

# HOW TO BUILD AND IMPROVE THE TOURISM BETWEEN CHINA AND FINLAND, WHETHER THE OBOR CAN PROMOTE IT

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## Abstract

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Title of publication <b>How to build and improve the tourism between China and Finland, whether the OBOR can promote it</b>		
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Abstract <p>With social progress and economic development, the improvement of people's living standards and the pursuit of quality of life, tourism is developing rapidly. The tourism industry is taking up a larger part of the global GDP. The good development of tourism has a wide driving effect on regional economic development and is the leading industry of many local economic development.</p> <p>The Belt and Road Initiative (OBOR) emphasizes the promotion of multiple forms of people-to-people exchanges with countries along the OBOR, which will bring convenience and opportunities for tourism. Finland as one of the countries along the OBOR, OBOR will promote and improve the tourism industry between China and Finland. This thesis will analyze how the Belt and Road Initiative will affect the tourism industry, how to increase the number of tourists from the two countries to each other on the basis of the current travel demand of the two countries' residents.</p> <p>The qualitative research method and inductive reasoning approach are used in this thesis. The data was collected from secondary and primary sources. The secondary sources were electronic articles, official releases, press releases, official statistics, and questionnaires. In the qualitative research method, 15 interviews were conducted, divided into three groups, as primary sources and then analyzed the answers to understand prevalent attitudes</p> <p>The findings of the thesis show that there are still some problems with mutual tourism between China and Finland. Through the Belt and Road Initiative, tourism between China and Finland will be improved, and the number of tourists from the two countries to each other can be increased.</p>		
Keywords One Belt One Road, Outbound Tourism, Tourism Development		

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# 1 INTRODUCTION

## 1.1 Thesis Background

Tourism as one of the largest economic sectors in the services industry, affects the economy in various ways. Tourism is composed of multiple industries to serve and support for domestic, international, business and leisure tourists. Tourism can create jobs and drive exports, and also, tourism can create attractions, restaurants, entertainment and better services in a community. Tourists contribute to sales, jobs, income and tax revenues in a region. The most immediate effects occur in the main tourist sectors, such as accommodation, restaurant, transportation, amusement, and retail trade.

Tourism affects most sectors of the economy through secondary effects. For example, tourism has a positive impact on agriculture and manufacture. Through indirect and induced effects, the change of tourist spending can affect the economy in one way or the other way almost every economic sector. (Stynes 2019, 4-6; Manzo 2019, 3; Choudhary 2017.)

Tourism is likely to drive up housing and retail prices in the region, and tend to be seasonal. And tourism may lead to changes in the quality and quantity of goods and services. Property taxes and other taxes levied to pay for local services can be higher or lower as local tourism booms. In some cases, taxes levied directly or indirectly on tourists may reduce taxes on local schools, roads, etc. In other cases, local residents may be taxed more heavily to pay for increased infrastructure and service costs. The social and environmental impact of tourism can be positive or negative. For example, traffic congestion would increase travel costs for households and businesses. (Stynes 2019, 5.)

According to the World Travel & Tourism Council's (WTTC) annual report, which quantifies the impact of tourism on the global economy and employment in 185 countries and 25 regions, tourism accounted for 10.4% of global GDP, creating 319 million jobs and accounting for 10% of global employment in 2018. Continued growth in the number of middle-class households and steady growth in global consumer spending has pushed the tourism industry's growth rate to 3.9%. The United States, China, Japan, Germany, and the United Kingdom were the top five tourism markets in 2018, accounting for 47% of global tourism GDP. (Manzo 2019, 3.)

Table 1 Travel and Tourism's contribution to GDP, employment, visitor exports, and investment (Manzo 2019, 7)

WORLD	2018 USDbn <sup>1</sup>	2018 % of total	2019 Growth <sup>2</sup>	USDbn <sup>1</sup>	2029 % of total	Growth <sup>3</sup>
Direct contribution to GDP	2,750.7	3.2	3.6	4,065.0	3.5	3.6
Total contribution to GDP	8,811.0	10.4	3.6	13,085.7	11.5	3.7
Direct contribution to employment <sup>4</sup>	122,891	3.8	2.2	154,060	4.3	2.1
Total contribution to employment <sup>4</sup>	318,811	10.0	2.9	420,659	11.7	2.5
Visitor exports	1,643.2	6.5	4.0	2,483.9	7.2	3.8
Domestic spending	4,060.1	4.8	3.5	6,031.9	5.3	3.7
Leisure spending	4,475.3	2.5	3.8	6,780.7	2.8	3.9
Business spending	1,228.0	0.7	3.0	1,735.1	0.7	3.2
Capital investment	940.9	4.4	4.4	1,489.5	5.0	4.2

Table 2 The economic contribution of Travel and Tourism growth (Manzo 2019, 10)

WORLD Growth <sup>1</sup> (%)	2013	2014	2015	2016	2017	2018	2019E	2029F <sup>2</sup>
1. Visitor exports	5.4	5.2	4.6	2.5	5.3	4.2	4.0	3.8
2. Domestic expenditure (includes government individual spending)	3.1	2.6	4.3	4.2	4.8	3.9	3.5	3.7
3. Internal tourism consumption (= 1 + 2)	3.7	3.4	4.4	3.7	5.0	4.0	3.7	3.7
4. Purchases by tourism providers, including imported goods (supply chain)	3.8	3.1	3.2	3.4	4.8	4.1	3.7	3.8
5. <b>Direct contribution of Travel &amp; Tourism to GDP</b> (= 3 + 4)	3.6	3.7	5.8	4.0	5.1	3.9	3.6	3.6
<b>Other final impacts (indirect &amp; induced)</b>	4.9	4.0	4.5	4.0	4.5	3.4	3.3	4.1
6. Domestic supply chain								
7. Capital investment	2.4	4.5	5.1	3.2	6.4	4.0	4.4	4.2
8. Government collective spending	1.7	1.9	3.1	2.9	2.4	3.4	3.0	2.8
9. Imported goods from indirect spending	4.1	0.5	10.2	15.8	10.9	5.1	4.6	1.5
10. Induced	4.0	3.1	5.0	3.5	4.0	3.0	3.5	3.4
11. <b>Total contribution of Travel &amp; Tourism to GDP</b> (= 5 + 6 + 7 + 8 + 9 + 10)	3.9	3.5	5.2	4.2	5.0	3.6	3.6	3.7
<b>Employment impacts ('000)</b>								
12. Direct contribution of Travel & Tourism to employment	1.5	2.1	2.7	1.8	2.0	2.7	2.2	2.1
13. <b>Total contribution of Travel &amp; Tourism to employment</b>	2.4	2.1	3.2	2.5	2.7	2.3	2.9	2.5
<b>Other indicators</b>								
14. Expenditure on outbound travel	7.1	10.1	4.7	2.6	4.2	3.5	4.4	3.5

The numbers in the two tables shown above clearly illustrate the contribution of tourism to global GDP in recent year, and its contribution to investment and employment around the world are showing a trend of volatility. Promoting the country's tourism industry can have a beneficial impact and improve the local economy and employment. Base on this, this paper is devoted to research to improve the tourism industry in China and Finland, increase the flow of tourists between two countries, and further develop the economy and employment of both countries.

The One Belt, One Road initiative (OBOR) has been described as "the most significant and far-reaching plan that China has ever put forward". China estimates that OBOR will affect more than 60 countries and 4.4 billion people. The initiative aims to promote connectivity and better cooperation among countries along the OBOR. (Ovesea 2017.)

The initiative proposes to attach equal importance to cultural exchanges and people-to-people exchanges while focusing on the peaceful and friendly development of economy and trade with countries along the OBOR. Over the past five years, China has carried out diplomatic activities in a wide range of areas and various forms of cultural exchanges with countries along the OBOR enhanced mutual understanding and identification and laid a solid cultural foundation for promoting the construction of OBOR. China has held joint Tourism Year with many other countries along with OBOR and launched cooperation mechanisms such as the Silk Road Tourism Promotion Union, Maritime Silk Road Tourism Promotion Alliance, and Tea Road International Tourism Alliance. China has signed visa exemption agreements with 57 OBOR countries and 19 agreements or arrangements with 15 countries, simplifying visa application procedures. In 2018, There were 150 million outbound Chinese tourists and 30.54 million inbound foreign tourists. (Belt and Road Portal 2019.) According to People's Daily Online, 150 million Chinese outbound tourists are expected to spend \$200 billion from 2016 to 2020 in countries and regions along the OBOR. (Hua 2018.)

## 1.2 Thesis Objectives, Research Questions, and Limitations

The purpose of this study is to find out how to improve the tourism industry between China and Finland through researching the outbound travel demand in the two countries, travel preference of Chinese and Finnish people, and the development status of local tourism industry in China and Finland, and areas that both countries still need to improve to attract more foreign tourists. Meanwhile, this study also focuses on whether the OBOR would promote the development of tourism between China and Finland.

