

**Routes Programming for FoxTourGuide APP and SFEPA (Sino-
Finland Educational Practice Association) for Chinese
Customers: Case Finland.**



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ABSTRACT

This study is an initial attempt to program customized traveling routes for Chinese in Finland. Route programs are aimed at two potential customer groups: independent travelers and family-educational trip travelers. This study is a qualitative research, including one questionnaire and an in-depth interview.

In the first part, results of a short empirical FoxTourGuide survey of independent traveler are presented. These show that there is growing number of individual travelers to travel in Finland with different preferences, such as nature scenery and winter sports activities. It also reveals that customers would like to see travel experience as an adventure rather than an ordinary trip.

In a second stage, the motivation and decision-making processes are defined for SFEPA (Sino-Finland Educational Practice Association), an experienced family-educational travel organization. The main motivations are enriching children's horizons and creating family togetherness time. As well, focusing on children's abilities such as independency and problem-solving are also important.

For both independent and family travelers, social media has played a big role in the decision-making process. Especially the mobile APP Wechat and Weibo. Because of the, two program routes have been recommended for FoxTourGuide customers in two seasons. Moreover, a 13 days program route has recommended for SFEPA customers.

In conclusion, the thesis argues the limitations of programming routes, as well as analyzing the future trends for a better picture of tourism in Finland. The thesis hopes to make a small contribution to improve the current routes choices.

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1 Introduction

1.1 Basic Information

Recently, the development of level of consumptions and increase of the number of mid-class families, as well as the convenience of getting visa from various countries, such as America, Japan, Singapore and Australia. Travelling abroad for Chinese has earth-shakingly changed. These transformations have been associated with high political liberalization. (Huang, Keating, Kriz & Heung 2015.) Over the past six years, the number of overseas tourists from China has increased significantly every year. In 2016, the number of tourists has peaked at 122 million, which rose 4.3% compared with 2015. (citmhotels.com 2016).

Under such circumstances, Chinese tourism reveals some appealing new trends and shows that the behavior and preferences of Chinese tourists expand continuously. For example, the purpose of traveling for the Chinese is no longer shopping, instead of that, the motivations and purpose for travelling turned to gain experience and relax. This phenomenon points to all generations. Especially for those who were born after the 60's, they are more eager to seek explorative, diversified and personal customized destinations and trips. Moreover, in today's China, individual travelling became the new trend which has never happened before. Although group travelling hosted by travel agencies is still popular, some indicates show it has distinct purposes. The younger generations would like to travel by themselves as they are more adventurous and have better language skills. (YiXian Xiang 2013.) Another phenomenon is certified according to the survey (Chinese Outbound Tourists Investigation Report); people rely booking derivative services by mobile. Over 70% of trips are booked on mobile, for hotels, flight tickets and activities. (citmhotels.com 2016.) On the other hand, families where parents particularly were born in the 70's and the 80's, who had higher level of education would prefer an open education mind and a new leap forward in understanding of education. The aim is to broadening view and enrich children's independence capability; to courage pursuing dreams and realize the concept of self-worth. But also, as families' overall income has increased, families have placed more emphasis on education, the spending increases correspondingly. (Pinchain 2016.)

In the view of choosing destinations, Finland and other Nordic countries were placed in an inferior position compared to France, Italy and Germany. (Lin 2016.) But recently, with the fame of Nokia, Santa Claus, the high ranking of fundamental education, as well as the first

impression of reality TV show in China, the willingness of exploring this land has remarkable increased.

1.2 Case Companies - Sino-Finland Educational Practice Association and FoxTourGuide

SFEPA- Sino-Finland Educational Practice Association (hereinafter referred to as SFEPA) is one of the professional study tour associations in Finland. It captures the aspirations of the parent who would like their children to experience foreign camp as a group, also with particle education purpose. The majority of Chinese students spend their time in the classroom and gain knowledge from books or directly from teachers instead of experiencing the practice out of school. Because of the one-child policy in China, parents can simply dote on only one child. The overprotection by parents and the atmosphere can easily occur to a child who is lacking of self-control ability and resistance to setback and be independence. However, there is scarcely any research literature on how to design the study routes based on Chinese students' problems and the parents' wishes. The purpose of this study is to design a route for a family-study trip in 12 days in winter season that most of the participants favor. Within the 12 days' trip, SFEPA hopes to design a general route to meet the needs of parents and children. On the one hand, children can undergo an international cross-culture environment, enrich knowledge and improve diverse thinking and independent ability; while the parents can open their horizons especially on Finnish culture and Finnish style of living and the Finnish education concept.

FoxTourGuide is one of virtual tour guide software company engaged in 2017. It provides services on mobile applicant during a daily trip, such as navigation, sightseeing guidance, restaurant vouchers and shopping information depending on customer demands and interests. According to the chief executive officer of FoxTourGuide, Customer can also choose the tour themes in the near future. but in this thesis, the author will focus on designing daily routes in general. the FoxTourGuide has specified the major market on Asian young customer, particularly focusing on Chinese single travelers. This cooperation has built in Finland 2017, the employer of this company would like to choose Helsinki as prior location for test, while considering other Nordic cities in latter plans. The themes of this are for example, photography art lovers, history explorers and nature adventurers. The author of this report will make two routs programs for FoxTourGuide, which base on the top two favorable themes. The themes will be found out according to the customers' survey.

1.3 Behavior Habits of Chinese Tourists

The Chinese Outbound Tourists Investigation Report (citmhotels.com 2016) reveals some significant changes over the past years and the potential future trends.

Although China's economy growth has slowed down, the consumption power of Chinese travelers is increasingly growing, and this number is expected to grow also in 2020. This means travelling accounts more important for people's daily lives; also, its purpose has changed to become a way of relaxing and having fun. For the year 2015, the average expenditure of the Chinese who visit foreign countries is 3623 dollars, exceeding one fourth of their incomes. For the year 2018, the outbound expenditure continually increases 8%. (blue swan daily 2019) Particularly for the 80's and 90's generations and when they travel with their children. To enjoy more about the comfort or safe purpose, they are willing to pay more on accommodations and transportations. (citehotels.com 2016.)

Following with this situation, short-term trips are less popular since year 2010, instead, the average travel days has risen from 5 to 9 days; this number of days refers more obvious for the 80's and the 90's generations. Moreover, Chinese people would prefer to visit several cities and even countries in one trip, and 93% of the travelers express that they are looking forward to adventure, and the sense of freshness.(citehotels.com 2016.)

The mutual influence between generations has always existed in travelling, such influence is especially between the older generation and the young generation. People born in the 80's and before rely more on group travelling tours, due to the reason of lacking language skills and barriers on information transfer. However, on the other hand, parents travelling with their children are more likely to decide a specific theme before departure, such as eco tours, and private luxury tours and backpack tours. However, individual travelers would prefer uncertainty situations and decision making during the trips. The financial support is also a big distinction, the 70's and the 80's have higher budget on trips than the 90's, because most of them have higher average salary than the 90's. The 90's generation prefer travelling individually or with friends and shorter and cheaper trips. (citehotels.com 2016.)

Another important trend is online booking. The smartphone industry has brought great potential to tourism. Nowadays, online booking and payment has become the most popular way for planning trips. Specially the terms made by mobile, such as app payment has already occupied 62%, compared the terms made by computer (tour website) accounts 15%. More and more traditional tourist companies comply

this trend that transfer the information to website and apps. Those apps enable direct and easy access to transport services, restaurant reservations and entertainment information, as well as guest reviews and special offers. Another trend is that personal media channels (youtuber, blogger) infiltrate people's life and become indispensable means of obtaining information such as Wechat articles, Vlog, reality TV show. (citehotels.com 2016).

1.4 Finland and Finnish Education system

1.4.1 Finland

Finland is a peaceful country located in the northern Europe and has the fame of thousands of lakes and a beautiful wild scenery. Because of its geographic position, Finland is equipped with four seasons but winter is the dominator that last 4-6 months. Finland's population density is much lower comparing to other European countries. (Nations Encyclopedia-Finland 2017.)

The location of Finland is less fame and low-pitched that distinguish it from southern part European countries like Spain, Italy and France. With the developing mind and the increasing travelling of Chinese customers, as well as the growing number of customized travel themes, Finland as a destination attracts Chinese traveler by various themes, such as landscape adventure, backpacker travel and luxury travel theme. In 2016, the backpacker travelling has increased from 6% to 21%, at the meanwhile, landscape theme has rose from 12% to 25%, and self-customized luxury themes from 6% to 20%. Moreover, the newest destinations further away from home are favored. For countries having strong cultural differences among Chinese or having prosperous long history are highly potential to be chosen as destinations, such as France, America, Sweden and Africa. (citehotels.com 2016.) Those numbers indicate that the travelling interest of tourists has changed from traditional group trips to several subgroups, and it will continue reshape the world travel market. It can be estimated that the potential tourist number increases in Finland, especially for the nature and outdoor sports lovers. Finnish unspoiled Landscape-Lapland aurora chasing, archipelago areas and sound infrastructure of skiing could be different themes for travelers.

The figure 1 shows the location of Finland and the surrounding countries. The main cities have been indicated with a small yellow circle.



Figure 1. The map of main cities in Finland. (Mapsofworld 2018)

1.4.2 Finnish education System

In Finland, education is an important industry and has a high reputation throughout the world. Finnish people are proud of their excellent education system and the students' development can be proven with the long track ranking and results. The student is the core of this system and gets high standard education for free in every level. (except students from outside EU or ETA) With the aim of "the potential of every individual should be maximized", students have various opportunities toward their future path based on their personal preferences. Teachers have highly autonomy teaching power and offer support to students. The curricula are also competence in Finland. Students learn knowledge base on the reality use; forming the study methods on teamwork and cooperation with multinational classmates and teachers can enrich their communication skills and benefit the following education. (Finnish education in a nutshell 2017.)

Based on the efficiency of the education, as well as the student outcomes, the performance of Finnish education system ranked top in 2015. Such performance contains students' grades, the capability of individual studying, professional practice skills; also, for measure the

schools' studying materials, exchange opportunities and general education quality.

The Figure 2 shows that Finland ranks the first on the list which means that the Finnish education system strongly supports the growth of economic competitiveness and development.

The top 10 countries for future skills education

Based on an Economist Intelligence Unit report

1. Finland
2. Switzerland
3. New Zealand
4. Sweden
5. Canada
6. The Netherlands
7. Germany
8. Singapore
9. France
10. UK

Source: The Worldwide Educating for the Future Index 2018

Figure 2 The top ten countries for future skills education (world economic forum 2018)

1.5 The Introduction of Educational Tourism Market in China

Education tourism refers to one of the new concepts in travel industry and represents a special short-term tourism with a purpose of learning and enriching knowledge. Bodger (1998) defined education tourism or Edu-tourism "to any program in which participants travel to location as a group with primary purpose of engaging in learning experience directly related to the location" (Papathanassis 2011, p.201.) The participants of Edu-tourism can be in academic institutions, students, teachers, researchers and academic staff (Malihah 2014.) "Learning through Traveling" can properly describe the concept on the contrary of the conventional study mode – learning only from books without physical self-exploring cannot satisfy students' higher standard development. (Lin 2015.) Currently, educational tourism has been

prevailing in China, and for the majority Chinese students, it is an initial opportunity to go abroad. (Wang, Li 2008.)

The activities and programs in study tours are various; those activities can be getting to know a culture or custom, learning a new language, attending an academic event or a seasonal camp. More and more students attend a study tour to get to know a college or a university, they try to understand the college life and be prepared even they are young. Thus, reputed schools or institutes are popular destinations. (Malihah 2014.)

