area.

Tahko is a ski resort located near Kuopio in Nilsia. In Tahko 24 slopes and 15 lifts are available (Rinteet, 2019). Kuopio and Tahko launched a new ski holiday campaign aimed at children in 2018. They distributed free KIDS-bracelets among children aged 3-15 with which they could obtain discounts from activities in Kuopio and in the ski resort Tahko. The aim of the campaign was to increase the awareness of the different activities in both regions, and to collect them into one website. (KIDS kokoaa hiihtoloman tekemiset yhteen!, 2018) During ski holidays Tahko offered for example, ski school, magic shows, slalom and sledge competitions on a weekly basis (Tapahtumakalenteri, 2019).

Vuokatti is a ski resort located in the municipality of Sotkamo in the region of Kainuu. There are 13 slopes and 9 lifts of which two slopes and one lift are for children (Rinteillä tänään, 2019). The resort has invested in services for children to learn downhill skiing: for example a merry-go-round in the form of a lift, which can be used to teach a child to adapt to gliding on a surface, and a small slope in which children can start to learn downhill skiing. In order to have a break from skiing and spend time inside, a playroom for children can also be found. Also, there is a ski school – as in most of the ski resorts. (Lapsille, 2019) During Finnish ski holidays in Vuokatti, ski competitions were arranged for families twice a week including slalom, telemark and snowboarding races (Tapahtumat, 2019).

Both ski resorts offer a minimal range of activities throughout the major holidays and busy season. However, for example Vuokatti has invested in facilities for young children, which makes the visit enjoyable for children and parents. It appears that downhill skiing is the main activity in both resorts, thus only small activities on the side were offered in order to make room for skiing.

3.4 Ukkohalla Resort

Ukkohalla is a ski resort founded in 1988. It is located in the municipality of Hyrynsalmi in the region of Kainuu. The resort is spread around Lake Syväjärvi and all the services are at a close distance. This region in Kainuu is especially known for its winter and snow and thus it is a good place for winter activities. (Ukkohalla 2018 Masterplan, 2010) Ukkohalla is geographically located in the middle of Finland. The distance to the capital, Helsinki, is 647 km and to the northmost ski center, Saariselkä, is 537 km. A lot of investments have been made in Ukkohalla and a new apartment hotel and bowling alley have been built, and the Spa & SaunaWorld and restaurant were enlarged and renovated between 2011-2014. The main goal of the resort has been to develop the area as a whole to provide a satisfying holiday all year around. The strategy has also been to improve the versatility of summer and winter activities with an emphasis on sport and wellness services. (Ukkohalla 2018 Masterplan, 2010)

Ukkohalla offers a variety of sport activities. A wide range of sport facilities and opportunities for all customers can be found in the area. Such facilities include trails for running and skiing in addition to downhill skiing, as well as, facilities for indoor sports, such as a gym, a sports hall and a bowling alley. The lake enables activities, such as ice fishing, snowshoeing and skiing during winter, and during summer wakeboarding, swimming, fishing and canoeing. As a new activity, bike rental services were offered to customers, including Fatbikes and electronically assisted mountain bikes. During the winter and holiday season, instructed lessons were offered to adults in the sports hall, such as bodyweight and circuit training and yoga. An adventure and skill track was built for children, but most often the program for children involved either Karkkibingo (Candy Bingo¹), Disco for Kids or Hallan Karhu snow competitions.

Families are the main customer group in Ukkohalla. Families favor Ukkohalla, because it is small, safe and quiet ski resort without daily after skis and parties. The area is easy to navigate, the distance between slopes and accommodation does not require a car, and the slopes are good for beginners.

The activities in Ukkohalla are mainly self-service to a large extent. Usually, the equipment and facility, which are needed for the activities, are rented to the customer instead of offering an

¹ Author's translation

instructed package activity. Hence, the customer is responsible for planning and implementing activities during their holiday. Therefore, it is important to find out whether it would be beneficial to invest in instructed activities, and at whom the activities should be targeted. Due to the limited variety of sport activities for children, the commissioning party was interested in finding out how they could improve the sports facilities and activities to suit their younger customers and families. In addition, the objective was to find out what type of activities children, youth and families would be interested in.

Customer satisfaction in Ukkohalla was researched previously by Sari Keränen in 2008. Over 300 questionnaires were collected and analyzed by the researcher. It was found that the three most common reasons to come to Ukkohalla were relaxation, family vacations and active holidays. The participants listed factors such as, downhill skiing, safety, peaceful location, and good family destination, as important when choosing Ukkohalla as their destination. One part of the questionnaire investigated the level of activities for children, which received inconsistent answers ranging between positive surprise and highly negative responses. The customers requested more activities during summer, such as a new playground and a steeper and longer slope for children than the previous one. (Keränen, 2008) The answers were received a decade ago and most of the previously mentioned suggestions have been executed. However, due to the importance of versatile sport activities in a destination, it is important to do research specifically on the sport activities without including all the services and their quality.

As stated previously, the activities offered in Ukkohalla can also be found in Vuokatti and Tahko. The main difference is in the prevalence of the ski school. Instead of offering a weekly schedule, the customers were mainly offered private lessons, which they needed to book in advance. During school holidays, Ukkohalla arranged Hallan Karhu (the resort's mascot) snow competitions, Disco and Candy Bingo for children. However, outside major holidays (Christmas, New Year, Ski Holidays and Easter) there were no instructed activities for the customers.

The advantage of Ukkohalla is that in the case of poor weather for downhill skiing or if customers do not want to ski, they can be involved in other activities in the area. Sports hall, gym, Sauna-World & Spa and the bowling alley offer opportunities for indoor activities. However, most of the time the customers need to plan and implement these activities by themselves due to the lack of consistent instructed activities.

According to previous research, children wish for various activities together with their families, relatives or friends. Socialization and friends are important to children. (Hilbrecht et al., 2008) For parents the main goal of the vacation is to reconnect with the family (Shaw, Havitz & Delemere, 2008). However, children acquire more activities than parents; the balance between activities and rest is perceived differently (Garm, 2005), thus it would be beneficial for the ski resort to offer activities to children to let the parents rest and enjoy their own time. In order to find out to what extent previous studies and theories are applicable in planning Ukkohalla's activity services, a questionnaire investigating the amount, quality and need for different sport activities was created.

4 Research method

A customer satisfaction questionnaire was made to answer the research question: “To what extent families traveling with children are satisfied with the sport activities offered in Ukkohalla Resort and how could the activities be improved?”, and to fulfill the objectives of the commissioning party. The online questionnaire was sent by email to customers who traveled with children and stayed at Ukkohalla during the winter season 2018-2019. The sample was restricted by including only families traveling with children and bookings were made through Ukkohalla’s reservation system – excluding other booking systems. The questionnaire explored the main topics, such as the prevalence of visits, activities during the holiday, importance of diverse sport activities and suggestions for further improvements and new activities intended for families, children and youth visiting Ukkohalla.

The questionnaire was chosen as a research method, because it is a good and fast way to collect a large amount of data. Another way to study the topic could have been for example, interviews. However, it would have been more time-consuming for the customer and author, and the size of the sample would have been smaller. In addition, a questionnaire provides more privacy and the participant may answer freely and truthfully without judgement. The aim of the research was to investigate whether families traveling with children were pleased with the amount and quality of sport services offered in Ukkohalla and how active they were in using them.

The questionnaire was created with the Google Forms program. The customers received a link to their email, which took them straight to the questionnaire. The answers were filled in the program, and they were automatically sent to the author after completing the questionnaire.

4.1 Quantitative and qualitative research

Methodological triangulation was used in the research method. It means the combination of more than one method used to study a phenomenon. The questionnaire was composed of questions, which formed quantitative and qualitative data. The benefits of methodological triangulation have been studied and it was found that triangulation can create more comprehensive data, increase validity and improve understanding of the studied phenomenon. In addition, it reduces

the weaknesses of an individual method and strengthens the outcome of the research. (as cited in Bekhet & Zauszniewski, 2012) Triangulation was used in this thesis to acquire a better understanding and broader perspective of the customers' opinions.