When tourists make travel consumption decisions, it is a comprehensive decision-making process, which includes information collection and decision based on tourists' experience and subjective preferences. The two main factors influencing the decision of tourists are, the first pair of overall environmental perception, which comes from the information collected by tourists, the second is the maximum benefit or the best cost performance, tourists prefer to get the most travel experience in less time. (Luo, Chau & Shen 2017, 40.)

Travel destination marketing makes tourists willing to spend time and money to visit a place. The first step in marketing a travel destination is that analyze its features and benefits that can offer to tourists. The marketing of travel destinations is different from normal products or services marketing, promotion is the most important part of it. Promotion is mainly about establishing and communicating information to potential tourists, so that they will be interested and motivated to travel. Effective destination marketing is to establish a city image and brand, then corresponding to the potential target group of tourists. (Kolb 2006, 22-23.)

Some policies and regulations promulgated by countries or regions can directly or indirectly affect the development of various industries (Williams 2019). Nowadays, national and international policies tend to improve globalization, increase international cooperation and reduce business barriers (Sarokin 2019). The introduction of some policies can effectively increase the flexibility of business operations.

The research questions of this study are:

- **What is the current development status of local tourism in the two countries?**
- **What should the two countries improve to attract more foreign tourists, especially tourists from each other countries?**
- **How will the One Belt, One Road Initiative affect and promote tourism between the two countries?**

The limitation of this study need to be pointed out. Firstly, the analysis of OBOR's impact on tourism only focuses on the relationship between China and Finland. Secondly, the analysis of the local tourism industry only focuses on international and leisure tourism rather than domestic and business travel. Thirdly, in the analysis of how to increase the number of tourists, only focus on tourist travel preferences and tourist information collection methods.

### 1.3 Research Methodology and Data Collection

There are three methods in research, namely quantitative research, qualitative research, and mixing method. Qualitative research is empirical research, data collection is not in digital form, the purpose is to understand as much as possible individual, group and cultural social reality. Qualitative research has a variety of research methods, such as interviews, open-ended questionnaires, videos, documents and so on. Quantitative research is to issue a large number of questionnaires and present the results in the form of numbers. (McLeod 2017, 1-3.) The mixing method combines research and data of both qualitative and quantitative approaches to reduce the limitations of both types of research (Brannen 1992, 31-32).

There are two different kinds of research approaches which are deductive reasoning and inductive reasoning. Deductive reasoning is the process from a theory to a concrete observation, usually starting with a statement or hypothesis, and drawing a concrete logical conclusion through scientific reasoning and testing. Inductive reasoning, by contrast, draws conclusions from actual observations and data. (Bradford 2017.)

In order to have an in-depth understanding of tourists' attitudes and preferences, people's views on OBOR and local tourism, I chose the face-to-face or video call interview methods and interviewed 15 people, divided them into three groups, as the primary sources of this study.

The interview consists of three groups of interviewees, a total of 15 persons, and four parts of questions.

The Group 1 interviewee was Chinese people living in China, and some interviewees have the experience of living abroad for a short time. The Group 2 interviewee was foreigners living or studying in Finland, including Chinese living in Finland. The Group 3 interviewee was local Finnish people.

The first part of the questions was about the interviewees' travel preferences. The second part of the questions asked interviewees what they think of One Belt, One Road Initiative? The writer prepared a brief introduction for the interviewees who did not know OBOR. The third part of the questions was about interviewees' travel willingness. Asked interviewees what they think of China or Finland. The Last part of questions asked interviewees what they think of the current tourism development in China or Finland.

All of the interview questions can be found in the Appendix.

And second sources come from official press releases and statistical data, news releases, questionnaire results of authoritative organizations, published books and online articles.

Thus, qualitative research and inductive reasoning are appropriate research methods for this study.

#### 1.4 Thesis Structure

This thesis mainly consists of three parts. Firstly, Chapter 2 will show the analysis of current tourism development in both countries. Secondly, in Chapters 3 and 4, by analyzing the needs of Finnish and Chinese people for outbound travel, their travel preferences, to find out how to increase the number of residents of the two countries traveling to each other country. Thirdly, Chapter 5 introduce OBOR and analyzes its impact on the tourism between China and Finland.

Readers can find the answer to research questions, analysis of the validity and reliability of the study, the writer learning from the study and suggestions for further research in Chapter 6. The grouping of respondents and summaries of the interview responses in Appendices.

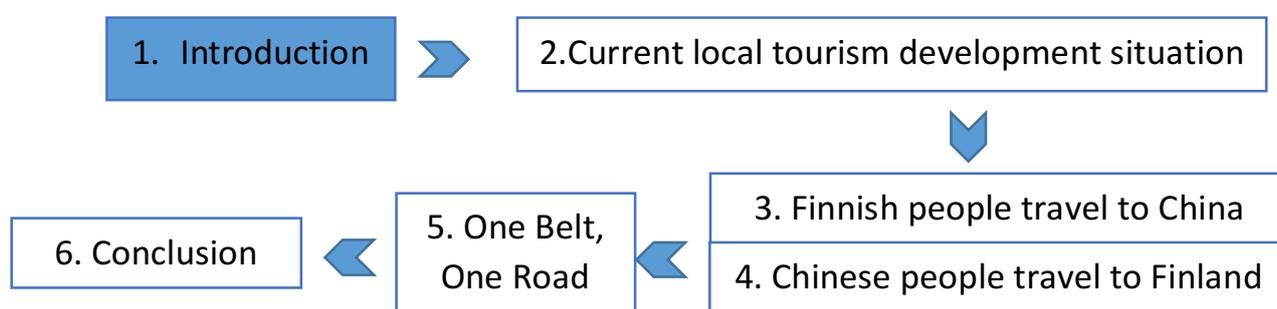


Figure 1 Thesis structure

Chapter 1 has four sub-chapters that mainly introduce the background of the paper, the research direction, the limitations of the research, the research questions, the methods used in the research and reasoning approach, as well as the structure of this paper.

Chapter 2 is divided into two parts to analyze the development of current tourism industry development in China and Finland. This chapter mainly describes the people and culture of China and Finland, the development of inbound tourism, the expectations of foreign tourists for China and Finland, what can be brought to foreign tourists when traveling to China and Finland, and the obstacles to current development in both countries.

Chapters 3 and 4 respectively study how to attract Finnish people to travel to China and attract Chinese people travel to Finland. According to the travel preferences and needs of tourists from China and Finland. At the same time, the barriers for Chinese and Finnish tourists to travel to the other country are analyzed.

Chapter 5 introduces the background of the One Belt, One Road, the areas involved, the impact on some industries, and introduces the impact on tourism between China and Finland, and the economic impact on Finland.

## 2 SECOND CHAPTER

### 2.1 Tourism Development in Finland

#### 2.1.1 People and Culture

As the comic called “Finnish Nightmares” shows that, Finnish people are mostly introverted. Finns are shy and quiet. This makes it seem like they do not fit in when they are with strangers. (VAMK 2019.) Finns rarely initiate conversation with strangers unless they feel a strong urge to do so. Finns are surprisingly silent on the subway, bus or tram. However, the hospitable Finnish people will give up their traditional reserve to offer enough help when tourists or strangers ask for help or advice. Meanwhile, Finnish people value equality in social interaction. They usually introduce themselves without emphasizing their title or official position. (Alho 2010.)

Finland is a country that attaches great importance to equality between men and women, women held relatively high positions in political and other social fields (Alho 2010). Finland was the first country to give women full political rights. Finland has made many efforts to change the traditional status of women and make women equal to men. This process is not short. As early as 1906, Finnish women became the first women in the world to gain full political rights. The 1970s also saw the emergence of a gender equality institutions, like, in 1972, the Council for Gender Equality was established. In 1987, Finland enacted the Act on Equality Between Men and Women that banned sex discrimination and supported equality between men and women in work and life. The construction of the Finnish welfare state, including the development of social security and pension systems, had greatly benefited women and had comprehensively strengthened gender equality in society. (Auvinen 2019.)

In terms of religion, the topic of religious belief is not particularly sensitive in Finland, where the majority of Finnish people officially belong to the Evangelical-Lutheran Church, about 83% of Finnish people, and 1.1% to the Finnish Orthodox Church. There is not much difference between believers and others in daily life. (Alho 2019.)

#### 2.1.2 Inbound Travel Development

According to tourism accounts from the Ministry of Economic Affairs and Employment of Finland, tourism has become increasingly important to the Finnish economy in recent years. In 2017, there were 6.7 million overnight stays of foreign tourists. Revenue of tour-

ism in Finland reached 15 billion euros, and foreign tourists spent 4.6 billion euros in Finland. The direct gross added value generated by tourism increased by 5 billion euros, which was 8% higher than the year 2016. And tourism industry clusters provided employment for 140,200 people, which is 5.5% of all employed people in Finland. The development of tourism has also had significant effects on other industries, such as construction, transportation, and commerce. According to the importance of tourism accounts, tourism to the Finnish economy has maintained a market share of 2.6% of GDP in 2011-2017. Russia remains the most important market, while the biggest growth comes from China. (Kyyrä 2019.)

In 2016, about 265,000 Chinese tourists visited Finland, and in 2017, the number increased to 432,000. Chinese tourists spent on average around 1533 dollars. Chinese tourists spent in Finland increased by 39% in 2017, with a total of 412.5 million dollars. (Hinsdale 2018.)