1.6 Introduction of a Previous Study Tour

SFEPA family-study tour program concerns a Nordic country – Finland. This program is part of cross-cultural education between Finland and China, which includes outdoor activities, summer camp, natural exploration and learning field survival skills.

During 2017, six Chinese families experienced 13 days in the summer program over three cities: Helsinki, Tampere, Rovaniemi. Over these 13 days, children were participating a four days' scouts themselves. The activities in the scouts were experiencing camp life, living in forest with Finnish group mates, and unique outdoor activities like house maintenance, canoeing by lake, forest trekking, and picking up blueberries. The rest of days those children spent with parents travelling and visiting locals, enjoying Finnish summer life and exploring the cultural differences. The trip schedule is shown in the Appendix 1.

1.7 Research Question and Thesis Topic

Thesis Topic

The thesis topic is: The routes programming for FoxTourGuide APP and SFEPA (Sino-Finland Educational Practice Association) for Chinese customers: Finland case.

Research Question

How to design routes for SFEPA and FoxTourGuide that satisfy the demand of target customers?

Despite SFEPA has already collected experiences and served customers in summer 2017, and the company is still promoting and designing a more adorable route to satisfying customers' demand in winter. Furthermore, the FoxTourGuide wished to launch out their "Helsinki routes" daily trip in Chinese market in 2018. Getting more worthy suggestions from target market would have helped to arrange

the tour routes. However, there is scarcely any research literature on programming routes; study papers were aimed to explore the motivations of Chinese market, and to seeking the reasons of Chinese customers' demand while traveling. There are relatively few papers that consider both companies and analyze the routes which narrow the gap between the expectations of Chinese market and the real customer experiments.

2 THEORETICAL FRAMEWORK

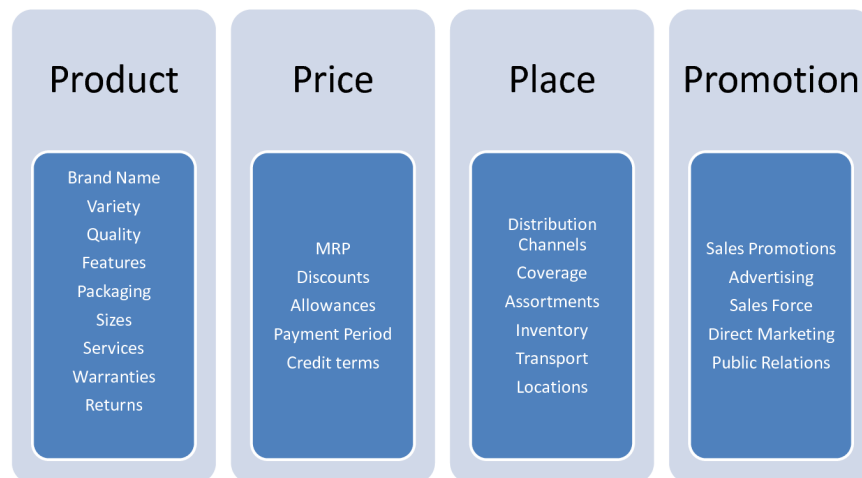
The theoretical framework chosen to this study - Marketing Mix and Lauterborn's 4Cs Theory (customer value, cost, convenience, communication) help to understand the macro market of Chinese outbound travel industry. they also help to draw a clear picture how to position products and services within this travelling fields. Moreover, analyzing previous customer experiences and feedback helps to see the drawbacks. It also helps to improve the products' quality and makes customer orientation as the first goal eventually to satisfy customers' demands.

2.1 Introduction of Marketing Mix – 4Ps

Marketing mix is often referred to 4Ps (product, price, place, promotion) as a means of transforming marketing planning to practice. This theory is proposed by E. Jerom McCarthy in 1960. This theory is a conceptual framework for setting up both long-term strategies and short-term tactical programs (Palmer 2004). The fundamental theory of marketing helps to understand the general tourism market on routes programming.

The idea of the marketing mix is to support and help decision making managers in configuring offerings to suit customers' demand. The marketing mix is a dominance foundation because it makes marketing seems easier to deal with. It allows the separation base on activities and delegation of tasks to specialists. The elements of the marketing 4Ps have the power of changing an institute's competitive position. (Grönroos 1994).

Marketing Mix – 4P's



Source: Marketing Management : A South Asian Perspective; Kotler, Keller, Koshy, Jha

Figure 3. Definition and Description of 4Ps of Marketing (Kotler 2013)

The figure 3 shows the components of the marketing 4Ps in detail. Product, Price, Place and Promotion relates to various aspects in marketing, and for the following paragraphs, it will be explained.

2.1.1 Product

“Product is anything that can be offered to a market that might satisfy a want or a need for a group of people” (Kotler, Armstrong, Brown & Adam, 2006). The right type of product for a certain market is the basis of any producer; this product can be in a tangible and intangible form of services or goods. A product should be defined and serve users immediately for a particular need in a target market. One example is Espresso coffee machine capturing the need of a customer who wants to get quick and high-quality coffee without going out to buy. Moreover, similar products should also identify different features and benefits among competitors to suit customer needs (Marketing mix n.d.)

Every product has its life cycle, which includes four main stages, each of them having clear characteristics and different things for business to handle.

Introduction Stage – this stage can be costly because company will put huge effort before a product is launched out. An example is from the research and development department of Huawei, where it takes years proving technology and predicting the scale of marketing before

the first sale. At the beginning of selling one product, the volume of sales usually enjoys the lowest amount, they also have the high threats of competitors (Product Life Cycle Stage n.d.)

Growth Stage – when a product is characterized by strong growth in sales and high profit margins, a product has reached the growth stage. In entering in this stage, a certain number of customers enjoy the benefits of the product and push into high production process. Companies should try to invest more in business to keep the growth stage as long as possible (Product Life Cycle Stage n.d.)

Maturity Stage – During this stage, the product has already occupied an amount of market share entering into a most competitive time. The product should be evaluated to seek competitive advantages in order to have longer lifespan. A company should try to keep the market share, take wisely decisions on any market it undertakes (Product Life Cycle Stage n.d.)

Decline Stage – the market for a product starts to downhill, and this is what it known as decline stage. With millions of products every year, decline is inevitable. Customers start to switch to other products and at the meanwhile business should find out a way for survival; either invest in a cheaper line of product or create a new product (Product Life Cycle Stage n.d.)

2.1.2 Price

The price is the amount that customers must pay in order to obtain the product (Kotler & Armstrong 2011, p.52.) People's income can directly influence their purchasing power. On the other hand, the acceptance of the price can vary differently from group to group. Price is a very important component of a marketing plan, which determines company's profits and survival. In the real life, price is the key reason that shapes the first perception and impression of a product. Setting the price is inherently a touching area; on the contrary, if the price is set too high, customers will easily value their money over this product. A good price is always matching the benefit and value the product can delivery (Marketing mix n.d.)

When setting the product price, marketers can use different strategies. There are generally tree strategies:

Market Penetration Pricing - The penetration pricing is used with the purpose of stimulating market share by offering their goods. Marketers place the price lower to be more competitive, however, once they reach the stronger market, they will raise prices to enable to gain profits (Jim Woodruff 2018.)

Market Psychological Pricing - Marketers use this strategy to encourage customer to buy products. the most common way of setting price is like \$19.9 instead of \$20 as being substantially cheaper. This is known as “left-digit effect” (Woodruff 2018.)

Market Premium Pricing - This method is usually used for the product that has a distinct advantage throughout the similar market. A premium-price product is priced higher than competitors, and it is the most effective in the beginning of the product life cycle (Jim Woodruff 2018.)

2.1.3 Place

How to distribute the product makes firms accessible to their customers through different channels, locations or platforms. A right distribution strategy requires a deep understanding of who to touch and where to distribute. Good understanding of target market will help to discover the most efficient positioning and build a bridge to communicate with the market. However, because not all companies have direct retail shops, the following will show some distribution strategies (Marketing mix n.d.)

Intensive Strategy

When intensive strategy is used, the company has a large-scale marketing product, the marketers try to cover as much as the market and display the product as many places as possible in order to reach the high sales volume and revenue. This strategy is most exercised in consumer products, the typical example who drives this strategy is P&G and Colgate (Hitesh Bhasin 2018.)

Exclusive Strategy

The company ties up exclusively with a distributor which might be appointed for a whole country in some cases. Unlike the intensive strategy that highlights cooperation with many companies and channels, the exclusive manufacturer will only sell its product to the exclusive distributor, who completely charges the product and market. Rolex watches is one example of exclusive strategy. (Hitesh Bhasin 2017.)

Selective Strategy

Marketers use this approach when selecting exclusive outlets or show rooms to distribute their brands and products that are available for their target market. This method is used more on low-end range and mid-level range price of products. However, not all malls and outlets are targeted; instead, marketers are required to calculate potential to stock and sell the offerings of a company. A good example can be ZARA; in an urban city, the maximum amount of selective shops of ZARA can be 4-5 (Hitesh Bhasin 2018.)

Franchising

Franchising as a method of distribution with actual sale of a hard good or product. The franchisors will offer the right to franchisees using certain trade mark, and the franchisees are supposed to sell and perform the same as franchisees. This method is pointed without borders, especially many international companies prefer to apply this strategy which dedicate to enlarge their market, such as Starbucks and McDonald's (Franchise Marketing Systems 2018).

2.1.4 Promotion

Establishing the recognition of a brand and the reputation of a company can promote the product to some degree. Customers may decide to buy only if they recognize and trust this product, and companies usually do advertising or sales promotion to diffuse the brand image that eventually makes the purchase behavior. Promotion can be in any forms, such as informal communication – world of mouth, and some other ways like public relations. The Table 4 shows some promotion strategies and their features and advantages, (Marketing mix n.d.)

Table 4 The Promotion Strategies and Its Benefits and Features (Marketing mix n.d.)

Strategy	Benefits and Features
Public relations	Accumulating the reputation of a company by taking more social responsibilities. Developing a positive relationship between media and organization. Creating favorable public image and minimizing the impact of negative situations.
Sales promotion	Useful techniques for short-term sales increase. Includes incentives for the salesman and covers various aspect of promotions, like money off coupons and discount codes.
Advertising	Address to communicating to mass media, easy attract followers' attention. Acts as a valuable marketing tool for presentation and promotion of ideas, goods and services.
Sponsorship	Organization or event is paid to use its branding and logos for spreading a better know name. Commonly used in sporting events and sponsoring clothes and shoes to celebrities.

Understanding the general product life-cycle, which standing at the company's point of view. In the reality life, we should stand at the customers' point of view at the same time. the Lauterborn's 4Cs Theory can explain how to positioning on customers' demand clearly as follow.

2.2 Lauterborn's 4Cs Theory

4P's as a tactical traditional marketing tool is challenged with the increasingly fierce market competition and the faster speed of media transmission. Professor Robert Lauterborn first proposed the model of 4C's which corresponding to 4P's. He has realized the deficiencies of the 4P's, and the new 4C's has changed the focus from a seller's perspective to a buyer's perspective. The Figure 5 show the movements in details from 4P's to 4C's. 4C's explain clearly the changes based in customer value, the cost, the convenience and the communication. (Böckmann 2013.)