Quantitative research involves numeric and exact data from the studied phenomenon. The data is in the form of variables and the data analysis is conducted to show statistical relationships. The data sets are larger than in qualitative research and often the results can be generalized to entire populations. Quantitative research is divided into experimental and non-experimental research and the variables can be divided into quantitative and qualitative variables. In this thesis mainly qualitative variables - with nominal- and ordinal scales - are used. The ordinal scale shows the order of items and is used in an agreement-disagreement scale and in customer satisfaction ratings. (Gaur & Gaur, 2007) On the other hand, nominal data does not have numerical value and it provides data, which is measured as counts and frequencies (Fink, 1995a). Most of the data generated from the questionnaire is nominal, thus the data is presented using descriptive statistics instead of correlations and statistical testing. The data is generated to represent the overall opinions of the customers and consequently it is individualistic and incomparable to specific numerical data. Therefore, the data can be generalized to other customers only to some extent.

Qualitative research is conducted by analyzing data which is most commonly in the form of speech, words or images. The results are usually context specific and they are reported using a narrative, thus the results cannot be generalized to entire populations. The sample size in qualitative research is smaller than in quantitative due to time consuming methodologies and to receive more in-depth knowledge. Qualitative data is gained from, for example, interviews, observations, and open-ended questions. (Gaur & Gaur, 2007) In this bachelor's degree thesis, qualitative data is generated through open-ended question in the questionnaire.

Thematic analysis was used to analyze the responses to the open-ended questions. It is a six-step process, which helps to identify patterns or themes within the collected responses. Thematic analysis is used to interpret the results rather than simply summarizing the data, thus the objective is to point out themes that are important or interesting for the studied issue. The six phases of the thematic analysis are: become familiar with the data, generate initial codes, search for themes, review themes, define themes and write-up. (Maguire & Delahunt, 2017) Through this process the purpose is to identify repeating patterns and ideologies among the responses in order to find out ideas for improvement in Ukkohalla's sport activities.

4.2 Content of the questionnaire

A good questionnaire includes only essential questions that support the aim of the thesis. The questions were constructed by considering previously mentioned theories and information, preferences of the commissioning party and the author's previous experience from the destination. The questionnaire was made for Finnish customers in Finnish, however in order to make the result easy to read and understand, the questionnaire was translated into English. The original version in Finnish can be seen in Appendix 1, and the translated version in English can be seen in Appendix 2.

As described by Ylikoski (2008), in order to research customer satisfaction using a questionnaire it should contain questions, such as specifying the correct target group, prevalence of visits, and quality of used services (Ylikoski, 2008). In order to make sure that the respondents were the correct target group (families), they were asked to specify the number of children. In addition, the age of the children was specified since the preferences for the desired activities could be dependent on age. Teenagers are more likely to attend adult programs, whereas, younger children need their own activities.

The first part of the questionnaire specified the customer type. The respondent needed to specify the frequency of visits in Ukkohalla and the length of the stay. It was important to distinguish between new customers and long-term customers, because the ideas for improvement and satisfaction in the activities overall could differ. The length of the stay reflects the time they have for activities; a longer stay enables the customers to experience more activities in comparison to shorter visits. In addition, they were asked to specify the reasons why they chose Ukkohalla as their travel destination, for example, location, family friendliness, services and safety.

The second part of the questionnaire investigated the quality and need for different activities in Ukkohalla. Firstly, the respondents were asked to rate activities, which they had experienced with children, on a scale from 1 to 5 (1 = we were not pleased, 2 = room for improvement, 3 = satisfactory, 4 = good, 5 = exceeded expectations). Secondly, with a simple yes or no question the respondents were asked whether they were aware of all the activities listed in the previous question. Thirdly, customers' preferences on the length and time during a day for an instructed activity were explored. Furthermore, the respondents were asked to rate statements on a 5-point Likert scale (1 = Totally disagree, 2 = Partially disagree, 3 = We cannot say, 4 = Partially agree, 5 = Totally agree).

agree). The purpose of the statements was to recognize, for example, to what extent the customers may desire activities together as a family in comparison to activities only for children, and whether it is important for a holiday destination to have different types of sport activities. In addition, a list of new activities directed at children and families was provided and the respondents could choose which activities they wanted in Ukkohalla. The activities ranged from instructed indoor and outdoor activities for families or children to nature excursion, outdoor treasure hunts, and orienteering.

Downhill skiing is an important and popular activity throughout the winter. Therefore, the commissioning party was interested in how satisfied the customers were with the activity and how large a role it plays during the holiday. The respondents were asked how important downhill skiing is to their family. In addition, they were asked to assess, which qualities describe Ukkohalla's slopes the best, such as: safe, adequate number of slopes and easy to learn to downhill ski.

Lastly, the questionnaire had a section in which the respondents were given an opportunity to give feedback. They were asked to tell what they liked about the experienced activities, and whether something could have been executed better. In addition, the respondents could suggest new activities. The last part of the questionnaire with the open-ended questions provided the qualitative data for the thematic analysis.

4.3 Pilot study

A pilot study was conducted prior to sending the questionnaire to the customers. The pilot study was conducted by sending the questionnaire to five individuals and their task was to fill it in and give feedback about the content. In order to help the participants to assess the questionnaire, a checklist for the content was offered. The checklist included questions, such as are the questions easy to understand, is the layout good, and are there any grammatical errors. A pilot study is important because it provides a second opinion from individuals who are not familiar with the topic and therefore they could be critical towards the questions and notice errors. (Litwin, 1995)

Content validity was tested in addition to the pilot study. Content validity in a questionnaire means that a person who knows the topic and content of the studied area will analyze the questionnaire and spot possible errors and inconsistencies (Litwin, 1995). Two of the participants in

the pilot study were more familiar with the topic and aim of the questionnaire, therefore, they could assess the content validity. In addition, one of the participants was familiar with the research methods and she could provide constructive feedback on how the questions were constructed and whether enough background information was conveyed to the respondents in the introductory text.

Overall, some mistakes were found and corrected in the questionnaire. Firstly, one question was deleted from the original questionnaire since it contradicted the objectives and previous visions concerning children's activities. Secondly, the target group of the questionnaire was extended to families who visited during the winter season 2018-2019 in order to obtain a better overview of the whole season. Thirdly, the text thanking customers for participating in the study was made larger and easier to notice to make the respondents feel appreciated and happy afterwards. The overall feedback for the questionnaire was positive and good.

4.4 Sampling method

The sampling method was convenience sampling. Convenience sampling is a nonprobability sampling method and the participants are selected from people who are ready and available at the time. (Fink, 1995b) The email questionnaire was distributed to families who had booked their accommodation from Ukkohalla's website or reception – excluding bookings from other sources. Due to privacy and data protection laws, the email questionnaire was limited to this specific customer group.

The questionnaire was sent to families accommodated between Christmas (19th of December, 2018) and Easter (21st of April, 2019). In order to reach the correct target group and to limit the number of rejected responses, the sample was created by searching for customers who had stayed in Ukkohalla between Christmas and Easter, and there were children staying in the room. Hence, the author excluded customers accommodated in Paljakka from the sample (in the same reservation system), customers traveling with their spouse or friends, and business travelers. It was possible that some bookings might have contained inaccurate information on whether there were children or not, thus -some errors might have occurred when sending the questionnaire.

This decreases the reliability of the sample since not everyone had an equal opportunity to answer the questionnaire. Also, the questionnaire was provided only in Finnish, because the majority of the customers were Finnish.

4.5 Ethical implications

Ethical issues and implications are linked to confidentiality. Proper precautions needed to be taken due to changed privacy protection laws in order to verify that it was legal to send the questionnaire by email. The legality of the distribution method was confirmed from the commissioning party. However, it limited the sample to the customers who made their reservation through Ukkohalla's reservation system.