### 2.1.3 What do Tourists Expect?

Paavo Virkkunen, head of Visit Finland, said that the centenary celebration in Finland has attracted unprecedented media attention and topped a list of the world's most interesting tourist destinations. There were four areas of particular interest, with the greater Helsinki region the most popular, with overnight visitors up 13% last year and Lapland up 22%. Finnish Lakeland is also increasingly developed, the night visitors increased by 12%, and the coastal areas and archipelago of tourists has increased by 8%. (Tarvainen 2018.)

The following contents will briefly introduce the top tourist attractions of Finland.

#### **Land of a thousand lakes**

In fact, there are 188 000 lakes in the country, from the metropolitan area around Helsinki up to Inari in Lapland. Finland is full of pure blue oases. Drive through Finland in the summer, you will find that the forest landscape is dotted with patches of water, or in some areas, vice versa. With so many lakes, Finland has earned the nickname "land of a thousand lakes". (Visit Finland a 2019.)

#### **Northern lights**

Between September and March, the northern lights shine about every other clear night in northern Lapland. And in southern Finland, they are visible on about 10 to 20 nights a year. Finland is one of the best places to spot the northern lights. (Visit Finland b 2019.)

#### **Home town of Santa Claus**

Each day of the year, in Rovaniemi, children and adults can visit Santa's office which locates on the mysterious Arctic Circle and enjoy a private chat with him. The Arctic post office receives more than half a million letters a year from all over the world, Santa Claus will reply one by one, as long as you write a clear address. (Visit Finland c 2019.)

### **One of the happiest countries in the world**

According to the World Happiness Report 2018, which ranked countries on the basis of six key variables that support well-being: income, healthy life expectancy, social support, freedom, trust and generosity, Finland was ranked as the first happiest country (Helliwell, Layard & Sachs 2018). While traveling, experience the source of happiness for Finnish residents.

#### **2.1.4 Analysis of Benefits and Existing Challenges**

For architecture lovers, Finland offers a wide variety of buildings, from the ancient wooden structures that have stood since Swedish times, to the modern designs of buildings. Meanwhile, Finland can provide more relaxing ways for tourists to travel. During the summer, thousands of lakes are a paradise for anglers and boating enthusiasts. Or follow Finnish tradition and opt for a rustic lakeside cottage away from the city for a quiet and comfortable summertime with family or friends. With 39 clean, beautiful national parks, it will be a great place for hikers and campers. In winter, Finland is rich in winter sports, which can provide more choice for winter sports fans.

Finland is the 17<sup>th</sup> safest country, and Helsinki is the second safest city in the world, the violent crime rate in Finland extremely low, which provides a safe and secure travel environment for tourists. (Wood 2017.) Finland also has a relatively high level of service industry, which enables tourists to have a more comfortable trip.

According to the answers of interviewees, it can be concluded that there are three problems existing in the current tourism industry in Finland, are the following:

Insufficient passenger capacity, for example, respondents said that many Chinese travel agents in Helsinki had to book accommodation in the surrounding cities, like Lahti, because they could not find enough accommodation in Helsinki.

Lack of tourism promotion, some interviewees said that, if they choose to travel to Finland, they would prefer to visit Helsinki and Lapland, they do not know anything about other places or projects in Finland. And one interviewee who works in the government tourism department said that there is not enough coordination between the relevant departments and companies.

Last, insufficient tourism industry development, based on statistics from Statistics Finland on overnight stays by foreign tourists, in 2018, in the four major regions, shows that the overnight stays by foreign tourists increased in Helsinki and Lapland, but decreased in Coast and Archipelago and Finnish Lakeland (Business Finland 2019). Coast and archipelago and Finnish Lakeland are rich in natural tourism resources, but they have not been fully developed, leading to little understanding of the two areas.

The table below clearly shows the development and changes of tourism in the four major regions. The decline in numbers means that the interests from tourists in the local area have decreased. According to the interviews, this may be due to lack of publicity and insufficient development. It is also a proof that the current tourism industry in Finland still has great potential for development, especially in terms of natural scenery.

Table 3 Overnight stays by foreign tourists in 2018 (Business Finland 2019)

	<b>Night spent, pc</b>	<b>Change in nights spent, pc</b>	<b>Change in nights spent, %</b>
<b>WHOLE COUNTRY</b>	6 828 000	+85 000	+1.3%
<b>CAPITAL REGION</b>	2 902 000	+36 000	+1.3%
<b>COAST AND ARCHIPELAGO</b>	+1 031 000	-44 000	-4.1%
<b>FINNISH LAKE DISTRICT</b>	1 176 000	-2 800	-0.2%
<b>LAPLAND AND KUUSAMO</b>	1 719 000	+96 000	+5.9%

## 2.2 Tourism Development in China

### 2.2.1 People and Culture

China is one of the countries with the earliest cultural development in the world, it has recorded history of nearly five thousand years. After a long historical evolution, Chinese traditional culture is mainly dominated by Confucianism, Taoism, and Buddhism. The three ideological systems are interdependent and influence each other. The Confucian ideology is based on benevolence, righteousness, propriety, wisdom, trustworthiness, forgiveness, loyalty and filial piety to restrict people's behavior. Taoist ideology advocates "Man is an integral part of nature", "Tao way following the natural rules." and "Doing nothing." In Buddhism, compassion and devotion are the two main spirits. (Wang, YU & McLean 1997, 85-93.)

Chinese people are very humble, when talking with others, especially the elders or people of high status, Chinese people will not use the first person "I" directly, but change to self-deprecatory expressions, and will not call others' first name, but change to honorific salutations. Chinese people have great respect for their elders and attach great importance to positions and titles. In a business setting, or when meeting someone for the first time, Chinese people will address the person by their surname and title. (Wilkinson 2000, 103-105.)

Different from western individualism, the tradition of China is collectivism. Chinese people are all community-oriented, for example, they care more about the gains and losses of the whole family or community than the personal gains and losses. In society, Chinese people attach more importance to interpersonal relationships, which are called "guanxi" in Chinese. In business, for example, relationships can determine the development of business cooperation. (Alon 2003, 12.)

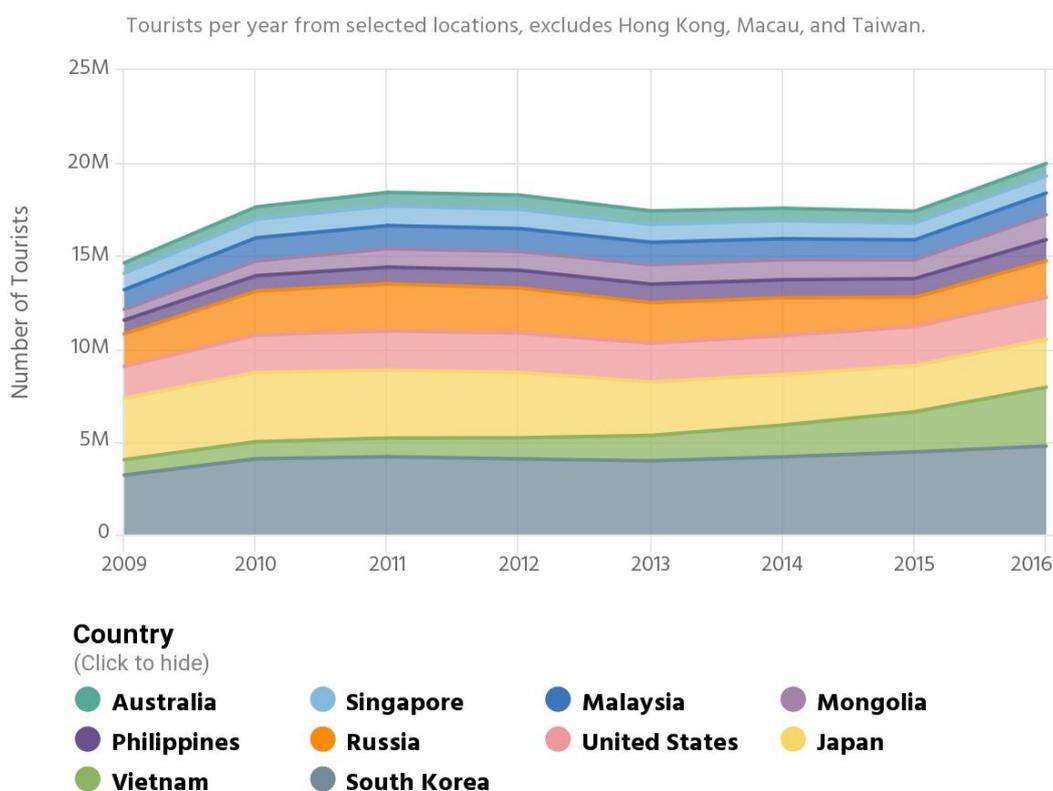
Chinese people are very hospitable and most of them are relatively outgoing. There is a saying in China that is "Is it not a joy to have friends come from afar?". When Chinese people entertain guests or friends, they do their best to make guests or friends feel at home.