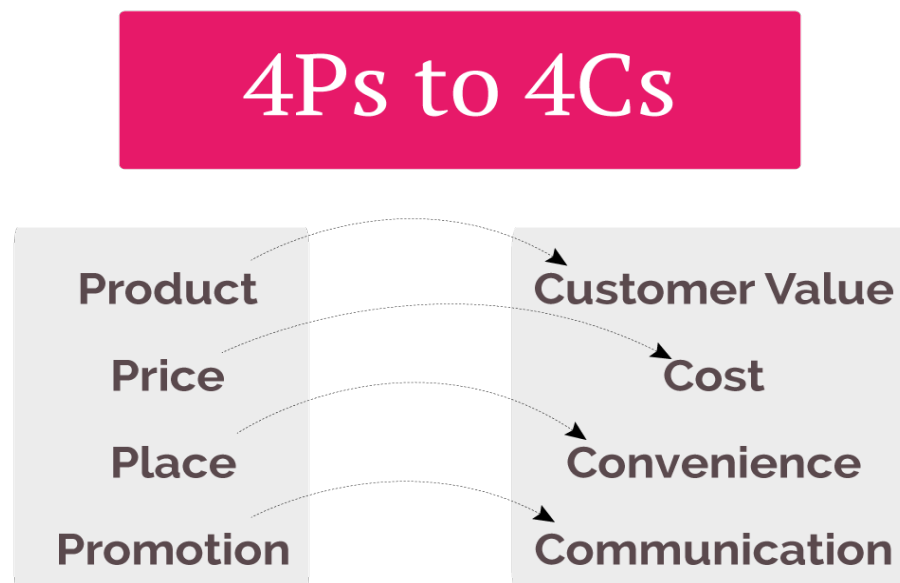


Figure 5 The changes from 4P's to 4C's (Iceland media 2015)

2.2.1 Customer

In marketing 4P's, product strategy is the planning and positioning in the target market. However, those efforts are all based on customer demands. Campaigns can be easily failed if the company does not emphasize delivering value that meets customers' interests and needs. The essence of the change from a "product" to a "customer" aims to satisfy customer needs first, and to encourage profits growth, which also leads to a mutual beneficial result. (Böckmann 2013.)

The application of the customer approach emphasizes on achieving customization, it allows the market to split and create market segments. Companies should target more on niche markets instead of mass markets; companies should offer one to one rather than one to all. In the modern company, the market is no longer the “terminal” of a product, but it is a new beginning. (Böckmann 2013.)

2.2.2 Cost

In 4Ps, price strategy determines the undertaking of achieving the product value; pricing is one of the significant processes among the marketing activities. The objectives are generally obtaining profits and taking up market share for companies. Whereas in 4Cs, “cost” refers to the cost to satisfy customers. “The price charged reflect the premium nature of the product” (Annmarie Hanlon 2015). A cost includes all possible time or effort that a customer might bear to own a product. Price should not only consider the cost, but also take into account of the purchasing process. Therefore, a product that suitably have a fair-price will generate sales and gain advocates effectively. (Böckmann 2013.)

2.2.3 Convenience

Nowadays, spending plenty time to shopping is unpopular while people would like to choose e-commerce channels with their fast features. In 4P’s, purchasing refers have a long purchase process: time, physical cost and psychological aspects. Companies are supposed to simplify the process in order to reduce costs of distribution and window design; they should consider the degree of conveniences that customers want, and improve their service value. (Böckmann 2013.)

The rising industry E-commerce has perfectly proved that the success and benefits of convenience buying. It breaks the constraints of time and space, and customers can buy whenever and wherever. On the other hand, the seller has reduced fix costs by simplifying the delivery of the product even though it hurts some traditional manufacturers and suppliers. (Böckmann 2013.)

2.2.4 Communication

In 4P’s, promotions lead to single-track information spreading with customers, however, bilateral communication seems very hard, companies do not build a way for collect feedbacks and the reflection of how the promotion messages are received by customer. The new “convenience” focuses on customer ideas and emphasizes listening to customer. This kind of interaction is a psychological trick; customers feel gratified if somewhere is possible to talk to, and they will also gain

a sense of superiority when their suggestions are taken seriously. (Böckmann 2013.)

Nowadays, how to communicate with a buyer effectively and how to grasp market preferences determine the undertakings survival in the highly competitive tendency. Thousands of advertisements and promotions are publishing information, and willing to attract even one listener; however, a good communication would open an avenue to explore the real needs of customers. Therefore, 4C's requires a company to establish a new relationship and network in the market. (Böckmann 2013.)

After launching out the product, the efficient way to analyze the performance of one product is to evaluate its customers' satisfaction. The following chapter – Customer Experience Management can help us to have a clear picture on how to draw into action by steps.

2.3 Customer experience management

Survival in today's economic climate and competitive retail environment requires more than just on low prices and innovative products. To compete effectively, businesses must focus on the after-shopping reactions - customer's satisfaction. To manage a customer's shopping experience, companies should understand what "customer experience" actually means. In this chapter, it includes every point of contact at which the customer interacts with the business, product, or service. Customer experience management represents a business strategy designed to manage the customer experience.

While a variety of definitions of the term Customer experience management (CEM) have been suggested, this paper uses the definition suggested by Schmitt that CEM means the collection of a process to track and organize customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy. (Bernd 2007.) CEM is a marketing strategy that requires a process change and many technologies to accomplish in order to have better business results. (Bernd 2007.)

2.3.1 Customer experience framework

The CEM framework as an experiential methodology for business to improve customer experience. According to Bernd Schmitt, the CEM framework has the following five basic steps, and managers have some flexibility in order to carry out them. (Bernd 2007.)

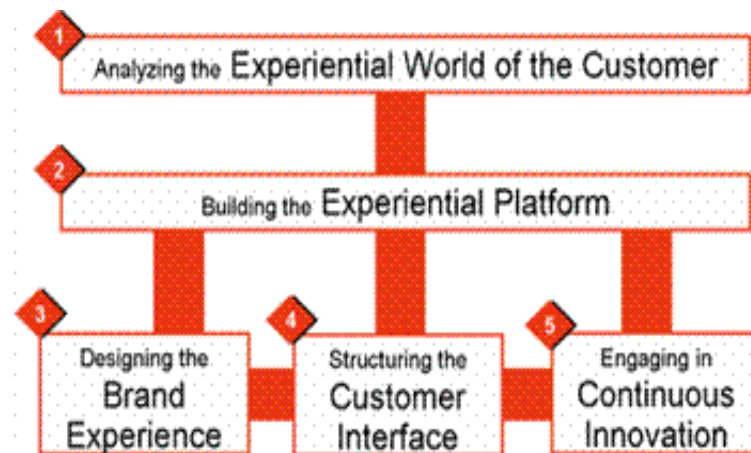


Figure 6, The five steps of CEM framework. (Bernd 2007.)

Step 1. Analyzing the experiential world of the customer

The first step provides original insight to understand the customer's world. For business to consumer markets, it is necessary to analyze the sociocultural context including customers' experiential needs and wants, as well as their lifestyles. For the business concept, a company should analyze the context including requirements and solutions that might impact the experience of customers. The management must relate broad-based lifestyle and business trends to the usage situations and ultimately to the brand (Bernd 2007.)

Step 2. Building experiential platform

The second step is the key connection point between a company strategy and its implementation. The experiential platform includes a dynamic, multisensory, multidimensional depiction of the desired experience. In other words, it is the strategy of experience positioning to achieve satisfaction. This platform also specifies the value that the customer can expect from the product. Building experiential platform is to culminate to all implementation themes for better connect to subsequent customer relationship efforts and future innovation (Bernd 2007.)

Step 3. Designing the brand experience

Once the management has decided on the desired experiential platform, that platform must be implemented into the brand experience. From both customers' and company's point of view, the brand experience includes purchasing experiential features and product aesthetics that can serve for the customer in the best result. Moreover, the brand experience includes an appealing "look and feel" in logos and signage, packaging, and retail spaces. Finally, appropriate experiential messages and imagery in advertising and collaterals, as well as online, complete the brand experience (Bernd 2007.)

Step 4. Structuring the customer interface

The experiential platform must also be accessed in the customer interface, which means the dynamic exchanges and contact points and interacting with the customer face to face in a store in the daily life. Whereas the brand experience is largely static. But for any face to face contact, such as a sales visit in a client's office, the check in desk of a hotel requires structure the content and the style of this dynamic interaction to give the customer desired information and service in the right interactive manner. This kind of manner can be described by intangible elements, for example, voice, attitude and behavior style. CEM records the history and the transaction content of business to customers' contact, and it also structures the customer interface (Bernd 2007.)

Step 5. Engaging in continuous innovation

Finally, the company's innovations must reflect the experiential platform. Innovations include anything that improves end customers' personal lives and business customers' work life, and they can range from major inventions to small innovations in the product's form. Marketing innovations may consist of creative launch events and campaigns. Innovations demonstrate to customers that the company is a dynamic enterprise that can create new and relevant experiences on an ongoing basis. Innovations can attract new customers; most of the time, however, they build customer equity by helping a company to sell more products to existing customers (Bernd 2007.)

2.3.2 Customer experience dynamics

Using 5-steps holistic approach to customer experiences, it is critical to recognize that a customer experience is not limited to the customer's interaction in the store alone. Rather it is impacted by a combination of experiences which evolve over time, including search, purchase, consumption and after-sales phases of the experience (Bernd 2007.). It may also involve multiple retail channels and repeated experiences within a channel. Thus, it is important to consider the dynamics of an exchange when studying the customer's experience (Bernd 2007.)

Within the satisfaction literature there has been some attention paid to the dynamic development of customer satisfaction. These studies usually use longitudinal data on customer satisfaction over time from the same group of customers. Crucial notions in the understanding of customer dynamics concern the fact that current customer satisfaction affects future expectations. Other researchers have shown that current satisfaction scores are strong predictors of future satisfaction scores. This seems to suggest that satisfaction scores are pretty stable over time and that there are strong carry-over effects. However, external events, such as critical incidents, might trigger updating processes in which new information (from the critical

incidents) is included into customers' satisfaction assessments. Phenomena similar to satisfaction-updating processes may well occur in the broader domain of customer experience as well. (Bernd 2007.)

The theory chosen above describe a product's whole life span. From Marketing Mix and Lauterborn's 4Cs Theory, helping to clear a picture of the previous products' positioning. Moreover, analyzing previous customer experiences and feedback helps to analyze the weakness, in order to improve products' quality and makes customer orientation as the first goal eventually to design a better traveling routs for customers.

3 outbound tourism market in china

Outbound tourism from China did not commence until 1983 when the Guangdong Provincial travel corporation began organizing tours for Guangdong residents to visit their relatives in Hong Kong and Macao. (Huang 2005.) However, for the mainland Chinese, Chinese citizens who have friends and relatives living in foreign countries, they did not start until the Chinese government promulgated regulations in 1990 (Huang 2015.) Study on Chinese outbound tourism did not start until the mid-1990s. From the evolutionary review undertaken by Keating, Huang, Kriz, and Heung's literature, it can be seen that the early research seemed to focus on general market analysis. Till now, China's economic boom, the increasing disposal money for personal and family, and the growing educational level lead researchers to look into the individual level behavior concept such as motivations and value expectation, cultural and social interaction, and also looking into the future issues. Those investigations of various aspects help to understand Chinese market and Chinese behavioral characteristics. (Huang 2015.)

3.1 Customers' Description

For independent travelers, a study has revealed that the rapid growth of outbound travel from China that young female visitors choose to travel independently has risen from 46% in 2016 to 58% in 2018 (Corinne wan 2018.) However, at least 16% of them traveled with the male counterparts, and females spend more than their male counterparts averaging about 1000 yuan (127 euros). For the extra spending money, females are highly positive to buying diversified experiments during the holidays, rather than making such banal journeys. Those activities are such as wine tasting, and enjoying adventures. (Corinne wan 2018.)