Treating the respondents with confidentiality is essential. Those reading the thesis should not be able to identify the participants who have answered the questionnaire based on the analysis and the results. In addition, the contact details were not saved nor used for anything else apart from drafting the gift cards.

4.6 Response rate

Email surveys can be risky because of their low response rate. According to research, the expected response rate is approximately 20% (Bourque & Fielder, 1995). Due to the fear of a low response rate to the email survey, the motivation of the respondents was increased by offering a chance to win a gift card to SaunaWorld & Spa and to the bowling alley in Ukkohalla. Although the number of responses might have increased, there was a chance that the reliability of the answers decreased due to customers answering because of an opportunity to win rather than to improve service quality. The response rate for the questionnaire was 24.6%. It was sent to 370 customers of whom 91 answered.

5 Results

The questionnaire was filled in by 91 customers and the response rate was 25 percent. A link to the questionnaire was directly sent to the customers by email. The answers were collected using the Google Forms program. All the responses were eligible for the analysis and none of them were excluded from the final sample. In the results section, the customer classification will be analyzed including prevalence of visits, length of the stay and the number and age of children. Secondly, the customer satisfaction in the experienced activities is discussed. Thirdly, the need, length, time and suggestions for sport activities are explored. Furthermore, first-time visitors and re-visitors (respondents that have visited Ukkohalla more than once) are compared in order to find differences and similarities in their traveling behavior. Lastly, the results from the thematic analysis of the qualitative data are discussed.

5.1 Respondent classification

The respondents were asked qualifying questions in order to find out more about the customer. The opinions and level of satisfaction might be influenced by the prevalence of visits, nights spent in Ukkohalla, and the number and age of children. Therefore, it is important to know how familiar the customers were with Ukkohalla, and why the customer chose it as their destination.

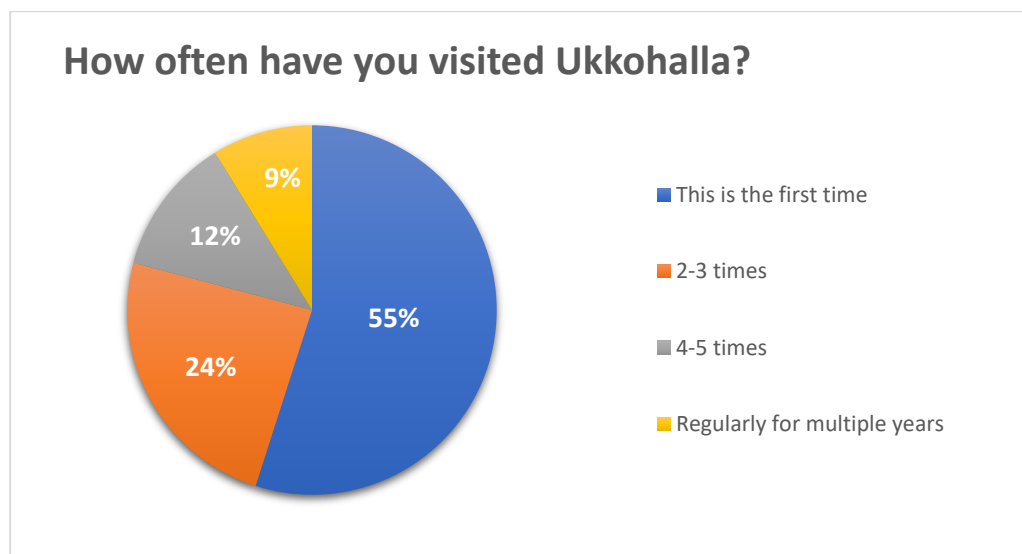


Figure 3. The prevalence of visits in Ukkohalla among the respondents.

Figure 3 represents the prevalence of visits in Ukkohalla by the respondents. Over half of the customers (55%) were first-time visitors, 24 percent had visited Ukkohalla 2-3 times, 12 percent had visited 4-5 times, and nine percent reported that they had visited Ukkohalla regularly for multiple years (See Figure 3). Another important factor is the nights spent at the destination. Most commonly the customers spent 3-4 nights at the resort (58%), whereas, 18 percent of the respondents spent 5-6 nights. 15 percent spent 1-2 nights in Ukkohalla, only nine percent spent 7-8 nights and none of the respondents reported any longer visits.

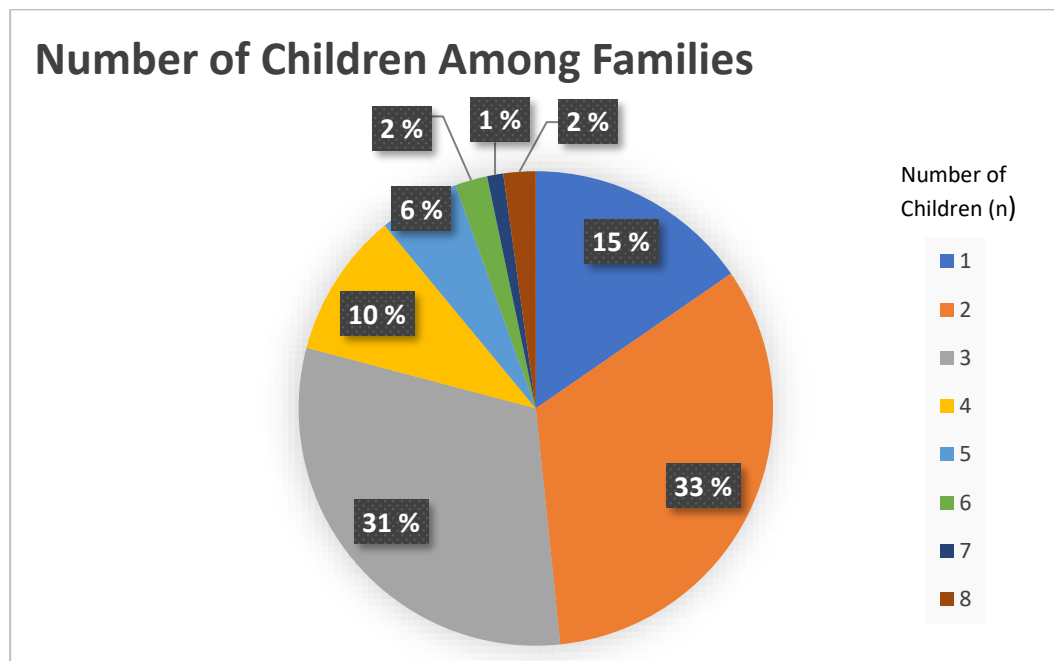


Figure 4. Size of the families among respondents; two thirds of the families had 2-3 children

The number of children in the families accommodated in Ukkohalla can be seen in Figure 4. According to the results 33 percent of the families reported having two children and 31 percent had three children. Families with one child represented 15 percent of the respondents. Families with more than three children represented a minority of the results: ten percent had four children, five percent had five children and five percent had six or more children (Figure 4). Overall, the majority of the respondents had 2-3 children (64%). The high frequency of 1 to 3 children in a family could be speculated to be caused by the overall prices of downhill skiing, which was reported to decrease the amount of skiing (Suomen Hiihtokeskusyhdistys, 2018).