## 2.2.2 Inbound Travel Development

China is now the third most popular travel destination in the world only after France and the United States. According to the prediction by the United Nations World Tourism Organization (UNWTO), China is expected to become the world's top tourist destination in 2020. (Zhou 2019.)

In 2017, the tourism contribution rate of GDP in China was ranked second in the world, the income of the tourism industry reached \$1349 billion, 799.9 million people employed in the tourism industry, ranking the first in the world. And China invested \$155 billion in tourism infrastructure, second only to the United States at \$176.3 billion. The foreign tourists mainly from South Korea, Japan, Myanmar and etc. (CSIS 2019.) The figure below integrates statistical data and clearly displays the majority foreign tourists from which countries, travel to China. This also proves that there is a lot of room for growth for Finnish tourists to travel to China.

### Tourists Visiting China



CSIS China Power Project | Source: UN World Tourism Organization

Figure 2 Foreign tourists visited China from 2009 to 2016 by nationality (CSIS 2019)

The latest statistics show that in 2019, China made 142 million inbound trips, and the inbound tourism revenue reached \$127.3 million (Baatarsuren 2019).

### 2.2.3 What do Tourists Expect?

Magnificent historical buildings, impressive scenery, more modern public facilities, all these attract more and more foreign tourists to travel to China (Baatarsuren 2019).

#### **Chinese cuisine**

Chinese cuisine is the general term for all kinds of dishes in different regions and nationalities in China. With a long history, with exquisite technical requirements, rich category, and genre, distinctive style characteristics. Chinese cuisine is the crystallization of the development of Chinese cooking for thousands of years, is one of the three major cuisines in the world. Chinese cuisine contains eight major cuisines, in addition to the eight major cuisines, there are also some influential cuisines in China.

#### **Scenery**

China's landscape tourism resources are very rich. These scenic spots can be roughly divided into eight types, including lake scenic area, mountain scenic area, forest scenic area, landscape scenic area, seaside scenic area, leisure and summer resort, religious temple scenic area and revolutionary memorial site. Among them, the Top Ten Places of Interest in China selected by Chinese are the most representative of China.

#### **Ancient Chinese architecture**

The types of ancient Chinese architecture are classified according to the nature and function of the buildings, mainly including eight categories: residential architecture, palace architecture, ritual architecture, religious architecture, mausoleum architecture, garden architecture, facility architecture, and other architecture.

#### **High-speed railway**

Travel to China and experience China's G-series high-speed trains and bullet trains are also essential. China's high-speed railway is defined as newly designed bullet trains running at 250 km/h (including reserved) or above. Now China's high-speed train running speed up to 350 km/h. Fast and steady are two characteristics of China's high-speed trains.

#### **Traditional Chinese medicine**

Traditional Chinese medicine uses traditional Chinese medical herbs, acupuncture-moxibustion therapy, naprapathy, massotherapy, cupping therapy, etc. to make patients recover.

#### 2.2.4 Analysis of Benefits and Existing Challenges.

China is a country with 5000 years of civilization. Therefore, it is important to approach China from a historical and cultural perspective. The unique culture and centuries-old historical background can provide tourists with different travel experiences. Completely different from the western architectural style and landscape scenery can let visitors from western find everything fresh and new.

There are 56 different nationalities in China, each nationality has its own unique customs. At the same time, the customs of each province or region in China also have their own characteristics. Foreign tourists can experience a variety of different cultures and customs in China. (Hinsbergh a 2019.)

With the rapid development of science and technology in China, such as 5G network, mobile payment, high-speed rail and so on, tourists can experience modern China while learning about the history and culture of China.

According to responses of the interviews, the interviewees think the problems in China's tourism industry are as follows:

Firstly, the tourism management level is not high, especially the management of scenic spots. Interviewees pointed out that some of the most popular scenic spots have a bad attitude towards service staff. At the same time, the popular scenic spots have too much passenger flow, especially in some special holidays, when tourists are concentrated, the scenic area is very crowded and cannot visit well. Also, large passenger flow leads to environmental pollution. Even in some natural scenic spots, tourists do not pay attention to environmental protection, and the management of scenic spots is not in place, the pollution situation is very serious.

Secondly, for foreign tourists, interviewees generally think that Chinese service personnel are still not familiar with English. A study by the Telegraph, in 2017, found that only about 10 million Chinese, less than 1 percent of the population, can carry on a conversation in English. There are usually few or no English-speaking employees in hospitality services. Normally, in luxury or upscale facilities will have more English-speaking staff than lower-middle service facilities. However, in some tourist attractions, or service facilities, bilingual

tour guides are available for tourists to use which can be provided to ease the language barrier. (OptLingo 2019.)

Thirdly, it can be seen from the responses of respondents in Finland and other countries that some non-Chinese residents still have insufficient understanding and knowledge of China. This shows that the promotion of China's tourism industry or national image is still not enough.

### 3 FINNISH PEOPLE TRAVEL TO CHINA

#### 3.1 Finnish People Outbound Travel Needs and Preferences

The Data from Trading Economics shows that the average monthly earnings in Finland increased by 2.6 percent, from 3372 euros to 3534 euros between 2016 and 2019. And the highest monthly living wage for a family is 1780 euros, and for individual is 1190 euros. (Trading Economics 2019.) The average monthly wage in Finland is higher than in other countries in the European Union, but the living cost in Finland is lower. This helps to increase the number of trips and the number of people traveling in Finland.

Statistics from Statistics Finland shows that, in 2018, Finnish residents made 8.2 million leisure outbound trips (Statistics Finland 2019). Data from Statista displays that, in 2018, Sweden was the most popular destination in Finland to travel abroad, just under 2.2 million trips. Estonia was the second, with roughly 2.1 million trips. (Jürgensen 2019.) Asian countries are not able to enter the top ten list of popular travel destinations for Finnish tourists. The annual expenditure on outbound travel in Finland, in 2018, was 5.6 billion euros. According to the annual expenditure statistics, the annual expenditure on travel abroad in Finland presents a steadily increasing trend from 2012 to 2018. (Luty 2019.)

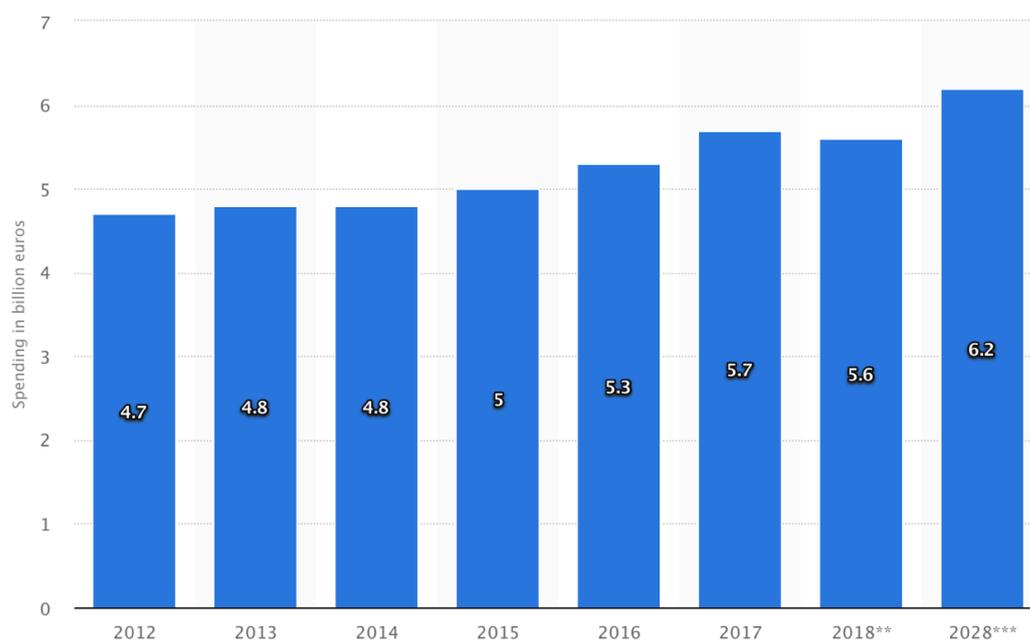


Figure 3. Annual expenditure on outbound travel from Finland (Luty 2019)

According to the tourism survey done at the Matka Nordic Travel Fair, in Helsinki in January 2019, Finnish travelers are specifically interested in a relaxing trip and experiencing local culture and everyday life. And Finnish travelers prefer to shop in the local shops rather than shop in large shopping centers or shopping opportunities at their hotels. Also, 62% of respondents to the survey said that they are more interested in visiting lesser-known sites than popular tourist attractions. And 75% of respondents said that they prefer to taste street-food rather than eat in famous restaurants. Finnish people travel mainly for rest and relaxation. More than 60% of respondents said they prefer a holiday trip that could over one week. And 84% of respondents would like to separate holiday trips from their work. Many Finnish tourists would like to travel outside of the tourist season to lighten the tourism load on destinations. (The Blue Swan Daily 2019.)