For family-study travelers, the demographic characteristics of them can be described as “families from first-tier cities play roles in upper middle class whom with highly education background.” Most of the parents enjoyed outbound study tours are from the first-tier cities: Beijing, Shanghai, Guangzhou, Shenzheng and Hangzhou. The majority family mode was “double income and one child”. (China Youth Daily 2017) For 2017 summer camp members, (totally 8 families) over 80% of families only have one child, all the parents are having stable jobs in the fields of government, medicine, finance, accounting and management. Some of the families also running an own business of selling commercial products. The annual earnings of those families are significantly above the average level. Therefore, 100% of their children studying in the private school with annual tuition fee range from 40,000-160,000Yuan (5063-20253 euros), which means they have flexible disposable money for investing children’s education even they are from cities with high living costs. As the parents presented that their child’s education cost ranks the highest among all expenses, not only the school cost but also after school activities. All the children have at least one hobby; piano, dancing or drawing are ordinarily applied, which supported the thoughts of parents “education is a long lasting invest.” Another striking result to emerge from is that both parents have a high education background. A university diploma is ordinary, one parent even had overseas education background. This factor is highly correlation with their professions and yearly income aspect, also the eagerness of seeking overseas experiences for the children. All the parents in the groups were born between 70’s to 80’s, the age of children is range from 7 to 13.

3.2 Cultural Perspective

According to Tourism Planning and Development survey, sightseeing is the main motivation (71.8%) for overseas travelling, especially attending to independent travelers. This is followed by business (15%) and leisure/holiday (11%). At the meanwhile, Chinese people are enthusiastic for shopping abroad, but few independent outbound tourists take shopping (1.1%) as their travel motivation (YiXian Xiang 2013.) From a culture-motivation perspective point, previous researchers found out the Chinese visitors showed a greater need for social status as a motivation to some destinations, like Korea and Japan. (Huang 2015.) Such socialization explicitly named by “Face”. There is an old saying goes: “Men rest on their face just as trees rest on their bark.” For Chinese culture environment, it is a significant concept of “face” for personal value, which refers to the want of respect of everyone. The core is to keep harmony matters most, for any situations, it should pull punches instead of pointing out directly. This also demonstrates that there are huge image and behavior differences between Chinese and foreign countries in tourists’ minds.

The culture differences can challenge the issue of host-guest relationship for world tourism. Although China has emerged to a significant tourists' market, the western countries find difficulties to provide services and receiving tourists, as they still lack of knowledge and are unfamiliar with such culture, also in terms of behaviors and value concerns such as social identity, and disrespectful travel behaviors. However, these issues have not been researched currently, and the large-scale of Chinese-westerns contacts can be foreseen as an irreversible trend that reinforces the trend of culture globalization. (Huang 2015.)

Chinese tourists take their first outbound destinations because they tend to get familiar at first, thus the sightseeing is the priority. However, for repeat visitors to a specific kind of destination abroad, the portion of leisure or holiday is increasing. This can be proved by the example of visiting south-east Asian countries that collected in "The Characteristics of Independent Chinese Outbound Tourists" report (164 samples). For instance, 61% of fresh visitors enjoy sightseeing while 90.6% of repeat visitors were more intended to have a leisure holiday. Also, the possibility of having other motivations such as landscape nature, sport and adventure was mentioned by several interviewees from the survey. Thus, the motivation will be diversified with the development of the tourist market (YiXian Xiang 2013.) The Table 7 will explain four aspects of motivation to build an outbound trip.

Table 7 The motivations to make an outbound trip fall into four aspects. (YiXian Xiang 2013.)

-The cultural imagination of destination that shaped by literature, media and online attractions.	The expectation of destinations will stimulate the motivation to experience culture beyond personal perspective.
-The disappointment of the damaged domestic nature environment and over commercialized atmosphere.	Travelers consider the quality as the key factor of one trip.
-The tourist's travel career ladder (Pearce, 1991.)	Travelers who are looking for achievements, mental stimulates or self-development and self-actualization.
-The liberalization of governmental deregulation.	The conveniences of the outbound visa.

3.3 Current Situation of Chinese tourism in Finland

Since 2010, Finland has attracted over 5 million visitors yearly who spent at least one overnight. The number of Chinese overnight travelers from 2010 is 83000, climbing up to 362000 in 2017. (traveldaily 2018) According to this number, China is not yet the biggest tourism market of Finland. However, the survey of the Finnish national tourist office (visitfinland.com) has revealed that Chinese visitors had contributed the highest growth rate in consumption while traveling in Finland. The average expense per Chinese visitor was 940 euros, comparing with each Spanish visitor 582 euros and per French visitor 560 euros in 2017. (traveldaily 2018)

China's outbound tourism had sprouted since 1980s and grew notably until now (YiXian Xiang 2013.) The Finnish national tourist office has been cooperated with Fliggy (a travel services' provider owned by Alibaba) since 2016, in order to broad markets and have better perspectives. Thus, Fliggy has created a market strategy for attracting potential Chinese travelers to visit Finland. Fliggy planned to arrange group tours to visit Finland with all-inclusive services, including all transportation, accommodation, all meals and full-time guidance the most notable group travel package was named "Aurora line" in 2017. (traveldaily 2018)

The Finnish national tourist office also expands the Chinese market through offline channels such as public forums, personal blogs and social media. Among them, WeChat as the marketing platform has drawn the author's attention, as it has the largest number of users and high scale of quantity for public articles. The Finnish national tourist office predicted that WeChat would be the most powerful influence channel in the near future. (traveldaily 2018)

The group package tours had been the only product for China's outbound tourists until late 1990s. But recently the market structure has been changing gradually, and this monopoly situation has been broken up. Non-group tourists have increased to 7.7 million and accounts to 30% of total outbound travelers in 2011. Although the fact that the independent travelers has sharply rose up, the outbound tourists of China still focuses on groups. (YiXian Xiang 2013.) The independent tourists adopted a self-arranged travel mode based on motivations differences, they made activities and itineraries and are travelling with small group or themselves. The non-group travelers present a vague profile as "often... high income and with big purchasing power. They are more likely to speak other languages and are experienced travelers." (DPS Consulting, 2005.)

Young students attending an Edu-tour is overwhelmingly popular currently; this not only because the improvement of living standard,

but also because of parents' thoughts. They believe that in 21st century, to have an overseas study experience will help the child to have a competitive broad perspective. (Wang, Li 2008.) More and more travel agencies work as intermediates, doing business on the outbound education tourism specially targeting at young students. The agency plays a role of transmitting information like a tour guide and in charge the safety risk during the trip. Information includes related schools and courses, travel schedules and accommodation.

3.4 Information integration and future trends

The passionate to search travel information is long-lasting for Chinese independent travelers. Information about accommodation, transport and scenic spot are the main contents tourists care about. Also, the general knowledge of destinations and entertainment activities are required. Even if they have purchased the main travel products and have planned the destination, such intensive demand on information searching would last from one to several months. However, the most significant reference to the tourism information is internet. Online travelogues are currently a valued way for searching information. Chinese travelers consider personal travelogues more realistic, up to date and informed. However, in reality, what the travelogues have expressed are more word of mouth (YiXian Xiang 2013.)

In recent years, there has been an increasing interest in marketing on social media such as WeiBo (the Chinese version of Twitter) and WeChat (the Chinese version of Facebook). Those online articles with pictures or mini videos have attracted customers' attention. This new marketing information spread out are often shared by friends or celebrities that followed WeChat and WeiBo, which to some extent, could be considered as reliable information. Thus, the impact on decision-making of travel destination have a big influence by social media. Some researchers predict WeChat and WeiBo as the next important sources in the near future (YiXian Xiang 2013.)

Chinese outbound tourism has become the largest market and the most valuable tourism landscape in the world. It had been forecasted by World Tourism Organization (2001) that over 100 million outbound visitors would be sent by China. Thus, it is necessary for researchers to provide guidance to this industry and provide scientific approaches to forecast Chinese characteristics and behaviors. Currently, Chinese outbound tourism may be facing the beginning of a new development stage; this market has been very different from what it was 20 years ago. China's outbound tourism is undergoing the transformation from a "a quantity-driven pattern to a quality-oriented approach". This result was conducted by a survey in China Tourism Academy (2012). The study indicates that 80% of the tourists prefer economic

accommodation while the satisfaction levels were declining. This takes further quality consideration into account (Huang 2015.)

All in all, providing products and services has to adhere to Chinese travelers' demands. But most importantly, applying such plans and designed products properly in reality achieve customers' satisfaction.

4 methodology

4.1 Research approach

This study is a qualitative research. The writer is trying to understand the correlation of customer and travel product provider through demographic aspects, such as income, occupation and education background; specific preference, such as hobbies, motivations; culture habits, such as accommodations. Those correlations can help the writer to program a final solution which satisfy more potential customers. Throughout the text, various materials have collected. Firstly, books of principle marketing and customer experience management are offering abundant information for tourism company. Relevant information helped the case companies understand their marketing strategies to prove it services. Secondly, online documents from Chinese outbound tourists and Chinese tourists' characteristics were widely collected, including travelogue and discussions that helped to understand Chinese travelers' behaviors and preferences. Moreover, although there is scarcely literature regarding on traveling route programming, the previous study fields on Chinese outbound traveling and annual report on Chinese visitors from VisitFinland helped to collect the data and program a new route.

4.2 Data Gathering

Two questionnaires were designed based on the writer. one of the questionnaires was an online-survey for FoxTourGuide APP. More details of the questionnaire can be found in Appendix 2. The target potential customers are Chinese young independent travelers. Thus, the desire participants are between the ages 18-35. The desired sample size was over 30 participants. This survey was aimed to explore the travelers' ideas, desires and requirements of the one-day trip, in order to design customer-orientated routes for FoxTourGuide APP. Online travelogue and previous study fields help to create questionnaires.

Conducting another survey with four in-depth interviews was undertaken to gather insight customer experiences for SFEPA. The four participants were previous family trip customers. The purpose of

drawing this survey is to understand customer demand and analyze insufficiencies among the whole trip. However, such a small sample of the survey has drawbacks. It cannot be representative for the whole market, also it has restrictions on giving suggestions for the study.

The drafting survey and data collection instrument is TENCENT questionnaire. A website including questionnaire framework can be personally modified and finally integrated in one link. This paper uses both email and Wechat (a social media tool that is widely used in China) as the spreading-out tools for collecting the information. The data collection was launched in July 2018, and the data was collected at the beginning of August 2018. The content was created by the writer based on the theoretical framework.

5 FINDINGS AND ANALYSIS OF THE STUDY

Based on the data collected, several measurements were designed. A comparison of the values points obtained by the survey which named demographic characteristics. Several Basic scales designed by excel were also widely used in this study.

5.1 The Results of FoxTourGuide Survey

Of the study population, 32 respondents completed and returned the questionnaire. There are 11 questions in total. Those questions lead to the results in three aspects: The customers' preferences, potential risks and worries in the future. According to the findings, the potential customer can be described in several factors related to demographic characteristics below.