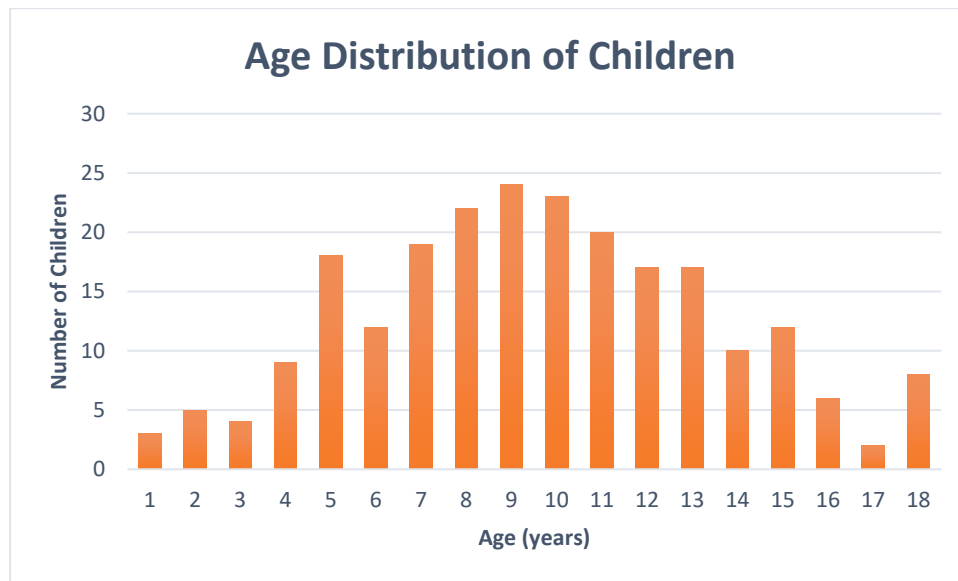


Figure 5. Age distribution of the children in 87 families (n=231)

Age distribution of the children can be seen in Figure 5. Most of the respondents (n=87) specified the age of the children correctly. School aged children (7-16 years old) represent 74 percent of the sample, whereas, 22 percent children were aged 1-6, and four percent aged 17-18 (Figure 5). Almost half of the children were 8-12 years old, which was reported to be the age group in which the children are most active and interested in being involved in decision-making when it comes to leisure traveling with the family (Blichfeldt et al., 2010). It is the age when children are able to make autonomous purchase decisions and are interested in traveling with parents (Blichfeldt et al., 2010), in comparison to youth (age 14+) who are increasingly interested in spending time with friends rather than parents (Hilbrecht et al., 2008).

The respondents were able to choose the main reasons why they selected Ukkohalla as their destination from a list of twelve options. The most common reasons were the opportunity to downhill ski (68%), location (62%), adequate price (40%), services are close to accommodation (37%) and child friendliness (35%). In addition, reasons, such as a shared seasonal ticket to three ski resorts (Ukkohalla, Paljakka and Ruskotunturi), financially supported family holidays (arranged by an external foundation), and snowmobiling were mentioned by the respondents. The least listed qualities were events (2%), services (3%) and safety (5%). In comparison to previous research in Ukkohalla, a decade ago the customers had listed factors, such as downhill skiing, safety, peaceful location and family friendliness (Keränen, 2008). Thus, there were no major changes, excepting






the importance of safety, although it might be perceived increasingly self-evident in Finland and not counted as a defining factor to choose the destination.

All in all, according to this sample, the average family visiting Ukkohalla can be described as a family with 2-3 children, coming to the destination for the first time, staying for 3-4 nights, and downhill skiing is a major activity for the family. This is an important classification, which can help to understand the customers' needs and wishes for their holiday.

5.2 Customer satisfaction in sport activities

The respondents were asked to rate all the activities they had experienced as a family or at least involving one or more children. In case the respondents had no experience of the activity or children were not involved, they were instructed to mark "No experience". Table 1 represents the results obtained from the question. The first columns show the percentage of respondents who rated the activity as no experience, or they gave a score on a scale from 1 to 5. The ratings were described as: 1 = we were not pleased, 2 = room for improvement, 3 = satisfactory, 4 = good, 5 = exceeded expectations. The last column represents the average score given to the activity. The average score excludes the respondents with no experience.

Table 1. Distribution of the respondents' ratings for listed activities

							
	No experience (%)	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Average score
Downhill skiing	4.4	1.1	0.0	4.4	57.1	33.0	4.26
Ski school	74.7	0.0	0.0	8.8	8.8	7.7	3.96
Hallan Karhu snow competitions	94.5	0.0	0.0	1.1	2.2	2.2	4.20
Sledging	40.7	4.4	5.5	23.1	14.3	12.1	3.41
Cross- country skiing	29.7	3.3	3.3	14.3	28.6	20.9	3.86
Snowshoeing	82.4	0.0	0.0	5.5	5.5	6.6	4.06
Sports hall	57.1	1.1	0.0	3.3	18.7	19.8	4.31
Group exercises	73.6	0.0	0.0	0.0	16.5	9.9	4.38
Gym	74.7	1.1	6.6	7.7	7.7	2.2	3.13
SaunaWorld & Spa	18.7	3.3	6.6	15.4	24.2	31.9	3.92
Bowling	42.9	2.2	1.1	6.6	18.7	28.6	4.23

The most experienced activities within the sample were downhill skiing (95.6%), sledging (59.3%), cross-country skiing (70.3%), SaunaWorld & Spa (81.3%), and Bowling (57.1%). Whereas, the least experienced activities were Hallan Karhu snow competitions (five ratings) and snowshoeing (sixteen ratings). On average the respondents had experienced five activities, supporting the idea that ski resorts should have diverse activities (Hudson, Ritchie & Timur, 2004). According to the results, downhill skiing had the highest participation percent and it received an average score of 4.26, which is a high score (See Table 1), thus most respondents were satisfied with the activity. Also, the sports hall was liked by many respondents by receiving a mean score of 4.31. Cross-

country skiing received an average rank of 3.86. Ski school received an average rank of 3.96. The most debated ratings were given to sledging (3.41) and to the SaunaWorld & Spa (3.92).

The respondents were asked whether they were aware of all the activities listed in Table 1. According to the respondents, 71.4 percent knew about all the listed activities and 28.6 percent did not know all of the listed activities. The length or the prevalence of visits had no correlation with awareness of the activities. The reasons why the customers were unaware of the activities could only be speculated. In order to discover if the customers were unaware about the offered activities intentionally or unintentionally, they could have been asked if they would have liked to know about all the activities during their holiday. As reported by Turunen (2018) in Pyhätunturi the customers did not feel that they were offered enough products aside from the ones they purchased.

5.3 Downhill skiing

Downhill skiing is the main activity during the winter season and a major attraction for the customers. Therefore, it is important to know how important downhill skiing is for the families and how satisfied they were with the activity during their visit. Most of the respondents had experience of downhill skiing and its rank was on average 4.26 on a scale from one to five.

When the respondents were asked to assess to what extent they agree with the statement: "Downhill skiing is an important activity for our family", 89 percent either partially agreed or totally agreed with the statement. In addition, the respondents were given the opportunity to choose which of the provided eight qualities suited Ukkohalla's slopes the best. On average the respondents chose 4 qualities of which the most representative were: slopes for people of all age groups (77%), good opportunity to learn downhill skiing (73%), an enjoyable way to spend the day (50%) and slopes to suit all skill sets (45%). The least noted qualities were: "keep experienced downhill skiers entertained" (24%) and "adequate amount of slopes" (38%). In addition, the short queues for the lifts were mentioned and the importance of Hallapark – a place for tricks, ski jumps and rails.

Downhill skiing was noted as an important activity of most of the families, thus it supports the idea that children might acquire the skiing habit from their parents (Greier et al., n.d.) and it can

become an important hobby for the family (Suomen Hiihtokeskusyhdistys, 2018). Most of the customers were satisfied with the slopes and downhill skiing received an average score of 4.26 on the scale from 1 to 5. In the previous study by Keränen (2008) the average score for the slopes was 3.60 (n=43), thus there seems to be improvement compared to the previous customer satisfaction study. In addition, the ski school received a better rating (3.96) in comparison to the previous study in which it received the score 3.71 (n=14) (Keränen, 2008). All in all, Ukkohalla offers suitable facilities and surroundings for running a ski resort, hence, the resort should value its natural resources and develop the main activity, downhill skiing, in order to enhance destination competitiveness (Dwyer & Kim, 2003).