## 3.2 How to Establish and Develop

This chapter will analyze how to attract more Finnish tourists to travel to China according to their travel preferences, and the possible obstacles to travel to China.

### 3.2.1 How to Attract More Finnish to Travel to China

The tourist survey from the Marka Nordic Travel Fair shows Finnish travelers are most influenced by the travel experiences of their friends and acquaintances when deciding where to go or making travel plans. The second most influential factor in travel comes from advertising by travel agents, airlines and hotels.

Young people get their ideas of traveling which are more influenced by updates and images of their friends on social media. A third of respondents of the survey influenced by social media channels, such as Instagram photographs, blogs or YouTube videos. (The Blue Swan Daily 2019.)

Chinese tourism agencies can make great efforts to cooperate with tourism agencies in Finland for the connection of travel services, set up a website, do plenty of advertising on Helsinki Vantaa Airport, and mainstream media, such as YouTube, Instagram. And also do advertising on the online travel booking website, such as Booking, Airbnb. Cooperating with Finnair will also be a good choice, for instance, launch flight ticket and hotel packages, or offer guided tour discounts for members of Finnair.

### 3.2.2 What are Potential Barriers Constraint Trip to China

First of all, the problem of English popularization discussed above will become the most important problem for tourists traveling independently.

Then culture shock will become the second obstacle for foreign tourists. Chinese culture is very different from European culture, and Finnish tourists may feel confused or annoyed when they first travel to China.

Third, as China is currently the world's most populous country, crowds can be seen everywhere, which may make Finnish tourists uncomfortable (Hinsbergh b 2019).

## 4 CHINESE PEOPLE TRAVEL TO FINLAND

### 4.1 Chinese People Outbound Travel Needs and Preferences

In 2018, Chinese outbound tourism reached 149.72 million, an increased of 14.7% over the previous year, the statistics from the Ministry of Culture and Tourism (Zhang 2019).

With the development of China, the standard of living in China has been constantly improving, personal income has increased annually by 7.4%, more than 400 million Chinese have become middle-income people, and the figure is still on a quick rise. The statistics from China's National Bureau of Statistics show that China's per capita disposable income stood at 4099.4 dollars in 2017, with the median at 3556.8 dollars. Traveling abroad has become a major measure of the happiness of China's urban household and the younger generation. With a growing middle-income population, more and more Chinese are traveling overseas. This is good news for global economic growth. The statistics from the UN World Tourism Organization show that overseas consumption by Chinese tourists accounted for more than one-fifth of the total amount of global consumption. (Yang 2018.)

According to travel agency booking data, Belt and Road tourism products and route reservations have become a new choice for outbound tourism (Zhang 2017). Europe is the third major popular destination for Chinese tourists, Chinese tourists not only choose classic destinations such as Italy and France but also travel to emerging markets (Liu 2018). Outbound tourism of China presents a personalized and diversified trend. And data from the China National Tourism Administration shows that 82.6% of Chinese tourists prefer to travel in the fourth quarter. (Zhang 2017.)

### 4.2 Chinese are Knowing More about Finland

China and Finland have established diplomatic relationship since 1950. In 2013, Chinese President Xi Jinping and Finnish President Sauli Niinisto agreed that the two countries should commit to building a new, future-oriented relationship. China is willing to strengthen cooperation with Finland on global economic management, climate change, arctic and other issues. And in 2016, When Zhang Dejiang, chairman of the Standing Committee of the Chinese National People's Congress met with Finnish President Niinisto, Zhang said two countries have complementary economic advantages and huge potential for cooperation in many fields, the two sides should work together to explore and deepen cooperation in innovation environment, tourism culture, and sports. (Ju & Ma 2016.)

The friendly relations between China and Finland can greatly facilitate the tourism between China and Finland and also promote friendly exchanges between the residents of the two countries.

### **Chinese President Xi visited Finland**

In April 2017, Chinese President Xi Jinping and his wife Peng Liyuan visited Finland. When they and Finnish President Niinisto met skaters' representatives from the two countries in Helsinki, the President Xi said, the two countries should take the opportunity of Beijing hosting the 2022 Winter Olympics Games to strengthen winter sports exchanges and cooperation, promote the development of their respective sports undertakings and improve the health of the two peoples. And President Niinisto said Finland is willing to share experience with China and deepen cooperation in winter sport and Olympic preparations, Finland supports China in hosting a successful Winter Olympics Games. (Rao 2017.)

After President Xi and his wife Peng visited Finland, more and more Chinese know about Finland, and willing to travel to Finland, China and Finland have subsequently signed a number of tourism cooperation agreements. With the opportunity of the 2022 Beijing Winter Olympics, there will be more cultural exchanges between the two countries.

### **More and more Chinese A-listers visited Finland**

In recent years, more and more Chinese A-list stars have traveled to Finland to record vlogs, and some Chinese reality shows have been filmed in Finland. These make Finland familiar to more Chinese people. Star effect has also made more Chinese people would like to travel to Finland.

## **4.3 How to Establish and Develop**

The following two sub-chapters are respectively about base on the tourist preferences of Chinese tourists to attract them to travel to Finland, and the possible barriers of Chinese tourists to travel to Finland.

### **4.3.1 How to Attract More Chinese to Travel to Finland**

In China, people have a different system for getting information. For example, the main SEO is Baidu, popular social media platforms are Weibo, Zhihu, instant messengers are WeChat and QQ, etc.

Baidu has more than 82% of the market share. So, the best way to attract Chinese tourists is to set up a Chinese website with a good ranking on Baidu to be visible (GMA 2018). Or set up a WeChat official Account which applied by merchants, it is formed a mainstream online WeChat interactive marketing. Weibo also called Microblog, which is a main social networking platform for sharing short, real-time information, like Twitter. Applying for a Weibo account about trips to Finland can also help to attract Chinese tourists.

Ctrip and Alitrip are popular online ticket booking platform, online travel agency. The services include flight reservation, hotel reservation, attraction tickets reservation, tour reservation and so on. Cooperate with these platforms can better launch related travel products and services. For instance, Finnair has a long-term strategic partnership with Alitrip, which committed to launching a series of tour packages aimed at bringing Chinese tourists to Finland during the coldest months of the year (GMA 2018). Qyer is a travel services platform, it includes travel guide, itinerary, travel community, and Q&A, intelligent travel planning solutions. Improving information on Qyer can help independent travelers to make better travel routes and plans.

In order to attract and promote the consumption of Chinese tourists, understanding the Chinese terms of payment is the best way. China UnionPay is a Chinese bank card organization that is used to pay in RMB, like Visa and MasterCard. Accepting China UnionPay card payment can better drive the consumption of Chinese tourists. Unlike western countries, where people mainly pay with cash or bank cards. In China, most people pay with mobile phone platforms, E-payment, like Alipay and WeChat Pay. Finland has had a good cooperation with Alipay, Alibaba claims Finland is the world's first "all- Alipay" destination. This will bring convenience to the consumption of Chinese tourists, so as to attract more Chinese tourists to spend. (GMA 2018.)

Collaborate with airlines and hotels, like, Finnair has already partnered with Alipay. Finnair becomes the first airline in the world to use Alipay as a method of in-flight payment. Partnering with famous airlines and top chain hotels can attract more Chinese tourists' attention.

The Chinese have several major holidays throughout the year, two major holiday periods are the Chinese New Year and the national holiday. Normally, the Chinese New Year in January or February, which according to the Chinese lunar calendar, the family gets reunion during that period, a few choose family outings. The national holiday in October, most people choose to travel at this time of year. If domestic and international travel are both

taken into account, then nearly 600 million Chinese people take vacations during this period. (GMA 2018.) Besides, summer vacation, between July and August, and winter vacation, from January to March, are also popular times for traveling.

#### 4.3.2 What are Potential Barriers Constraint Trip to Finland

According to a survey conducted by Visit Finland in 2014, the main obstacles for Chinese tourists to travel to Finland are as follows:

Firstly, most of the respondents think the travel cost of Finland is the high. Most people think prices are higher in the Nordic countries than in the rest of Europe. Another reason is high exchange rate from Euros to the Chinese Yuan.

Secondly, it is difficult to get a Visa to Finland. Among the European Schengen countries, the French Schengen visa is relatively easy. So many Chinese tourists would not choose to apply for a Visa to Finland.

Finally, there is a lack of travel services offered for traveling to Finland. As discussed above, Chinese tourists think that Finland has fewer items or places to visit than other European countries. And because of the lack of relevant information, Chinese people know much about Finland. (Suomi, Li & Wang 2014, 19-20.)

## 5 ONE BELT, ONE ROAD

### 5.1 Introduction

One Belt, One Road (OBOR) Initiative was first launched in 2013 by President Xi and the Chinese central government. The OBOR includes building Silk Road Economic Belt, which establishes links between China and Europe through Central and Western Asia, and 21st Century Maritime Silk Road, which connects China with Southeast Asian countries, Africa and Europe. (CityU 2019.)