5.1.1 The Demographic Characteristics of the Survey

A simple statistical analysis was used to describe the demographic characteristics of the respondents that are shown on Figure 8. Of the initial cohort of 32 students, 20 were male and 12 were female. The gender gap difference is 25%. There are certainly factors that address the gender difference matter for independent traveling, but the fact that females travel less independently might be due to the unpredicted risk related to the outbound travel. The majority of respondents are aged between 21-25 with 54.5%, but the overall average age is around 28. The percentages of age indicated that the Generation Y (born between 1980-2000) feel easier dealing with taking uncertain risks during an outbound trip, they had lower future consciousness when facing a completely strange environment. However,

the most striking result to emerge from that data is the high education backgrounds over 90% of the participants have at least a college diploma, which is a significant positive correlation between independent travelling. Because they were mostly able to have another language skill. 28.1% of the participants have upper - level education, which can be seen that they have lower possibility of language barriers, better communication skills to deal with culture shocks differences.

On the other hand, they might have clear and full-in-plan travel arrangements beforehand, to draw a general picture in their minds in order to reduce the uncertainty risk, but remain inflexible at the same time. according to the survey's result, most of them accept and had middle-class budget, indicating their disposable money would be more flexible. Although some participants might be still students, the willingness of spending money on travelling experiences is generally high. This phenomenon can be seen that are mostly from family or peers' influences. The factor is also proved by trip's outbound tourism product data about the increasing popularity of parent-child travel. Nowadays, the new two-child policy even more contributes to this trend. The annual growth rate of parent-child travel trips on booking consumption were as high as 23% and 28% from 2016 to 2018 respectively. (Corinne wan 2018).

		%
Age	16-20	6.1
	21-25	54.5
	26-30+	39.4
Gender	Female	37.5
	Male	62.5
Budget for the Trip	Under 60 (euro)	30.3
	61-130 euro	63.6
	Above 131	6.1
Education Level	High School	3.1
	Bachelor / college	68.8
	Master degree	28.1

Figure 8 The demographic Characteristics of Chinese outbound tourist.

5.1.2 Special Events and Area Preference

This survey analyzing the potential customers' preferences and interests, from the location choices in Finland initially and then the specific activities customer wants. Each question could only have one answer. In Pie 9, there is a clear trend of travelers who are interested in northern area; slightly lower than half of the participants choose the

most popular places because they want to see the aurora lights and the winter snow landscape, especially when entering in Finland for the first time. In fact, the Finnish national tourist office had emphasized advertising in winter season travelling for some years, which also is compatible with Chinese tourists' first impression on Finland – white snow and inner peace nature. The proportion of other two options have slightly differences, but both indicated the similar interests for further exploring the Finland. With more and more tourism experiments spreading out, Finland is not a pure new destination in people's mind that only except the winter and the Santa clause. As one of the Nordic countries, the named art and history would take more customers' attentions. It also can be seen that for the summer season in future that the Helsinki and the archipelago area would be more attractive with its culture and design for travelers.



Pie 9. The preference area in Finland.

The proportion in Figure 10 also indicates that the traditional travel mode cannot satisfy the new generation anymore, and they are seeking for special experiments or adventures with local culture traits, such as winter sports, skiing or ice fishing. Naturally, the majority travelers lack of such activity experiences in China. Three out of four interviewees indicate the strongest curiosity in winter sports, skiing, ice fishing and dog-sled. This might be challenging to complete in Helsinki area, but at the main time, winter activities could be the most cherish moment experiencing in traveling memory. From the figure shows that 24.3% of respondents want to try summer events, such as to live like a local and enjoy the tradition life in summer vocation. For example, living in a wooden house by lake, and enjoying long lasting sunrise and doing sports by lake.

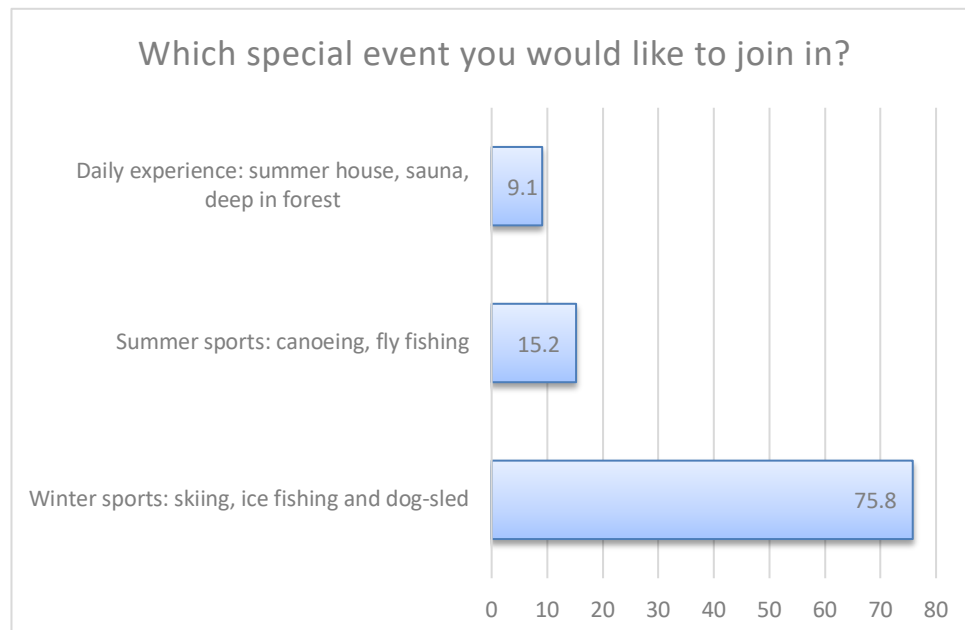


Figure 10 The preference of special event in Finland.

According to another question in the survey: “If you have one day free to visit Helsinki, which theme you would like to choose” precisely 45.5% of respondents choose outdoor activities and natural landscape. This correlation is related to the experimentation; it is indispensable to try conventional activities like locals. Especially for the rare experiences on winter sports, the preference is notable. On the other hand, the Nordic history and humanities also have outstanding advocates. 27.3% said they would like to visit architectural attractions, churches, museums and sculptures. Moreover, still 15.2% of those surveyed also have interests in arts and photography. But, the most outstanding characteristic of those surveyed is that most of them (90%) have expressed willingness to participate local markets and festivals, such as the mid-summer bonfire or Vappu festival (Finnish international Labor Day). It is also mentioned that sightseeing is no more the main motivation of travel to a place, but to have a holiday and leisure time. Although sightseeing is the most effective way to draw a general picture in mind, the travelers are still waiting for the alternative local events to enrich the travel experiences.

5.1.3 Possibility of APP Software Problem

Tourists make their travel decisions before departure or during the trip. In China, the former kind of preparation dominates; however, for outbound independent tourists, digitalization is a new trend. People attend to arrange all travel itinerary, purchasing travel products and have guidance by electronic channel. From one question in survey, two out of three surveyed indicated the similar experience on using virtual guide App while traveling, majority of them presented that it was a

nice time for using. However, they still indicated the worries of technical barriers about mobile APP. The response rate was 80% that presented the most serious problems such as the navigation inaccuracy, orientation failure, language barriers or inadequate tips guidance and difficulty when using vouchers. No need to doubt that it is still a challenge for testing the App in any kind of forms, because instability and fluctuations could still happen if the user has insufficient guidance and have less instructions. Without a programmed system and fast response services, visitors are hardly relying on mobile travel APP. It is inevitable to meet problems due to different client phone programs, or any uncontrollable situations. Delivering quick actions on customer needs seems to be very important.

The process of gathering tourist information before departure is the key concept for small group travelers. Unlike the group package, members of the small group have to plan everything themselves for a trip. It includes the choice of destination, whole trip transportation and accommodation, booking meals and allocating the expenses, and arranging the daily time table. The small group or independent traveler usually have stronger sense of risk, schedules the whole trip and can control the perceived anxiousness and strangeness. However, the flexibility is largely reduced by the same time, even if the tourist discovers difference in reality than imagination, because it is very hard for them to rearrange the rest of the schedule. Thus, information gathering beforehand is to increase understanding of a destination and can influence the whole traveling process. Figure 11 shows the way how a Chinese independent outbound tourist gets information. 17 out of 33 people said the online website and its tips are most useful for scheduling, especially the famed travelogues. The most popular blogs and travelogues have basically sufficient information and tips for the trip, as the followers are able to copy the same way for arrangement. Moreover, Wechat is becoming a power tool recently, the advertising articles from authorities and moments (mainly picture and small video shared by friends, natives or colleagues) can be the initial motivation to travel to a specific country. Chinese celebrities who participated in traveling reality shows have a huge star chaser effect; it helps to improve the awareness of the audience, and, and leads to a specific destination.

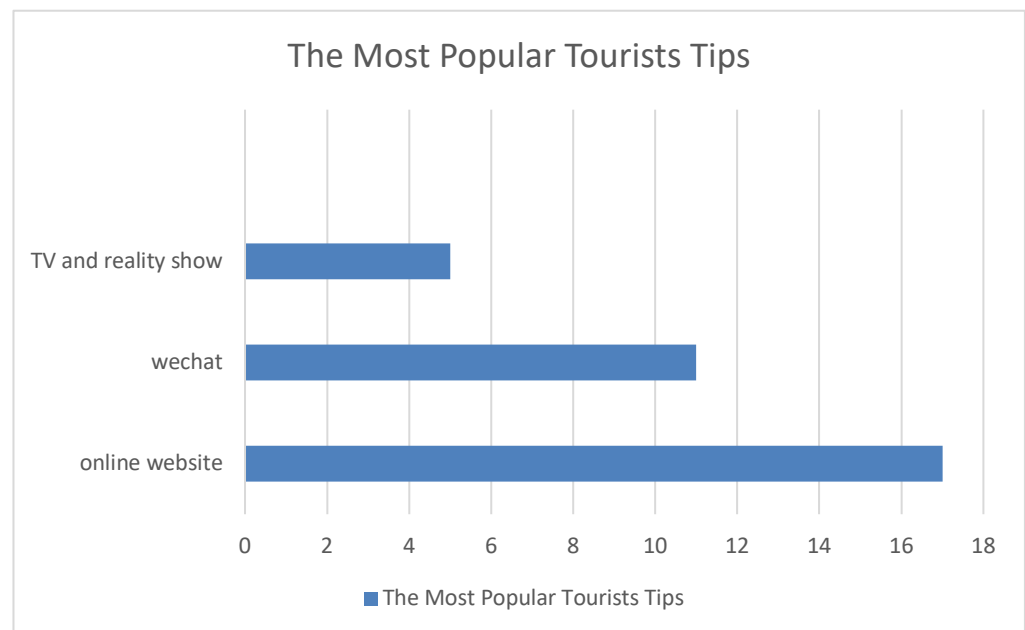


Figure 11. The most popular tourists' tips for Chinese outbound traveler.

5.2 The Interviews Results for SFPEA

Of the interviews for SFPEA, the four interviewees were neither part of the organizations or the participants in previous projects. The fundamental demographic analysis has written in Chapter 3.1. In addition, the study findings will focus on the motivations on overseas traveling and habit preferences of customers.

As the parents expressed, they usually planed at least one-time outbound travelling in a year, they would plan for domestic trips as well if they have holidays. In this study, one interviewee has made the following claims for her family.

“when my kid was 6 years old, we took the trip to Singapore, it was the first time he went to another country because we thought he was old enough traveling abroad. But the truth is he performed well. Our family usually plans to have twice outbound traveling and one-time domestic trip in a year, last Christmas (2016), we took the kid to New Zealand, it was an awesome experience. This summer we went to Finland, we enjoyed a lot. It is a such big expense every time; but we think experiences for the children are more important.”