5.4 Suggestions for new activities

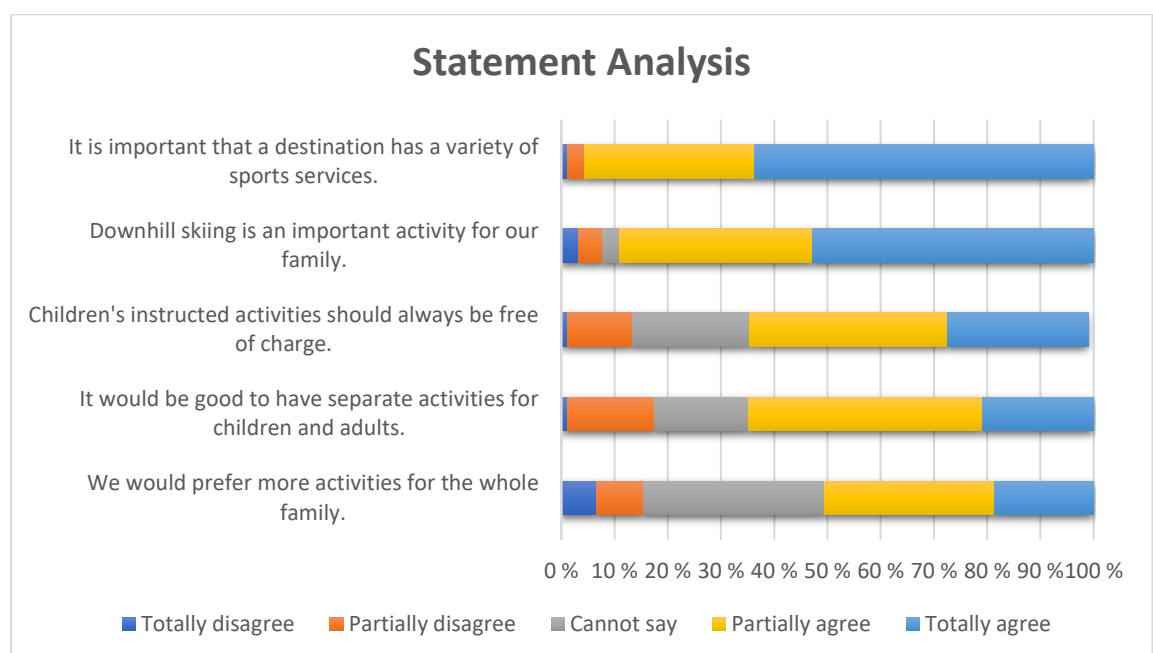


Figure 6. To what extent the customers agree with the following statements

The respondents were asked to analyze statements on a 5-point Likert scale (level of agreement). According to the results, the respondents were often partially or totally agreed with the statements (See Figure 6). The statement “It is important that a destination has a variety of sports services.” was either partially agreed or totally agreed with by 96% of the respondents. The most debated statement was “We would prefer more activities for the whole family.” in which 34% were unable to decide whether there should be more activities together as a family and 16%

disagreed with the statement to some extent. In addition, the statement “It would be good to have separate activities for children and adults.” was mainly partially agreed with (44%), however, 65 percent of the respondents agreed with the statement to some extent. The statement “Down-hill skiing is an important activity for our family” was either partially agreed or totally agreed among 89 percent of the respondents.

Eight suggestions for new sport activities in Ukkohalla were provided for the respondents. They could choose more than one activity and on average the respondents chose four activities. Few chose all the suggested activities whereas some chose less than four. From eight possibilities the most liked options were outdoor treasure hunts (63%), nature excursion for all age groups (60%), obstacle and agility courses in the sports hall (51%), and Kota (large teepee-like shelter) excursion for the whole family (49%). Orienteering (25%) and instructed games for family outdoors (32%) were the least wanted activities. The open-ended questions contained multiple indications of how outdoor and nature activities interested multiple respondents. Snow activities were important especially for people living in the southern part of Finland.

It can be difficult to arrange instructed activities due to customers’ diverse preferences concerning the time, length and day for the activity to be implemented. Over half of the respondents (59%) wished for activities lasting two hours, 38% would rather spend one hour on the activity and only one respondent chose either 3 hours or a half day activity. However, the time of day the activity should occur was a more debated issue. The responses were distributed as such: around midday (35%), during the daytime (31%), during the afternoon (22%), in the evening (9%) and in the morning (3%). During the winter season it is complicated to decide a time when activities should take place. Outdoor activities need to be before dark, whereas indoor activities could be at any time of the day, preferably during the afternoon or early evening when it is dark outside. However, to serve the customers and children who might not spend the whole day on the slopes, the activities could be around midday, as requested by most of the respondents.

5.5 First-time visitors in comparison to re-visitors

Most of the questionnaire respondents reported being in Ukkohalla for the first time (50 families), whereas, 41 families had visited more than once. Proper analysis on the impact of long-term customer loyalty cannot be done since 80 percent of the respondents had visited Ukkohalla 1 to 3 times, whereas, only nine percent of the respondents had visited regularly for multiple years. However, there were interesting differences and similarities found between the two customer groups – first-time visitors and re-visitors.

Interestingly, there were no statistically meaningful results between first-time visitors and re-visitors in contrast to the awareness of existing activities in Ukkohalla. Most of the first-time visitors (74%) were aware of all the activities listed in Table 1, whereas, 26 percent of the first-time visitors were not aware of them. However, only 68 percent of the more regular customers were aware of all the activities, and 32 percent were not aware of them. Since both of the groups, first-time visitors and re-visitors, were equally aware and unaware of the activities provided, there was no correlation between regular customers knowing better the activities in the resort in comparison to new customers. However, the number of respondents who were unaware of the activities was rather high for this sample size, and there is no knowledge on why they were not aware of the activities, or which activities they were unaware of.

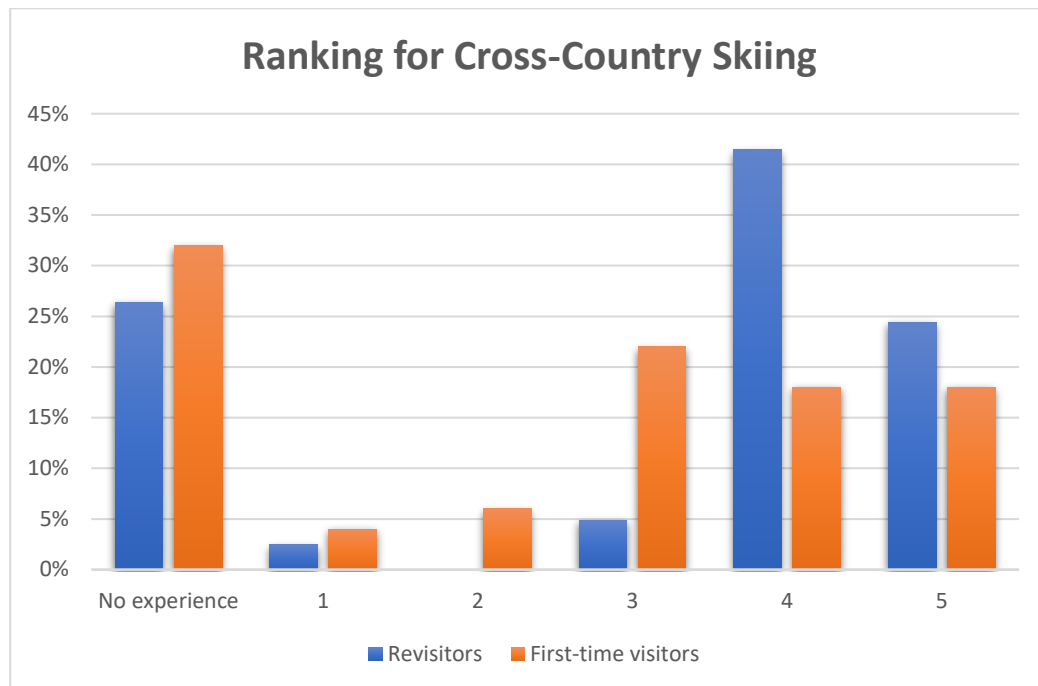


Figure 7. Comparison of given ranks for cross-country skiing between first-time visitors and re-visitors

According to the results cross-country skiing was a more important activity and factor in choosing Ukkohalla as a destination among re-visitors in comparison to first-time visitors. 37 percent of the re-visitors mentioned cross-country skiing as a factor when choosing Ukkohalla as a destination in comparison to 22 percent of first-time visitors. 73 percent of re-visitors had experience in skiing in comparison to 68 percent of first-time visitors. In addition, re-visitors were more satisfied with the activity by giving it a rank 4 or 5 (See Figure 7). In Finland there are over 1.3 million active cross-country skiers in Finland (Komppula & Laukkanen, 2016). All in all, it could be stated that cross-country skiing is an important activity for the customers visiting Ukkohalla aside downhill skiing.