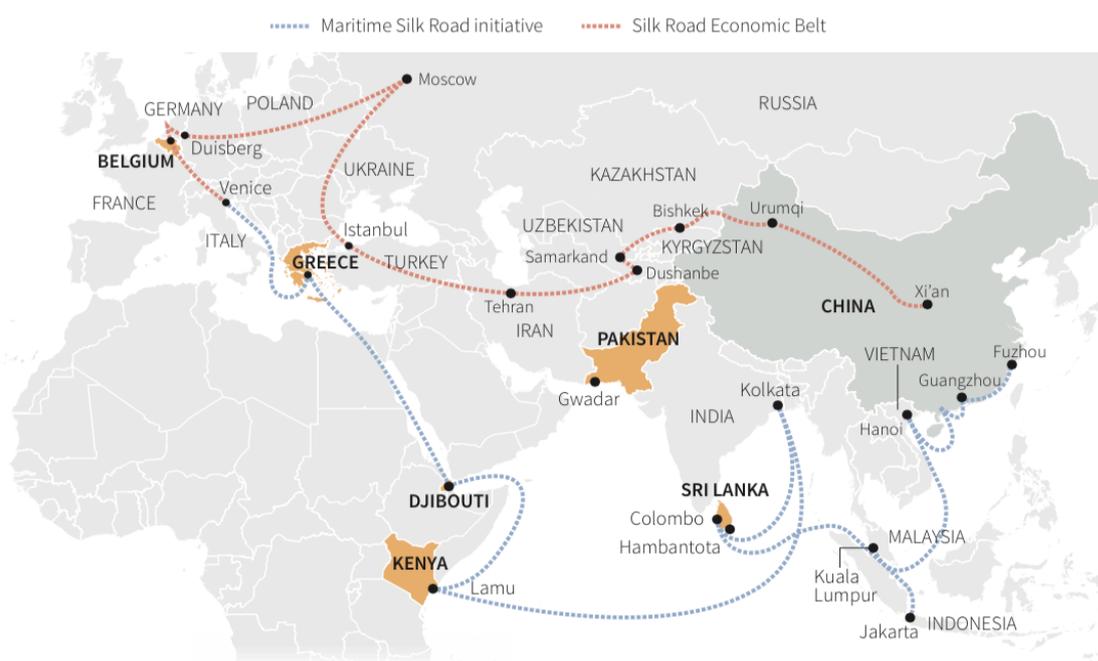


Figure 4. The OBOR routes (MAZARS 2016)

The OBOR has five routes that are included in both Silk Road Economic Belt and 21st Century Maritime Silk Road. And the cooperation framework of OBOR is “Six Corridors, Six Means of Communication, Multiple Countries, Multiple Ports”. “Six Corridors” means six major international economic cooperation corridors. “Six Means of Communication” are rail-ways, high-ways, seagoing transport, aviation, pipelines, and aerospace integrated information network. “Multiple Countries” means that China will first cooperate with a number of countries as a demonstration effect, and reflecting the OBOR concept and achievements, in order to attract more countries to participate. “Multiple ports” refers to China will

work with countries along the OBOR jointly establish a number of key ports and cities to promote maritime prosperity and cooperation. (Belt and Road Portal 2017.)

## 5.2 Objectives

The OBOR is committed to promoting economic development and corporation among countries along the OBOR, as well as cultural and civilized exchanges. And also, at the same time, the OBOR will safeguard world peace, stability, and prosperity (MAZARS 2016).

All countries participating in the OBOR, big or small, rich or poor, are equal, and participate in cooperation publicly, transparently and peacefully. All countries should consult, build and share together to establish mutually beneficial, complementary, efficient, balanced and sustainable cooperation. (Belt and Road Portal 2017.)

## 5.3 Corporation Fields

The OBOR will build various areas of corporation, from economic to cultural. While promoting trade cooperation and economic development, the OBOR also attaches importance to people-to-people and cultural exchange. (Belt and Road Portal 2017.)

Developing infrastructure and facilities, and promoting cross-regional connectivity. This is a priority area of corporation of OBOR. China will encourage enterprises that have enough strength and with a good reputation, to build rail, highway, port, electricity, information and telecommunications facilities in countries along the OBOR route, to advance regional interconnection and bring benefit to the populace. Boosting cohesive trade and economic cooperation, establishing OBOR free trade area and pushing forward trade facilitation. The OBOR is committed to promoting the economic and industrial development of all countries and building a more balanced, equitable and sustainable trading system. (Belt and Road Portal 2017.)

Expanding cooperation on production capacity and investment. This is another important priority area for the OBOR strategy. China as an international major manufacturer will encourage native superior enterprises to make diversified investments in countries along the OBOR route. China will support cross-regional investment and try to make it more convenient. And China will try to form a consensus of cooperation with more countries, also China and cooperative partners which have already reached cooperation consensus, according to market-oriented and mutual benefit rules, have implemented a series of cooperation in various areas, such as raw material, equipment manufacturing, light industry,

clean energy, and eco-friendly and high-tech industries, to create tax incomes and job positions. (Belt and Road Portal 2017.)

Improving financial cooperation, facilitating currency circulation and accommodation of funds to build a stable financing circumstance for OBOR strategy, also this is beneficial to attract all sources of capital to participate in developing the real economy and creating value chain, to promote the global economy grow healthily. (Belt and Road Portal 2017.)

Strengthening cooperation on ecological and environmental protection. China aims to use environmental and sustainable development concepts to lead OBOR cooperation. China will share its latest ideas, technologies, and practices in the areas of ecological progress, environmental protection, pollution prevention and control, ecological restoration, and circular economy. (Belt and Road Portal 2017.)

Developing the maritime trade, economy, and connectivity, building a number of ports and maintaining the safety and smooth sea passage to establish the 21st-Century Maritime Silk Road. Meanwhile, China also has built other fields of cooperation with countries along the OBOR, such as marine science and technology, marine ecological environment protection, marine disaster prevention and reduction, and safety in marine law enforcement. (Belt and Road Portal 2017.)

At the same time, OBOR can bring convenience and opportunities for friendly contact among people of various countries and trade, culture, education, tourism, and other activities. China supports to develop cultural, people-to-people exchanges and cooperation at multi-levels and in multi fields. (Belt and Road Portal 2017.)

## 5.4 Overall Contributions

### **Education**

China provides government scholarships for 10 000 students, each year, from countries along the OBOR (Belt and Road Portal 2017). In April 2017, China announced to provide extra 3 000 scholarships to freshmen from OBOR countries every year in addition to existing scholarship programs. With OBOR development, majors related to language study, trade and economic development, infrastructure construction, communication and transportation, information, tourism, and energy trend to be popular. (Liu 2017.)

### **Tourism**

There are 532 of World Natural Heritage Sites and World Cultural Heritage Sites along the OBOR routes. And more direct flights connect China to countries along the OBOR. (Liu

2017.) Travel between China and OBOR countries is becoming easier and more convenient. In order to promote tourism activities and expand the scale of tourism cooperation, China and OBOR countries hold “Tourist Year” in each other’s countries (Belt and Road Portal 2017).

### **Medicial care**

With the development of OBOR, more people share the knowledge and practice of traditional Chinese medicine, as well as advanced medical technology, to promote the health of more people (Liu 2017). China attaches importance to promoting the prevention and control of contagious diseases, medical systems and policies, health capacity building and personnel training and exchange, and traditional medicine through the OBOR initiative (Belt and Road Portal 2017).

## **5.5 Impact on Tourism**

“With the in-depth implementation of the Belt and Road Initiative, the prospect of Belt and Road tourism had become increasingly board (Zhang 2017).” Data from China National Tourism Administration, in 2015, 120 million Chinese traveled abroad and spent a total of 94.06 billion U.S. dollars (Chen2017). In 2016, the number of Chinese outbound tourists was 122 million, those tourists spent a total of 109.8 billion U.S. dollars (Cardon 2018).

In April 2016, Ujhelyi Istvan, vice-chair of the Transport and Tourism Committee of the European Parliament, helped set up the Europe China One Belt One Road Culture & Tourism Development Committee in Europe, which aims to promote cultural and tourism exchanges between China and Europe (Chen 2016). And in January 2018, China-EU Tourism Year officially opened at the Doge’s Palace in Venice. The objectives of this 12-month initiative included promoting sustainable tourism, encouraging investment opportunities, improving connectivity (flight connections) and the safety of Chinese tourists, and advancing ongoing negotiations on visa facilitation. (Cardon 2018.)

So far, China has signed various visa exemption agreements with 57 OBOR countries and 19 agreements or arrangements with 15 countries, simplifying the visa application process (Belt and Road Portal 2019).

## **5.6 Impact on Finland**

Finland in the OBOR, as the second "road", which is the arctic shipping route. Climate change has made the northern route from China to Europe even more promising. Finland is closer to joining forces with other Scandinavian countries and could be at the heart of

this strategy. China Ocean Shipping Company (COSCO) has planned to open a regular route to Europe. The route will require new vessels and services and will bring many of the technical challenges Scandinavian countries have faced for decades. It could also provide potentially very cheap return trips for goods from Europe to China, providing a potential advantage for Nordic manufacturing. And it will create opportunities for Finnish companies. (Enright, Scott & Associates 2016, 15.)