Such parents' expression represents exactly the symbolic idea in China. As the magazine China Youth Daily described, more and more parents want to explore the world with their children, and the outbound destinations are even more popular. Overseas travel has shown a trend of young age, last year, there was a three-month infant travelling with parents to the USA. (China Youth Daily 2017)

5.2.1 Motivations

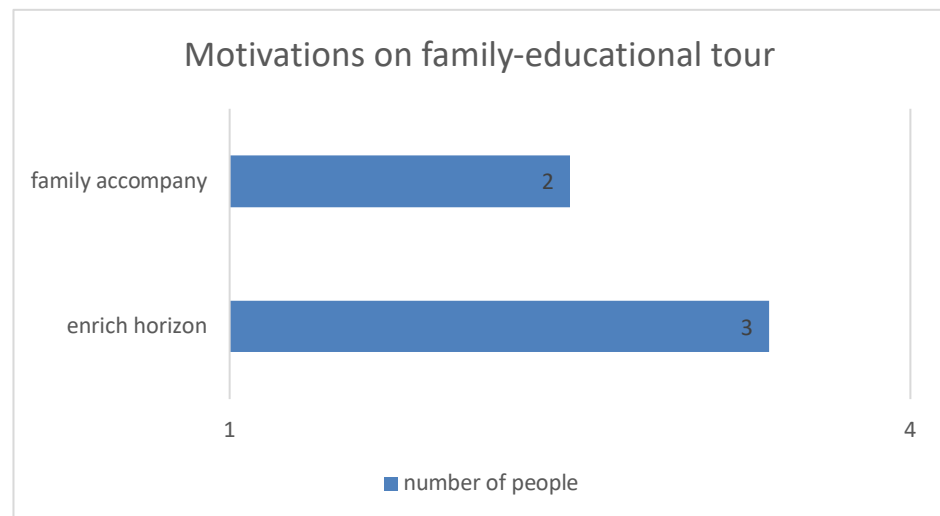


Figure 12 motivations on family-educational tour

From Figure 12, to enrich horizon (75%) is the main motivation for Chinese parents to choose outbound traveling and cultivate offspring affection (50%) between a parent and a child is the second main reason. The parents believe that accompany is the best education to build up a child's personality, which helps the child to be independent. While the families in China, it is common to see grandparents help to take care of their grandchild, and grandparents are often involved in teaching the grandchild. On the other hand, the grandparents are indispensable as the parents are too busy with the job to taking care of the children. The overseas traveling can provide a private time for the parents to build up a close relationship with their child. But the most important purpose is to have a wide sphere of vision of a child for understanding the whole world. The parents emphasized the education as the top priority, to cultivate the new interest, have unique experience, obtain the local knowledge and build up confidence facing the new environments are what they hope to get during the trips. Few people tend to see shopping as a certain activity in trips but during last tour in 2017, all the families are enthusiastic about local markets, shopping malls and have interest in local brands. In China, people tend to buy products when they are traveling because "they have to bring back some gifts back home".

All the interviewees have mentioned that the main purpose is to have a relaxed trip, but they also mentioned that they might develop other motivations in the future, such as health, sports and adventure. However, strong evidence of low acceptancy on local food was found during the camp 2017. At the beginning, all the members were interested in local breakfast, for example the taste of venison. But with the time gone through, families requested to have Chinese food at the end. As the huge differences between the western and the eastern

Asian, the rapid change of eating habit needs a tolerated environment and altitude. A parent has said to approve that as follows:

“My husband works at Huawei, and he only has 15 days holidays in a year, so we try our best to create a close time with our kid. We would like to company our child together to explore the world, stimulating his curiosity, help him feel confident to face the new friends, the new atmosphere. We plan to take him visit at least 10 countries before he turns to an adult. I believe that if people explore more, they would perceive a better value system.”

5.2.2 Decision making process

For Chinese parents, decision making can be both before the trip and during the trip. However, the former consideration dominates. The parents consider the value of the trips based on destination, arrangement of travel itinerary, convenience and safety of transport and accommodation; they will also consider the safety of the food and the factor of local climate. The whole decision-making process usually takes few weeks, which is clearly related to Chinese traditional attitudes towards study. The whole process mainly starts from a generalized official article in Wechat, which plays a role of reliable, trustful and close partner. In the article, there are several pictures and basic information for general introduction, then following with the whole itinerary arrangements in details, such as the location of the hotel, the person who will be in charge, and accommodation would be specified. Company who sales the product tries to make a hunger marketing, to persuade customer buying behavior by setting up limited participants and time for discount. Word of mouth of previous customers is also important. During the travel decision making, by the steps of close friends, neighbors or colleagues especially if they shared the good experience on social media. However, the parents' decision still takes time, as readily acknowledged:

“As we have 15 days' holiday in Chinese spring festival, we prepared at least two months before, we discussed a lot and searched information on the internet whether it is worth to go. Last year we arranged a trip ourselves to Japan, which takes six months' preparation. Our travel schedule came out after four flights, four hotels, many tickets for trains, scenic spots. I am tried to make a such unchangeable trip.”

Therefore, a valued and in detailed itinerary differs prominently. The first step mattering decision making is information in the articles. China has already turned into a new media generation. A short article to be read in 10 minutes may dominate for a specific market. A good article should clarify all the destinations. For a long-haul tourism, parents prefer to maximize the experience and the collection of the places. Thus, a traveling itinerary is composed of several destinations,

or even several countries could generate the motivation at the very beginning. Moreover, once the destinations are almost decided, clarifying all the collaborators such as local museums, industry, schools and activities make the article vivid. Parents perceive not only a leisure time but also what the children can learn during the trip. But in fact, parents also emphasized on the high standard quality of accommodations. They seek for personal place, and renting a local house shared by a group people was unacceptable. One parent had said “at least one independent toilet is required.” The third step is fulfilling the expectations beyond the personal worlds. To find out the goals and motives can be the key point for attractiveness of one program. Taking Finland as one example, without visiting Santa Claus in Rovaniemi or experiencing the fun of fairground in Helsinki will reduce the points of the whole tour. On the contrary, parents also perceive a good tour should remain flexibility at the same time.

“We actually compared a lot of programs before we decided, the destinations are the most attractive part, we don't want just obtain a banal journey, but a tour which is modern, and contain local special activities. Also, if the tour seems too much in study mode, I think my kid would feel more pressure. About the leisure purpose of traveling, to glance at the spots so hurriedly is not what we want, we would like to spend time to explore what we are interested in depth. So, we expected an arranged but flexible journey.”

Parents can spend ten days to several months even they have already decided the destination and purchases the travel products. The intensive demand on information is one main reason. Increasing understanding about new destination and culture are always to reduce the anxiety caused by the strangeness. Therefore, the more information they have, it enhances mental safety and comfort. However, those preparations could decrease appreciating freshness after departure. On the other hand, freshness matters for the whole itinerary. For better travel experiments, the arrangements should be flexible if customer wants to explore more, this is also in correlation with interviewee saying “*we would like to have some free time in one day, it is better to have one – two hours staying ourselves*”. Such requirements are mainly based two reasons. One of them is the majority children have the study plan to go while traveling, such as homework, daily readings, or online courses. Another is that parents have specific interests like outdoor activities, shopping or visiting museums. Those two reasons request not only the previous information bases, but also a good introducer for local events.

All in all, both analyzed customers have high education background. for independent customer, they see a trip as an adventure. Thus, most of them tent to participate local activities, such as local festival and open market. the winter activities are specially favored. however, the

family education trip has straight purpose on enriching children's horizon and cultivate their independent ability. therefore, the parents tent to have a safety and comfort environment. recommendations

5.3 Daily route programming – case FoxTourGuide

The survey's results have revealed that Chinese young visitors were more interested in the northern landscape in Finland than the southern archipelagic area. Moreover, exploring outdoor activities seems more popular than the normal historical and design traveling. However, according to the founder of FoxTourGuide he still wanted to introduce Helsinki as the first city, programming a route that is close to customers' preferences based on the survey results. The founder mentioned the reasons of choosing Helsinki is not only the capital city, but Helsinki as one of the biggest airline transportations in north Europe which has a big amount of potential short-term travelers.

All in all, based on all features from the respondents; in order to fulfil the needs of potential customers as much as possible, the thesis writer designs two routes for two touristic seasons. Despite the capital city of Finland has geographically restrictions in winter, it has a beautiful nature landscape and outdoor activities. Moreover, the founder has also mentioned that the overall cost of a day trip should not exceed 75 euros. In this report, the author will not emphasis on cost control, but all costs will be estimated generally. Instead of this, the whole route programming focuses on customers' expectations on sightseeing spot management. However, FoxTourGuide app includes spots' introduction in detail (history, cultural, politics), which will also be focused in this report.

5.4 Summer vocation route design for customers who come in June

5.4.1 Background information for choosing two touristic seasons

To choose June as a summer vacation time is because of the national festival, Midsummer festival, at the end of June. The locals celebrate the shortest night in a year, which also means the starts of real summer. This festival provides various outdoor activities and places to visit. Such as a traditional celebration bonfire in open-air museum Seurasaari and a heavy metal music festival. Besides, the average temperature is comfortable for outdoor activities, and also with more than 12 hours' day time, travelers get more options and time for exploring the new places.

As for December, lots of activities are planned for celebrating for celebrate Christmas. such as street decorations, Christmas market, and shopping discounts. For travelers, it is not only a good month to

explore the Christmas atmosphere but also to explore winter landscape and outdoor sports in Finland.

The following paragraphs are the final recommended routes in detail.

5.4.2 Daily Route planning in June

A spot: The central train station.

Time: 9 am—9.15 am

Cost: 0 euro

Starting with the central train station where travelers both from the airport or from ferries can easily com. This architectural attraction is in the heart of the city and can be easily found. From there it is also easy to reach the following steps within Helsinki.

B spot: Helsinki Cathedral

Time:9.15am—9.45am

Cost: 0 euro

This white church was completed in 1852, also called St. Nicholas Church and Great Cathedral before. It is one of the landmarks in Helsinki. Towards to the sea, the Senate Square is located besides the white church. The national and academic festive services are situated around. (My Helsinki 2018)

C spot: The main shopping street (Aleksanterinkatu)

Time: 9.55am—10.55am

Cost: range by personal

The street in front of the church is called Aleksanterinkatu in Finnish, a shopping street with full of brands, design shops and street art. Along to the deep of the street, travelers can also visit the biggest shopping mall Stockmann.

D spot: Esplanade Park

Time: 11.05am—12.05pm

Cost: range by personal.

Esplanade park is situated in the heart of Helsinki. It connects the open market near the coastline and several shops and brands in the other side. The park hosts many popular events. Every summer, the annual Marimekko fashion show is organized over this street. (Marimekko 2019) Going along to the end of the park near coastline, an open market would be available for the whole year. In summer time, fresh fruits and vegetables are provided by the near farmers. Travelers can also enjoy coffee and traditional korvapuusti (Cinnamon rolls) here.

E spot: Vanha Kauppahalli

Time:12.10pm-13.00pm

Cost: average price 12euro—18euro

The old market hall in Helsinki has opened in 1889. Merchants sell all kinds of fish, vegetables, handmade chocolate and cakes. Travelers are able to try Finnish Salmon Soup—the traditional meal with special salmon in Finland. Travelers could use vouchers form FoxTourGuide [here](#).

F spot: From market square to Suomenlinna

Time:13.15pm — 14.50pm (the ferry arrange by JT-line in every 30 minutes)

Cost: 7euro (round ticket)

The fortress of Suomenlinna is one of the most popular archipelagos in Helsinki area. There is a great ocean view to small islands from Suomenlinna. Especially in summer time, travelers can stay there longer immersing in the park atmosphere, enjoying the old times by walking in tunnels (king gates) and in nature landscape or having a small picnic.