5.6 Thematic analysis

Thematic analysis was used to analyze qualitative data, which emerged from the four open-ended questions in the end of the questionnaire. The respondents were asked to provide feedback from the experienced activities and to suggest activities that they would like to find in Ukkohalla. Ac-

cording to the received data, 88 percent of the respondents gave feedback (positive and negative), and 64 percent were hoping for improvement or gave ideas for improvement. Overall, the feedback was good and constructive, and the respondents used it mainly to thank for the good activities and services they had experienced. A thematic analysis was used to review the answers and to group them into themes. The results and themes are introduced by firstly going through positive feedback towards the activities experienced during holiday, moving further to negative feedback and wishes for improvement. Secondly, the activities that interest the families and future improvements and requests for new activities are discussed.

Table 2. Number of respondents answering the open-ended questions (n=91)

Topic	No comment (n)	Everything was good (n)	Gave ideas or feedback (n)
What activities did you like?	22	-	69
How the activities could have been improved?	25	13	53
What forms of activity interest your family?	14	-	77
What activities should be found in Ukko-halla?	18	18	55

Table 2 represents the activity of respondents in answering the open-ended questions. Not every respondent was interested or willing to write feedback, thus the questions were left empty. On average every fourth question was empty in the good and negative feedback sections, whereas, less than twenty respondents did not give feedback on the activities which interest family and activities that should be found in Ukkohalla. Otherwise, if there was no feedback or ideas for improvement, the customers mainly stated that everything was good or enough for their needs. However, it could be speculated why the respondents did not answer the questions for example, the respondents might have not understood the question, they felt that they already answered it in the previous question, or they might have saved time by not answering the questions. Therefore, the reliability of the answers is affected by the fact that the respondents might have not answered the question correctly. Overall, most of the respondents were active in providing feedback.

5.6.1 Feedback and customer satisfaction for experienced activities

The respondents were asked to provide feedback on what activities they liked during all their visits. They were asked an open-ended question: “What activities did you like during your previous visits and why?”. Reoccurring themes were found from the feedback received from the respondents of the study. From the positive feedback two major themes emerged: **snow activities** and **indoor activities**.

Snow activities, such as downhill skiing, cross-country skiing, sledging, Hallan Karhu snow competitions and snowmobiling, received positive feedback. Downhill skiing, specifically, was mentioned by 30 percent of the respondents. Also, the ski school, cross-country skiing track and snowmobiling tracks received good feedback. For example, respondents mentioned that the cross-country skiing tracks and downhill skiing slopes were in good condition, and it was nice to spend time outdoors with children.

Indoor activities, such as SaunaWorld & Spa, bowling alley, Candy Bingo and Kid’s Disco, were the most liked activities according to the respondents. 18 respondents were satisfied with the SaunaWorld and 12 respondents mentioned bowling. These activities were noted as nice additional services aside snow and outdoor activities. In addition, the children’s activities, Candy Bingo and Kid’s Disco, were liked although they could have been arranged more often.

It was assumed that not every customer was satisfied with the experienced activities, hence, they were given an opportunity to give feedback on the experienced activities. The respondents were asked a question: “How could we have improved the activities you did?”. From the responses to this question two of the most occurring themes were **facility maintenance** and **service quality**.

Facility maintenance was highlighted in the negative feedback section. Slopes, cross-country skiing tracks, the slope for sledging, the bowling alley and SaunaWorld received comments on their functioning and condition. Customers requested better lighting for the slopes, more lifts and an easier slope for beginners. The cross-country skiing tracks should have been serviced at least once per day, more tracks with lights on them, and better markings for the tracks to prevent skiers getting lost or to wrong ski routes were also mentioned. Also, the area for sledging was a disappointment for many, thus a better place and slope was requested. In addition, in SaunaWorld all

the saunas were not on, or at the end of the day they were too warm to go into, which can be unpleasant for younger children. Also, the malfunction of the bowling alley was mentioned.

Service quality was another point appearing in the data. The lifts at the slopes should have had more staff members to help the customers to enter the lift. In addition, the length of the ski school was not satisfactory according to a respondent. A fifty-minute ski school was considered to be too short to learn downhill skiing. The respondents requested more Hallan Karhu snow competitions, either more at a time or multiple times a day. Also, the lack of activities outside major holidays was mentioned. During a normal week there were no instructed activities available. In addition, information on the opening hours of different facilities in Ukkohalla was difficult to find. Customers asked for clear information on the condition of the slopes and cross-country skiing, such as which slopes are open and when have the slopes and skiing tracks been last serviced.

Customer satisfaction was researched a decade ago (Keränen, 2008) and similar themes were researched. Downhill skiing and ski school received better rankings from this questionnaire in comparison to the previous one. Sadly, a decade ago the customers were thankful for the service at the ski lifts where the staff helped the customers to enter the lift, whereas now there were multiple complaints on how there was no staff most of the time. (Keränen, 2008) The sample of 91 respondents is a small portion of all the customers visiting within a season. If multiple respondents of the questionnaire noted the missing staff from the lifts at the slopes, even more customers might have noticed it who were not a part of the sample. This is a set-back compared to previous times, and since downhill skiing is the main activity for families and other customers it should be a valued service. However, as seen in Table 2, most of the respondents were satisfied with the activities or did not comment on the questions, hence, the negative comments per activity were a small minority of the whole sample.

5.6.2 Hopes for activities in the future

The two questions: “What forms of activity interest your family?” and “What activities or sports services would you hope to find at Ukkohalla?” produced similar results in the thematic analysis.

There were no major differences in answering these questions, hence, they were reported together. The three main themes found were **winter activities**, **nature excursions**, and **indoor activities**. These themes are further analyzed and explored separately below.

Winter activities were listed the most by the respondents. The activities included: downhill skiing, cross-country skiing, sledging, snowmobiling and ice fishing. The customers were satisfied with downhill skiing, however, additional services were suggested. A ski school arranged in English was suggested, and a ski school specifically for learning tricks either with the skis or snowboard was requested for children and teenagers. Also, courses for cross-country skiing techniques were proposed. The area for sledging received a lot of feedback this year, thus the respondents asked for a better and steeper slope. Among the new activities requested by the respondents were ice activities, for example, ice skating, ice golf, and ice fishing, and a flat and easy cross-country skiing track for children. Biking had been a new activity in Ukkohalla since the autumn and it was noted by multiple respondents. They hoped for either individually executed biking on proper bike routes or an instructed bike tour. However, the bike routes were criticized because they were partially on the cross-country skiing tracks, thus the customers wanted separate trails for biking.

Nature excursions intrigued multiple respondents. The main attraction for the families is to come to Ukkohalla to enjoy from the outdoors and nature. Therefore, they were interested in attending various nature excursions, which could include activity outdoors in the natural environment, learning new things and eating by a campfire. The excursions could be walking, biking, snowshoeing or cross-country skiing. An educational nature path was also mentioned in the previous study by Keränen (2008).