## 6 CONCLUSIONS

This thesis aims to find out how to improve tourism between China and Finland, and how to increase the number of people from the two countries traveling to each other's countries. This chapter deals with the research questions, then discuss the validity and reliability of the thesis, and what the writer learned from this study. finally, the last sub-chapter will give some suggestions for future research.

### 6.1 Analysis of Research Questions

The research questions were mentioned in the first chapter. Based on the study results, the answers are as follows.

- **What is the current development status of local tourism in the two countries?**

For Finland, the service industry level is high, and tourism resources are rich, especially winter tourism resources and natural tourism resources. However, tourism resources have not been fully developed at present, leading to large passenger flow in popular areas but insufficient passenger capacity. However, in other regions, there is a lack of travel programs and fewer tourists, so the overall tourism industry is heavily weighted. At the same time, the country's tourism promotion is not enough to attract foreign tourists to travel interest.

For China, tourism resources have been fully developed, but the overall management level of tourism is not high, some scenic areas are seriously polluted, and the attitude of service personnel needs to be improved. At the same time, English is not widely used in the service industry.

- **What should the two countries improve to attract more foreign tourists, especially tourists from each other countries?**

For Finland, more tourism resources should be developed to provide tourists with more tourism programs and facilities. Increase the publicity of the tourism industry, create a travel atmosphere, so as to attract more foreign tourists.

For China, the management level of the tourism industry needs to be improved, and the English popularization of the service industry needs to be enhanced. At the same time for the phenomenon of crowded hot scenic spots, need to make some improvements, such as timing limit passenger flow.

- **How will the One Belt, One Road Initiative affect and promote tourism between the two countries?**

Under the framework of the OBOR, Finland is not only one of the countries along the route, but also a supporting point connecting China with the Baltic sea, China and Nordic.

While OBOR attaches importance to promoting the development of countries, it also focuses on cultural and people-to-people exchange among countries. After the launch of OBOR, China and Finland launched many tourism activities or exhibitions, signed an agreement to simplify the application process for Visa, and increase direct flights between the two countries, providing great convenience for tourists to travel. And while increasing trade cooperation between the two countries, it will also increase the mutual understanding of the residents of the two countries.

## 6.2 What Has Been Learned

The tourism industry plays a significant role in the local economy. Improving or upgrading the tourism industry is especially suitable for cities or regions in transition. A favorable city image is the foundation of tourism development. Before starting to improve the local tourism industry, analyze the problems existing in the current industry development, and make corresponding improvements, such as improving the service quality and management level of the tourism industry. The publicity and promotions are important parts to publicize the image and advantages of the city to potential tourists so as to generate the driving force of travel. Investigating the travel preferences of the target customers and cooperating with well-known travel-related companies in the target customers' regions are good ways to promote. At the same time, some national and international policies can reduce the barriers to tourism development and increase the opportunities for international tourism development.

For China and Finland, travel demand from tourists from both countries is increasing year by year, but the number of tourists from both countries to the other country is not large, so it is not a difficult problem to increase the flow of tourists between the two countries. However, there are still some barriers. It is necessary for two countries to improve and upgrade the local tourism industry to increase the number of tourism. At the same time, the One Belt One Road Initiative provides the convenience of increasing the flow of tourists between China and Finland, through the establishment of cooperation to enhance awareness, and policy consultation.

### 6.3 Validity and Reliability

Validity is the measurement of how the outcome of an event corresponds to physical or social reality attributes, characteristics, and changes. And reliability is the ability to measure an event in the same way and always get the same result under the same circumstances. (Middleton 2019.)

The secondary sources of this study come from noted literature, official release, press release, official statistics, and questionnaire. The empirical data were collected through face-to-face or video call interviews. The interview questions designed closely match the research questions. And to prevent interviewees from being unable to answer questions about OBOR because they do not understand it. The writer prepared relevant background information before the interview. Based on the above, it can be proved that this study is reliable and veridical.

### 6.4 Final Analysis

The aim of this study is to find out how to improve the development of tourism between China and Finland, according to the research on the travel preferences and needs of tourists from both countries, and the impact of OBOR on tourism. The first chapter presented the thesis background, thesis objectives, research questions and the structure of the thesis.

The second chapter is to study the development of local inbound tourism in the two countries, the culture and people of two countries, and the advantages of attracting tourists. At the same time, it paved the way for the following research.

The Chapter 3 and 4 respectively study the travel preferences and demands of tourists from two countries, and found out how to improve tourism promotion and attract more target tourists according to their preferences and analyze potential obstacles to travel according to the target tourists.

Chapter 5 briefly introduces the background of OBOR, the areas of cooperation, and the benefits it brings to various industries, as well as the impact on the tourism industry and Finland.

The final chapter answers the research questions, summarizes what the writer learned from this study, analyzes the reliability and validity of this study, and puts forward some suggestions for further study.

## 6.5 Further Study

In the current context of globalization, countries are more closely connected, and tourism can be directly and indirectly promoted. Here are some implications for further research. Firstly, the content discussed in this study can be applied to other OBOR countries. Secondly, while studying the promotion of the international leisure tourism industry, business tourism can also be added. Thirdly, additional quantitative studies could be added as a supplement.

## 7 SUMMARY

Nowadays, tourism is becoming one of the largest economic sectors. It affects the economy in various ways, and tourism contributes significantly to a region's GDP and employment. For China and Finland, the development of tourism is important to the national economy. One Belt One Road Initiative (OBOR) concentrates on promoting cooperation between China and countries along the route in various fields, such as economy, education, medicine, and so on. And people-to-people exchanges is valued by the OBOR as well. So, the tourism industry is an important cooperation area for OBOR. Finland is one of the countries along the OBOR. While the author is studying how to improve tourism between China and Finland, the author is also studying the impact of the OBOR on tourism between China and Finland.

The theoretical bases of the study are tourism marketing and the impact of policy on business. Tourism marketing means that tourists mainly rely on information collection when making travel consumption decisions. Two factors that can affect the decision are overall environmental perception and the best cost performance. Building a city image and corresponding to potential target tourist groups can make the marketing more effective. The impact of policy on business is mainly reflected in the introduction of some policies that can effectively increase the flexibility of business operations.

Based on the research questions, the research contents include inbound travel development and existing problems, foreign tourists' expectations and benefits from travelling, the outbound travel demand in the two countries, travel preferences of Chinese people and Finnish people, how to attract more Chinese tourists or Finnish tourists, potential constraint trip to China or to Finland, and the impact of OBOR on tourism industry.

The research method used in the study is qualitative research, the author conducted 15 interviews. In order for the interviews to cover all research contents, the author divided interview questions into four parts, which are travel preferences, opinion about One Belt One Road, the willingness of travelling to China or to Finland, and opinion about the current tourism development in China or in Finland. And the interviewees include Chinese people living in China, local Finnish people, and foreigners living or studying in Finland, including Chinese people living in Finland. The findings in the study are withdraw in the text.

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## APPENDICES

### Appendix 1. Group 1 Interviewee. The interviews in Chinese.

- 1) 您通常多久旅行一次？ (How often do you want to travel?)  
出国旅行的频率是怎样的？ (How often do you travel abroad?)
- 2) 通常一次旅行的时间是多久？ (How long is a trip usually?)  
您认为最理想的出国旅行时间是多久？ (What is the ideal time for you to travel abroad?)
- 3) 您通常喜欢什么时候旅行？ (When do you usually like to travel?)
- 4) 您喜欢跟随旅行社旅行还是自由行？ (Do you prefer to travel with a travel agency or by yourself?)  
如果是出国旅行的话呢？ (What about traveling abroad?)
- 5) 您通常如何寻找旅行中介？ (How do you usually find a travel agency?)  
您通常如何预订机票和酒店，如何安排旅行计划？什么平台？ (How do you usually book flights and hotels and make itineraries? from which platform?)
- 6) 您通常是怎样选择旅行目的地的？ (How do you usually choose your travel destination?)
- 7) 您是更喜欢去著名的旅游景点还是小众的旅游景区呢？ (Do you prefer to go to famous scenic spots or minority scenic sports?)
- 8) 您了解一带一路吗？ (Do you know about OBOR?)
- 9) 您对 OBOR 有什么看法？ (What do you think of OBOR?)
- 10) 如果您在接下来计划出国旅行，您会首先考虑去 OBOR 的沿线国家吗？ (When you plan to travel abroad in the future, will you first consider the countries along OBOR?)
- 11) 您了解芬兰吗？ (Do you know about Finland?)
- 12) 您希望到芬兰旅行吗？ (Do you wish to travel to Finland?)  
您希望什么时候去呢？ & 您对芬兰的期待是什么？  
(If yes, when would you like to go? & What do you expect from Finland?)
- 13) 你对中国当前旅游业的发展有什么看法？ (What do you think of current development of tourism in China?)
- 14) 您认为中国应该如何做吸引更多外国游客？ (What do you think China should do to attract more foreign tourists?)