G spot: Original sky sauna

Time:15.30pm — 16.30pm

Cost: 60euro per person

Sauna as a common life habit for Finns is always curious by visitors. Sky sauna combines sauna cabin in the sky wheel with an amazing coastline view. Travelers can also experience Finnish tradition sauna and enjoy hot tubs on the ground.

H spot: Sup Regatta

Transport: bus N.4 (Tove Janssonin-Toolon Halli)

Time:17.20pm

Cost:15euro

In the sup regatta, travelers can rent a canoe and enjoy water exercises. For beginners, the sup regatta offers professional instructions and lessons privately. Moreover, Regatta also includes one of the most favorable cafes in Helsinki. In this place, travelers can enjoy the afternoon café and cakes, and experience outdoor activities. This is the end destination of the daily trip.

To sum up, the daily trip has been planned above. The cost in total is 100 euros, although is slightly over the budget, but FoxTourGuide could still barging the price for long-term business corporations. The map below offers the clear route order of Helsinki daily trip in June.

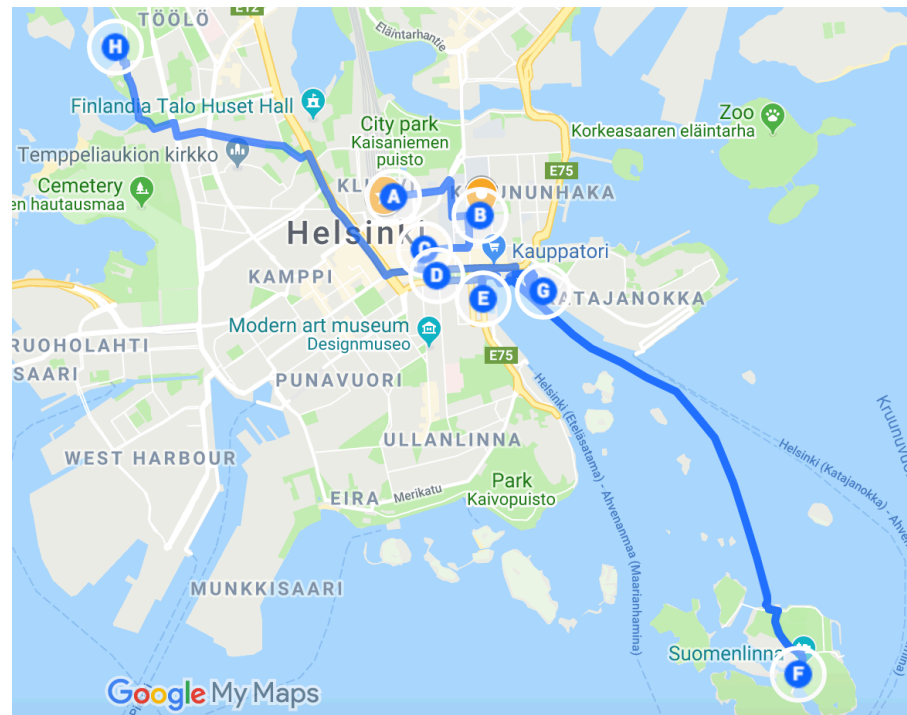


Figure 13. Daily trip map at Helsinki (FoxTourGuide) in June. (googlemap)

5.4.3 Route planning in December

A spot: The central train station

Time: 9.00am-9.15am

Cost: 0 euro

Visitors start at the heart of Helsinki. This train station is the biggest and busiest train station in Finland, which serve 200,000 passengers daily. In 2019, it celebrated its 100-year anniversary (My Helsinki 2018)

B spot: Helsinki Cathedral

Time: 9.30am-10.30am

Cost: 0 euro

The white church was completed in 1852, also called St. Nicholas Church and Great Cathedral before. It is one of the landmarks in Helsinki. Towards to the sea, the Senate Square is located besides the white church. The national and academic festive services are situated around. (My Helsinki 2018)

C spot: Tuomaan markkinat

Time: 10.30am-11.30am

Cost: range by personal

Tuomaan markkinat it is also called Helsinki Christmas market. The market will be held every December at the Senate Square. In this market there are various handcraft shops and food for Christmas in Finnish tradition. It is a good place for souvenir hunting and get to

know the Christmas culture. Travelers can try Finnish Christmas drink – glögi which is a spiced drink mixes with hot wine. The locals drink it also with almonds and raisins into the bottom of glass. (Tuomaanmarkkinat 2019)

D spot: Vanha Kauppahalli

Time:12.10pm-13.00pm

Cost: average price 12euro— 18euro

The old market hall in Helsinki has opened since 1889. Merchants sell all kinds of fish, vegetables, handmade chocolate and cakes. In this old market, visitors can try traditional Finnish Salmon Soup. The FoxTourGuide's voucher mentioned in the Introduction part would also usable here. (My Helsinki 2018)

E spot: Uunisaari

Time: 13.30pm-15.45pm

Cost: 10euro-45euro

Uunisaari is a small island belonging to Helsinki archipelago. Visitors can visit this island by walking through a pontoon bridge from another island, Liuskasaari. It is also possible to take a boat there in summer time. This island has a great sea view which escapes from the mainland. On this island, there are also a public sauna, and a restaurant that provides Finnish cuisine. Moreover, in Uunisaari, visitors can experience sea swimming after sauna. Coffee and cake are also available after a winter sauna. (My Helsinki 2018)

F spot: Esplanade park

Time:16.30pm-17.30pm

Cost: range by personal

Esplanade park is situated in the heart of Helsinki. It connects the open market near the coastline and several shops in the other side. The park and the Espa Stage host many popular events such as Marimekko fashion show.

G spot: Ice park in the Railway Square

Time:18.00pm -19.30pm

Cost: 6 euro

In the square between the Finnish National Theatre and the Ateneum Art Museum visitors will find the Ice Park, where they can enjoy the urban culture with skates. Although the locals would visit more nature skate places such as the surfaces of lakes, this ice park is the most central place where can experience outdoor activities. At the Ice Park visitors can skate, enjoy hot drinks and snacks in the café. (My Helsinki 2018)

All in all, the winter daily trip was arranged by 7 spots with average cost of 70 euros. A visible route plan map would be provided in Figure 13.

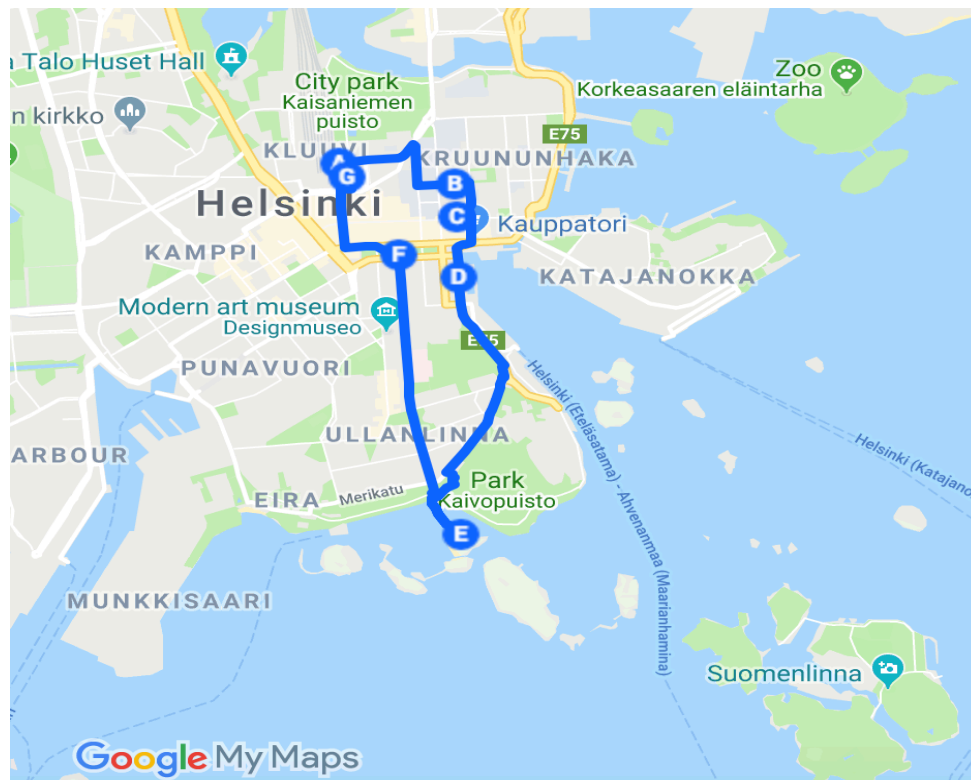


Figure 14. Daily trip map at Helsinki (FoxTourGuide) in December. (googlemap)

5.5 Limitations of findings

To sum up the studies above, there is difficulty to find strong correlation with the findings. The results reveal that the potential visitors are interested in nature landscape and outdoor activities. However, Helsinki has limitations to represent the nature landscape of Finland, especially in winter time. Visiting the pure forest or get close to the winter landscape is difficult, when visitors are mostly walking. Moreover, not all the travelers have background knowledge of outdoor sports, such as sailing, skating and skiing. In addition, a budget around 75 euros is apparently very low to cover any sports activities. But it can be seen in future that with upcoming customers join in, the FoxTourGuide company can set long-term relationships with service providers for an affordable price. On the one hand, those activities in Finland are more common than in China. However, if part of skiing does not even have rentable equipment services, it is a limit to choose an activity place for only travelers. On the other hand, travelers also need time for learning and adapting the new activities, adjusting things in one-day trip seems impossible. But most importantly, the awareness of buying travel insurances for sports activates damages is still low. Thus, bearing such unexpected risks are unfair for both the providers and users. All in all, with more and more visitors, services and information would be caught up according with the needs of

travelers, it can be seen that Helsinki would be a better place serving thousands of travelers in a year.

5.6 SFEPA Study Tour Routes Programming

The whole route programming is based in the winter time, when the students in China will have official New Year holidays around late February. For this 13-day tour, the writer will design an appropriate route for parents and children. In general, this route offers understanding the cultural differences, get to learn a new custom and language and experiencing local outdoor activities and learning wild life knowledge. It also cultivates children to be independent through all the activities and Scouts practices, as well as to absorb outdoor knowledge and improve communication skills. And parents will not only experience Finnish culture but also learn leisure local life accordingly.

According to the 2017 summer camp's experiences, all the car services are from the company Herz. Two professional tour guides will join the study tour during the whole trip.

➤ Day 1

At the first day arriving in Finland, there is not much certain activities need to follow. Families can take time adjusting the time and the climate difference. After the dinner, parents can visit the local supermarket near the hotel acquiring snacks and personal stuff. The detailed schedule for Day 1 is as follows:

Table 15. schedule for Day 1.

time	location	schedule
9.30-12.30	Vantaa airport - Fazer chocolate factory	Pick up everyone from airport. Visit Finnish national chocolate brand Fazer. Enjoy an educational tour guide based on the Finnish diet history and architecture. Have a Finnish buffet lunch at Fazer café restaurant
12.30-14.00	Back to Tampere	Check in hotels at Holiday in (Tampere) Dinner at Ravintola Sakura at 16.30

➤ Day 2 – Day 4

During day 2- day 4, the families will stay in Tampere; the children will join in a 3-days scout training. This scout camp is arranged by the SFEPA, the teaching program is prepared beforehand, and one of the guides will be the coach. The scout camp offers the basic wild-living knowledges, such as wild-orientering, setting up a tent and lighting a fire outdoors. Among those techniques, children will also be divided into several groups for fulfill tasks, they will also be rewarded as a team. In this report, the further study content of teaching program is not included but the writer will focus on the progress and ability that

children can achieve. While the children attend the scout program, the parents will visit the city of Tampere. The introduction of each spot is not included, but the whole routes arrangement will be focused on.