Indoor activities included activities for children separately and for the whole family. The customers requested more instructed activities and an indoor play area for children. A daily playing hour in which everyone is welcome could be arranged in the sports hall. Due to the high price of booking the sports hall for personal use and the small size of families to play, for example, ballgames, in Ukkohalla could be a time during which anyone could go and play in the sports hall with other customers. It could be a good time to socialize with other adults and children in the area as it was stated to be important according to previous studies (Fountain et al., 2015; Hilbrecht et al., 2008). In addition, a better spa area with more swimming pools was requested aside SaunaWorld & Spa. Also, aqua aerobics could be arranged in SaunaWorld's swimming pool.

All in all, the respondents were interested in activities together as a family and activities separately for children. As suggested in previous research, the notion that family leisure includes time spent together as a family and time spent separately (Schänzel & Smith, 2014), is supported by the results, since the respondents requested multiple activities for families. Also, parents asked for more activities for children, which supports the idea that parents will enjoy the holiday if their children are entertained (as cited in Fountain et al., 2015) and children's activities provide children with an opportunity to release energy and socialize with other children (Hilbrecht et al., 2008). Quite often the activities described involved instructed activities, not only individually executed activities. Therefore, the instructed activities offered to the customers could be updated to suit families and children and to include nature excursions, indoor activities and outdoor activities.

5.7 Limitations

Some limitations were observed during the thesis process. Firstly, the questionnaire questions could have been formed better to make them easier to understand. Also, the specific time of the familie's visit could have helped in analyzing the data, because reasons for dissatisfaction could be caused by, for example, the late arrival of winter and snow or the lack of instructed activities in a normal week. Secondly, the sample was created by the non-probability sampling method, hence, not all the families visiting Ukkohalla had an equal opportunity to be a part of the study. In addition, a paper version of the questionnaire could have been offered aside the emailed version. Thirdly, the response rate was low (25%), thus it could be debated whether it is a representative sample of all the customers it was sent to. Moreover, the distribution of the questionnaire started in March, thus customers received the questionnaire between one day to three months after departure. Therefore, it could have been beneficial to have the questionnaire ready before Christmas so that the customers would have received the questionnaire within a week or two after departure. However, it was not possible due to the schedule in which the thesis process was started.

6 Discussion and conclusion

The aim of the research was to investigate whether families traveling with children were pleased with the amount and quality of sport services offered in Ukkohalla and how active they were in using them. Through the customer satisfaction questionnaire, the commissioning party, Hiihtokeskus Ukkohalla-Paljakka Oy, was able to collect valuable feedback for their sport services from families' perspective. Ukkohalla provides good facilities, indoor and outdoor, for diverse sport activities throughout the year. However, room for improvement could be found in the existing activities, and interest in new activities emerged. Customers often choose Ukkohalla as their destination in order to enjoy winter activities during the winter. Therefore, it could be beneficial for the company to praise the diverse wilderness found in Kainuu and pay attention to available outdoor services.

According to the results, on average, when a family visits Ukkohalla for the first time, they stay for 3-4 nights and the family has 2-3 children. From this sample also revisiting families tended to stay for 3-4 nights. The families had experience of five activities on average. For most of the families downhill skiing is an important activity, however they are involved in multiple activities during their holiday, as noted also by Hudson, Ritchie and Timur (2004). Especially, spending time outdoors was found to be important. Activities together as a family were valued in addition to activities specifically for children. Multiple ideas for improving already existing activities were suggested. For instance, the outdoor ski tracks and bike trails should be marked better, and they should have separate tracks. Also, there should be more staff at the slopes to help the customers enter the lifts.

From the results it became clear that the customers were pleased and positively surprised about the activities experienced. All the customers were not aware of the activities available in Ukkohalla. In addition, some respondents were surprised to find, for instance, a bowling alley at the destination. Service is an intangible product, and it needs to be easily available and visible to the customer (Ylikoski, 2008). Customers might feel disappointed after hearing about interesting activities when it is too late to experience them. Therefore, marketing and informing the customers early on is important. As suggested by a respondent: a brochure including information on the activities and services could be found in each hotel room.

The reliability of the results might have been affected by the author because she worked in the resort during the data collection. As stated before, the author instructed some of the evaluated activities herself, thus there is a possibility that it might have affected the results and ratings. The author's name was visible in the questionnaire and she introduced herself to the customers prior to instructing. However, the respondents might have not paid attention to the creator of the questionnaire or they might have not remembered the author's name.

The thesis was a valuable learning process for the author, which enabled her to develop her work life skills with the competences acquired from the studies in Kajaani University of Applied Sciences. The research problem was based on a real-life situation; the commissioning party wanted to find out how to develop their sport services for their customers. The problem was solved with the help of a customer satisfaction questionnaire, hence, the author used research-based method and suitable theories and literature in the research process. Studies in sports, tourism and business were important areas in planning and implementing a research to develop the sport services of a tourism business.

For future research, interviews including children could be a sufficient way to gain more feedback from families. Also, the overall satisfaction and opinions of the long-term customers could be studied to get a better understanding from their decision-making process, or the difference between mothers' and fathers' views on a satisfying family holiday. In addition, the summer season could be further developed since the resort wants to reinforce their state outside winter season. Furthermore, a product development process could be made in order to implement some new activities for families. For example, a family friendly nature path with information checkpoints could be created using QR-code technology. It could be a good addition to the self-executed activities for customers in addition to instructed nature excursions.

In conclusion, as stated by a respondent of the questionnaire, Ukkohalla already provides multiple activities, which are enough for a one-week holiday. The customers were satisfied with the experienced activities to a large extent, however, the quality and functioning of some activities could be improved. Therefore, the first step should be to improve and fix the existing activities according to the customers' feedback, and to make sure that customers are aware of the diverse sport opportunities in the area. Later on, the resort should think about new activities, for example instructed activities for families and children, since they showed interest in them according to this research.

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Appendix 1. Original Questionnaire in Finnish

SKI&SPORT RESORT

UKKOHALLA

Asiakastyytyväisyyskysely lasten ja nuorten aktiviteettipalveluista Ukkohallassa

Kysely on tarkoitettu perheille, jotka ovat vierailleet Ukkohallassa talvikaudella 2018-2019.

Kysely on osana Heli Peltomaan opinnäytetyötä Kajaanin ammattikorkeakoulun liikunnanohjaajan opinnoissa. Sen tarkoituksena on selvittää liikuntapalveluiden riittävyys, laatu ja tarpeellisuus. Kyselyyn vastaamalla autatte meitä kehittämään lasten ja nuorten aktiviteetteja, jotta lomalla riittäisi mielekästä tekemistä jokaiselle. Vastaukset käsitellään nimettömänä.

Vastaamalla kyselyyn olette mukana arvonnassa, jossa voitte voittaa kertalippuja saunamaailmaan ja keilaamaan. Vastaus tulee lähettää viimeistään 26.4.2019.

***Pakollinen**

Kuinka tuttu lomakohde Ukkohalla on teidän perheellenne?

Olemme kiinnostuneita, että kuinka usein olette vierailleet Ukkohallassa ja mitkä tekijät vaikuttivat teidän päätökseen valita Ukkohalla matkakohteeksenne.

Kuinka usein olette käyneet Ukkohallassa? *

☐ Ensimmäinen kerta

☐ 2-3 kertaa

☐ 4-5 kertaa

☐ Säännöllisesti useamman vuoden ajan

Kuinka monta yötä majoituitte viimeisimmällä vierailullanne? *

Valitse ▼

Mikä sai teidät valitsemaan Ukkohallan matkakohteeksenne? *

Voitte valita yhden tai useamman vastausvaihtoehdoista.