### Answers of Group 1

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
International travel frequency	Once every two years	Twice a year	Once a year	Not sure, depend on schedule	Once a year
Usually travel time	10 to 15 days	One to two weeks	10 days	Half a month	One week to ten days
Ideal travel time	Two weeks	10 days	15 to 20 days	Three weeks	One month
Travel agency or independent travel	Most are independent	Independent	Normally with tour group	Independent	Prefer to follow travel agency
How to decide travel destination	Articles read before, friends suggestions	Friends share, social media	Search from website	Social media	Friends suggestions, social media
Access to information	Baidu, Ctrip	Ctrip, Alitrip	Ctrip, from website	Baidu	Ctrip, Airline websites
Famous of minority scenic spots	Consider famous spots first	Famous spots	Prefer famous spots	Famous spots	Half and half

Know about OBOR	Yes	Yes	Yes, but no particular insight	Yes	Yes
The view of OBOR	Like the Marshall Plan, to stimulate the economy	Increase trade partners and improve national image	Connect China with middle Asian countries, mutual benefit and reciprocity, not only for economy, also people-to-people exchange	Increasing China's exports, but it will cost a lot of resources and technical assistance	Improve reputation of China
OBOR countries as preferred destination	Will not for a while	Will prefer it more than before	Will	Will not for a while	Will

Know about Finland	Know a little bit, from friends who have been there	Not so much	Not so much, know something about the humanities	A little bit.	Not so much.
Willingness to travel to Finland	Interested	Iceland has better publicity, will choose to go to Iceland	Very interested in Nordic countries	More interested in Norway and Denmark	If there's a chance

The view of current tourism development in China	Local tourism management still has problems	There will be more and more Chinese tourists going abroad	More and more Chinese like abroad travel	Scenic spot service needs to be improved	There are too many tourists in scenic spots during holidays
Suggestions to improve local tourism	Scenic spot management level	The popularity of English	Attitude of service personnel	Environment protection, especially in spots	Restrict the flow of people in scenic spots

**Appendix 2.** Group 2 interviewee. The interviews main in English, some are in Chinese.

- 1) How often do you want to travel? 您通常多久旅行一次？  
How often do you travel abroad? 出国旅行的频率是怎样的？
- 2) How long is a trip usually? 通常一次旅行的时间是多久？  
What is the ideal time for you to travel abroad? 您认为最理想的出国旅行时间是多久？
- 3) When do you usually like to travel? 您通常喜欢什么时候旅行？
- 4) Do you prefer to travel with a travel agency or by yourself? 您喜欢跟随旅行社旅行还是自由行？  
What about traveling abroad? 如果是出国旅行的话呢？
- 5) How do you usually find a travel agency? 您通常如何寻找旅行中介？  
How do you usually book flights and hotels and make itineraries? (from which platform) 您通常如何预订机票和酒店，如何安排旅行计划？（什么平台）
- 6) How do you usually choose your travel destination? 您通常是怎样选择旅行目的地的？
- 7) Do you prefer to go to famous scenic spots or minority scenic sports? 您是更喜欢去著名的旅游景点还是小众的旅游景区呢？
- 8) Do you know about OBOR? 您了解一带一路吗？
- 9) What do you think of OBOR 您对 OBOR 有什么看法？
- 10) Do you think OBOR will have an impact on Finland? (for Finnish, and all foreigners in Finland) 您认为 OBOR 会对芬兰产生影响吗？  
If yes, what do you think is the impact? 您认为影响将会是什么？  
If no, what is your reason? 您的理由是？
- 11) Why did you choose to live or study in Finland? 您选择来芬兰学习或者生活的原因是什么呢？
- 12) What do you think of the current development of tourism in Finland? 你对芬兰当前旅游业的发展有什么看法？
- 13) What do you think Finland should do to attract more foreign tourists? 您认为芬兰应该如何做吸引更多外国游客？

Alternative questions: to Chinese people living in Finland

14) What do you think of the current development of tourism in China? 你对中国当前旅游业的发展有什么看法？

15) What do you think China should do to attract more foreign tourists? 您认为中国应该如何做吸引更多外国游客？

### Answers of Group 2

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
International travel frequency	Every two or three months	Once to twice a year	Every two months	Once a year	Once a year
Usually travel time	One week	Three to four days	One to two weeks	One to two weeks	About one week
Ideal travel time	Two or three weeks	Less than one week	Around one week	Two weeks	10 days
Travel agency or independent travel	Now more prefer independent	Independent	Independent	Independent	Independent
How to decide travel destination	Search information from Internet	Search information from Internet	Friends' suggestions	Social media, or friends' suggestions	Choose famous country or cities
Access to information	Expedia, Ctrip	Finnair, Momondo, Booking, Airbnb	Ctrip, Agoda	Booking, Airbnb,	Booking, official airline websites
Famous of minority scenic spots	Not to mind	Choose a landmark for the first trip to a place	Prefer minority spots	Famous spots	Famous spots

Know about OBOR	Yes	Yes	No	Did not know before	Not so much
The view of OBOR	To promote trade and economic development between	It means a great progress in China-Finland relations	No comments	It can boost the economy	

	China and European countries				
The impact of OBOR on Finland	For example, One Plus cooperate with Elisa	Shorten the export transportation time between China and Finland, reduce the transportation cost	No	It will, because Finland is one of countries along it.	

The reasons to come to Finland	Education costs less than in UK and USA	Thinking Finland is a safe place for a girl to live independently	Better academic atmosphere	High quality of education	Low tuition fee
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The view of current tourism development in Finland	There are still many tourism resources unexploited	Winter tourism resources and natural tourism resources are very extensive, but the lack of publicity	Compared with other European countries to lag behind	Service industry level is higher, but capacity is insufficient	Geographical location and cultural landscape has no advantage
Suggestions to improve the tourism in Finland	Increase the propaganda	Strengthen publicity	Increase publicity in the media	Develop more travel resources	Increase the propaganda
The view of current tourism development in China	Outbound tourism is developing better and better	More and more Chinese travel from Western Europe to places like Nordic	The current development of tourism is pretty good		
Suggestions to improve the tourism in China	Let more foreigners know about China	The popularity of English, improvement of public facilities, such as facilities for disabled persons	The attitude of tourism service personnel needs to be improved		

### Appendix 3. Group 3 interviewee. The interviews in English.

- 1) How often do you want to travel?  
How often do you travel abroad?
- 2) How long is a trip usually?  
What is the ideal time for you to travel abroad?
- 3) When do you usually like to travel?
- 4) Do you prefer to travel with a travel agency or by yourself?  
What about traveling abroad?
- 5) How do you usually find a travel agency?  
How do you usually book flights and hotels and make itineraries? (from which platform)
- 6) How do you usually choose your travel destination?
- 7) Do you prefer to go to famous scenic spots or minority scenic sports?
- 8) Do you know about OBOR?
- 9) What do you think of OBOR?
- 10) Do you think OBOR will have an impact on Finland?  
If yes, what do you think is the impact?  
If no, what is your reason?
- 11) Do you know about China?
- 12) Do you wish to travel to China?  
If yes, when would you like to go? & What do you expect from China?
- 13) What do you think of the current development of tourism in Finland?
- 14) What do you think Finland should do to attract more foreign tourists?

### Answers of Group 3

	Interviewee 1	Interviewee 2	Interviewee 3	Interviewee 4	Interviewee 5
International travel frequency	As much as I can	Three to five times a year	Twice a year	Twice a year	Pretty much
Usually travel time	Between 3 and 5 days	Less than week, around 5 days	One week	Around one week	5 days to one week

Ideal travel time	Less one week	One or two weeks	Around one week	One week	Less two weeks
Travel agency or independent travel	Independent	Independent, normally	Independent	Independent	Most independent
How to decide travel destination	Friends posted in Instagram	Google	Depends on costs	Google, Instagram	From some introductions
Access to information	Skyscanner, Booking	halvatlen-not.fi	Momondo, Airbnb, hotels.com	Booking, official airline website	Skyscanner, Momondo
Famous of minority scenic spots	Both	prefer minority spots	Famous spots, especially museums	Not crowded place	Depends

Know about OBOR	Did not know before	Did not know before	Yes	Did not know before	Know a little bit
The view of OBOR	The connection between China and European	It will increase opportunities	It is good for logistics and economy, but also it can be some negative	It is good for business.	Connect China and Europe
The impact of OBOR on Finland		It could improve tourism between Asia and Finland	It is good for rail road, maritime and business	It connects China and Europe	

Know about China	Traveled to China many times before	Not so much, what learned from school	Yes	Something	Been to China many times
Willingness to travel to China	Would like to China again, to other countries	The foods and architectures are attractive	Interested in culture, history, development of new cities and food.	The history is attractive	Really love Chinese food.

The view of current tourism	A good connection with Asia. The	Helsinki and Lapland are more popular than other	More opportunities can be developed	Helsinki is a good transit point for	Foreign tourists are increasing
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ism develop- ment in Fin- land	flights are so expensive	part of Fin- land		Asian tourists to Europe	
Suggestions to improve local tourism to attract for- eign tourists	Increase the flight and re- duce airfares	More travel agencies, may be	Make some packages for intensive tourists, de- velop more cities for tourism.	Offer more choices for tourists	