- ☐ Sijainti
- ☐ Palvelut lähellä majoitusta
- ☐ Lapsiystävällisyys
- ☐ Laskettelurinteet
- ☐ Hiihtoladut
- ☐ Palvelut
- ☐ Mukavuus
- ☐ Liikuntamahdollisuudet
- ☐ Sopiva hinta
- ☐ Majoitus
- ☐ Turvallisuus
- ☐ Tapahtuma (esim. Ukkohalla-Paljakka Hiihto)
- ☐ Muu: _____

Kuinka monta lasta perheeseenne kuuluu? *

Valitse ▼

Minkä ikäisiä lapsenne ovat? (0-18v.) *

Esimerkkivastaus: 2v, 4v, 6v ja 8v

Oma vastauksesi _____

Olitteko tietoisia kaikista edellä mainituista aktiviteeteista ja palveluista? *

☐ Kyllä

☐ Ei

Arvioikaa kuinka samaa mieltä olette väittämän kanssa. *

	Täysin eri mieltä	Jokseenkin eri mieltä	Emme osaa sanoa	Jokseenkin samaa mieltä	Täysin samaa mieltä
On tärkeää, että matkakohhteessa on monipuoliset liikuntapalvelut.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laskettelu on meidän perheelle tärkeä aktiviteetti.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lasten ohjattujen aktiviteettien tulisi olla ilmaisia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olisi hyvä olla aktiviteetteja lapsille ja aikuisille erikseen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toivoisimme lisää perheen yhteisiä aktiviteetteja.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mihin aikaan vuorokaudesta haluaisitte ohjattujen aktiviteettien olevan?

☐ Aamulla

☐ Aamupäivällä

☐ Päivällä

☐ Iltapäivällä

☐ Illalla

Kuinka kauan ohjattujen aktiviteettien pitäisi kestää? *

- ☐ 1 tunti
- ☐ 2 tuntia
- ☐ 3 tuntia
- ☐ Puoli päivää
- ☐ Koko päivän

Mitkä seuraavista aktiviteeteista haluaisitte mieluiten osaksi Ukkohallan tarjontaa? *

- ☐ Lasten ja nuorten ohjattu pelihetki salissa
- ☐ Aarteenmetsästys lähimaastossa
- ☐ Ohjattuja ulkopelejä ja -leikkejä lapsille ja nuorille
- ☐ Ohjattuja ulkopelejä ja -leikkejä koko perheelle
- ☐ Temppu- ja taitorata liikuntasalissa
- ☐ Luontoretki kaikenikäisille
- ☐ Koko perheen kotaretki
- ☐ Suunnistus
- ☐ Muu: _____

Mitkä alla olevista piirteistä kuvaavat Ukkohallan laskettelurinteitä parhaiten? *

☐ Rinteitä kaiken ikäisille laskijoille

☐ Hyvät mahdollisuudet opetella laskettelemaan

☐ Sopiva määrä rinteitä

☐ Hyvin huolletut rinteet

☐ Kokeneempikin laskija viihtyy

☐ Rinteitä kaiken tasoisille laskijoille

☐ Päivä sujuu rattoisasti

☐ Turvalliset rinteet

☐ Muu: _____

Yleistä palautetta ja kehitysideoita Ukkohallan liikuntapalveluista

Seuraaviin kysymyksiin voitte antaa kehitysehdotuksia ja vapaata palautetta Ukkohallan liikuntapalveluista.

Millaisista aktiviteeteista perheenne olisi kiinnostunut?

Oma vastauksesi _____

Mihin aktiviteetteihin olitte tyytyväisiä aikaisemmilla vierailuillanne ja miksi?

Oma vastauksesi _____

Kuinka olisimme voineet toteuttaa kokeilemanne aktiviteetit paremmin? *

Oma vastauksesi

Mitä aktiviteetteja tai liikuntapalveluita toivoisitte Ukkohallasta löytyvän? *

Oma vastauksesi

SEURAAVA

Yhteystiedot

Yhteystiedot lisäämällä olette mukana Ukkohallan saunamaailman ja keilahallin lippujen arvonnassa. Yhteystietoja ei käytetä markkinointitarkoituksiin.

Nimi *

Oma vastauksesi

Puhelinnumero *

Oma vastauksesi

Sähköpostiosoite *

Oma vastauksesi

Kiitos osallistumisesta!

TAKAISIN

LÄHETÄ

Appendix 2. Translated Questionnaire in English

Customer Satisfaction Questionnaire on Children and Youth Sport Services in Ukkohalla

This questionnaire is meant for families who have visited Ukkohalla during the winter season 2018-2019.

The questionnaire is a part of Heli Peltomaa's Bachelor's Thesis in Sport and Leisure Management for Kajaani University of Applied Sciences. The aim is to discover whether the amount, quality and need for these sport services is sufficient. By answering the questionnaire, you will help us to develop sports activities for children and youth ensuring that interesting activities will be available for all age groups. The responses will be processed anonymously.

Tickets for SaunaWorld and the bowling alley will be raffled among all the respondents. Please respond and send your answers at the latest by the 26th of April 2019.

How well do you and your family know Ukkohalla as a destination?

We are interested in how often you have visited Ukkohalla and which factors influence your decision to choose Ukkohalla as your travel destination.

How often have you visited Ukkohalla?

- ☐ This is the first time.
- ☐ 2-3 times
- ☐ 4-5 times
- ☐ Regularly for many years

How many nights did you stay during your latest visit?

Valitse ▼

Why did you choose Ukkohalla as your travel destination?

- ☐ Location
- ☐ Services are close to accommodation
- ☐ Kid friendly
- ☐ Downhill skiing slopes
- ☐ Cross-country skiing tracks
- ☐ Services
- ☐ Comfort
- ☐ Sports opportunities
- ☐ Reasonable price
- ☐ Accommodation
- ☐ Safety
- ☐ Events (e.g. Ukkohalla-Paljakka skiing competition)
- ☐ Muu: _____

How many children are there in your family?

Valitse ▼

How old are your children?

(Example: 2, 3 and 6)

Oma vastauksesi

Assess to what extent you agree with the statement.

	Totally disagree	Partially disagree	Cannot say	Partially agree	Totally agree
It is important that a destination has a variety of sports services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downhill skiing is an important activity for our family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's instructed activities should always be free of charge.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It would be good to have separate activities for children and adults.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We would prefer more activities for the whole family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

At what time of the day should all the instructed activities be?

- ☐ In the morning
- ☐ Around midday
- ☐ During the day time
- ☐ During the afternoon
- ☐ In the evening

How long should the instructed activities last?

- ☐ 1 hour
- ☐ 2 hours
- ☐ 3 hours
- ☐ Half a day
- ☐ The whole day

Which of the activities below would you like see included among Ukkohalla's activities?

- ☐ Instructed games in the sports hall for children and youth
- ☐ Outdoor treasure hunts
- ☐ Instructed games outdoors for children and youth
- ☐ Instructed games outdoors for the whole family
- ☐ Obstacle and agility courses in the sports hall
- ☐ Nature excursion for all age groups
- ☐ Kota (large teepee-like shelter) excursion for the whole family
- ☐ Orienteering
- ☐ Muu: _____

Which features below describe Ukkohalla's downhill skiing slopes the best?

- ☐ Slopes for people of all age groups
- ☐ Good opportunity to learn downhill skiing
- ☐ Adequate amount of slopes
- ☐ Well maintained slopes
- ☐ Keep experienced downhill skiers entertained
- ☐ Slopes to suit all skill sets
- ☐ An enjoyable way to spend the day
- ☐ Safe
- ☐ Muu: _____

Feedback

In the upcoming questions you can provide suggestions and feedback on Ukkohalla's sports activities.

What forms of activity interest your family?

Oma vastauksesi _____

What activities did you like during your previous visits and why?

Oma vastauksesi _____

How could we have improved the activities you did?

Oma vastauksesi _____

What activities or sports services would you hope to find at Ukkohalla?

Oma vastauksesi _____

Thank you for participating!

Contact Details

By adding your contact information, you will be included in a raffle off for tickets to Ukkohalla SaunaWorld & Spa and bowling alley. The contact details will not be used for marketing purposes.

Name

Oma vastauksesi

Phone Number

Oma vastauksesi

E-Mail Address

Oma vastauksesi

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