Day 2 – day 4 schedule for children

children will participate in a scout camp which aims at building up their self-esteem, excite their curiosity, train the children's observation abilities and functional abilities. During these 3 days, from 10am – 2.30pm; children will follow the guide and stay in the forest near the beach of the lake Hervantajärvi. This scout program content can briefly be summarized as forest knowledge and outdoor survival skills. But need to mention that, applying such program requires children to perform as a team. children need to learn cooperate and communicate with team members for better results. Tasks are designed to improve children's problem-solving ability and also cultivate children's willpower, such as orienteering. On the other hand, self-control ability and helping each other will also lead to better performance. For example, in the program children have an orienteering competition. They need to find out the destination as a group with all skills and knowledge they have learned. They would also be rewarded as a group with a small prize. Thus, to participate this program requires study skills, and it also improves children's creative ability.

The accommodation of children is slightly different compared with that of parents. children will have lunch with the scout guide, while parents will have lunch separately. But the dinner and the living places will be arranged together.

The detailed schedule for parents in Day 2 – Day 4 is as follows:

Table 16 The detailed schedule for parents in Day 2 – Day 4

Day 2	location	schedule
9.30-12.30	Hotels-Pyynikki park and observation tower	After breakfast at hotel, parents will visit the Pyynikki park in Tampere. The Pyynikki tower has the best view to observe Tampere flanked by two lakes. Parents can also try the famous donut at Pyynikki café. Parents can also visit Pispala including old style houses, and a small hill for a beautiful lake view.
12.30-13.30	Kauppahalli	The red old market hall is the oldest market in Tampere. It serves people with fresh vegetables and seafood. here, parents could have a traditional Finnish lunch. If needed, parents can also buy some handcrafts.
Day 3	location	schedule
9. 30–13. 00	Hotel-Hämeenlinna	The parents will visit the Hame castle in Hämeenlinna. Häme Castle is one of Finland's medieval royal castles, with more than a 700-year history. Parents will have lunch in Hämeenlinna.

	Hämeenlinna-Tampere Vapriikin Museokeskus	Vapriikki is one of the best museums in Tampere, it includes several themes such as media, hockey hall, doll, and games.
Day 4	Location	schedule
9.30-13.30	Hotel-Tampereen Tuomiokirkko.	Parents will visit the cathedral Tampereen Tuomiokirkko which is a Lutheran church in Tampere. After that parents will visit the library of Tampere, where located in the Hämeenpuisto. Parents will have lunch at Ravintola Itsudemo.
14:00-15:30	Hotel- Helsinki	Parents will pack the luggage and get ready go to Helsinki while waiting for the children back.
16:00-	Helsinki Hotel dinner buffet (Scandic hotel)	Families will have a dinner together in the hotel, after that they can have sauna in the hotel.

➤ Day 5 – Day 7

Day 5.6.7 will include a visit in Levi ski resort. During these three days, families are living together in a rented resort house. children will join a ski course, where they learning the basic skills of skiing, enjoying the Finnish winter outdoor sport. Along the ski downhill, a good nature landscape can be seen. children can also develop their independence level and improve their English communication skills with the coach and team members. At the meanwhile, parents will experience a snowmobile safari and get a chance to visit a private tent. Parents can catch up children's situation every day, follow up with their progress and sharing experiments with each other. (2018 levi.fi) The detailed schedule for Day 5 – Day 7 is as follows:

Table 17 The detailed schedule in Day 5

time	location	schedule
9.00-12.00	From Airport hotel - (by flight) Rovaniemi (breakfast in hotel)	flight information is provided from Finnair, 10.20 - 11.40 (AY543) from Vantaa to Rovaniemi
12.00 - 14.30	From Rovaniemi airport to Levi ski resort	Check in accommodation. Accommodation places are big houses provided by the resort, which can be booked according to the number of families. Such as Alppilevi B 6, a big house with 10 beds.
15.00-15.45	Spiella Café & Restaurant	Having an easy lunch at Spiella Café & Restaurant
16.00-17.30	Walking tour in Levi city center (dinner in the resort center)	A short tutorial navigation will be provided by the resort service center. Introduction to Levi with a local guide, especially looking at the ski routes and course places. children will learn how to react when emergency case is happened, such as where to get help, where the first-aid place is and all the sub-services if needed.

Table 18 The detailed schedule in Day 6

time	location	schedule
8.00-8.30	Get ready for the snowmobile and skiing course. (breakfast at hotel)	children and parents should wear waterproof and warm clothes for this day. Especially for children, the ski jackets should also be prepared. All the ski tools can be rented.
9.00-10.00	Restaurant Aurora sky	This restaurant is at the top of Levi fell, with a great winter view of Lapland forests. The breakfast is also traditional Finnish style, where you can try the reindeer meat.
11.00-13.00	Visit the Levi centre (lunch at centre restaurant if needed)	The local guide will get the families familiar with the center again, especially for all emergent services. Get prepared for the requirements of ski training for the following days and getting to know the geographic information. Beside from this, multiple choices of restaurants can be found in levi.fi. (if children needed)
13.30-15.30	Ski course (Hissitie 8)	children will study how to ski with a professional team, each three children are taught by one professional guide while parents will visit the shops or markets. Free time to going around within the center.
15.30-16.40	Back to hotel	The rest of time is free. (dinner at hotel) children can also practice ski themselves.

➤ Day 7

This day would have a similar schedule with Day 6. Nevertheless, during the ski course, parents will experience a snowmobile safari in a wilderness forest with a tutor guide. They will enjoy Lapland forest landscape and make a fire and enjoy hot 'nokipannu' coffee in a private tent in the deep forest. (2018 levi.fi)

➤ Day 8

Day 8 will be the last day of staying in Levi, and children are finishing the last day of skiing courses. Hopefully the children can apply themselves with all the ski tricks in primary ski runs. There will be a small ceremony for a ski-course's graduation. If the children have performed well, they can get an official stamp from the school, also they will get an official certificate from the skiing course. This is also the last day stay in Levi resort. Families need to repack the luggage and get ready for the next spot.

Table 19 The detailed schedule in Day 9

time	location	schedule
09.00-12.00	From Levi ski resort to Rovaniemi. Aurora hunting lodge	Checked in the big house in the deep forest in Rovaniemi, Parpalandia. This is the great place for aurora hunting without any light pollution. In the day time, the landlord offers various snow sports and Finnish traditional activities.

12.00-16.00	Parpalandia	After the lunch, families can enjoy winter Lapland landscape in the deep forest. At the meanwhile the sauna is getting prepared. Families can participate and experience Finnish traditional wooden house sauna and jump in the lake. During the sauna, a simple afternoon tea with Finnish traditional Cinnamon Buns and drinks (glögi) are provided.
16.30-17.00	Parpalandia	Dinner prepared by landlord.
20.00-	Parpalandia nearby forest	Around the house, there are many places to check the aurora light. If the weather is clear enough, the families can hunt aurora in a wild forest.

Table 20 The detailed schedule for parents in Day 10

time	location	schedule
09.00-12.00	Parpalandia	After the breakfast, all the families can learn ice fishing in the private lake in Parpalandia (owned by the landlord). The guide will teach the basic skills of ice fishing, each of the family members have a chance to experience one by one. If Luckily, the salmon would become the lunch.
12.00-16.00	Parpalandia	After the lunch, families can enjoy dog sledding offered by the landlord. It will last 25 minutes in the deep forest. There is a great view of spectacular Lapland winter landscape. Threes are blending with thick snow, there is no other colors but all surroundings in white.
16.30-17.00	Parpalandia	Dinner prepared by the landlord.
20.00-	Parpalandia nearby forest	If the weather is clear enough, the families can hunt aurora in a wild forest.

Table 21 The detailed schedule for parents in Day 11

time	location	schedule
09.00-11.00	From Parpalandia to Ranua Zoo	After the breakfast prepared by landlord, two guides will drive all the families to Ranua Zoo, the most northernmost zoo in Finland. This Zoo contains about 50 wild animals that hardly seen in another zoo. (2019 visitrocaniemi)
11.00-16.00	Ranua Zoo	Quick lunch at Ranua restaurant, families have three-four hours' free time visiting the whole zoo. The wildlife park also provides high-quality of services such as wild safari. Families can choose by personal needs.

16.30-18.30	From Ranua Zoo to Parpalandia	Back to the wooden house, have an easy dinner prepared by the landlord. Parents need to repack all the belongings and be ready for the next day morning leave to Helsinki.
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Table 22 The detailed schedule for parents in Day 12

time	location	schedule
05.00-8.00	From Rovaniemi airport-Helsinki airport	Check the flight information is Finnair AY538 Back Helsinki Vantaa airport, check in to the Scandic hotel at Robert Huberin tie 6. (breakfast included)
9.00-15.30	Downtown Helsinki	Downtown spots sightseeing (parents can visit individually based on personal interest). The following are some recommendations, which can be chosen accordingly: -Helsinki cathedral -Esplanade park -Tempeliaukio rock church -Art museum Kiasma -Helsinki art museum - Kaivopuisto Park
16.30-17.00	Back to airport hotel	Families need to gather at 16.30 at Kauppatori, having buffet dinner at hotel.

➤ Day 13

This is the last day of the trip. In the morning, all the children will get a SFEPa official certificate about 13 days' educational trip in Finland. Parents and the SFEPa leader would also have a feedback time. The rest of daytime is customer orientated. Two guides will take families to the city centre again for shopping or to visiting some spots. After an easy lunch at city centre, the whole group would arrive at airport 14.30. The two tour guides would also stay until the last minutes for helping the need of tax refund and tickets' problems. After two guides return the car, the whole trip is ended.

5.7 Limitations of findings

To come up with a 13 days study tour, some information from the survey results can hardly have correlation with study's findings. To be honest, those two guides who join the family group significantly determine the trip quality. They need multiple tasks skills, such as interpretation and communication skills, driving skill, emergency response capability, and full knowledge of Finnish local knowledge. This means the whole trip is highly learning from and depending on the previous experiences. For example, customers require time for

children study plan every day, or they do not accept intensive daily schedule. Moreover, even if the whole trip is planned, customers still require extra information about introducing the locals and the history. Thus, The SFEPa should apply much help and preparation with the two guides. Broadly speaking, when the SFEPa introduces this study tour program, the SFEPa should also remind the parents about the safety risks and preparations, such as appropriate clothes and insurances, etc.

6 discussion

Chinese outbound tourists have grown tremendously over the past decades. The educational family trips include a huge potential accordingly. Finland as a Nordic country place offers closeness to nature close to nature, enjoying winter activities, and learn in advanced fundamental education. In fact, the Finnish national tourist office had cooperated with the Chinese travel agency Fliggy increasingly attracting Chinese travelers. Furthermore, the liberalization of the traveling environment and fast accessible online travelogues encourage all generations to explore the other world. It can be seen in the near future that more and more Chinese visitors require specific traveling routes programs that compact with their needs. Nevertheless, there are only rare traveling companies offering such services in Finland. Traveling as an individual or with a family has different expectations and demands. Finding out a solution for Chinese customers is the main issue for Finnish traveling companies. Beside this, social media forms have a potential impact on customers' decision-making, especially on the destination selection. Obtaining traveling information becomes an indispensable mean before departure. Mobile devices become the most popular tools of gaining information and making a purchase.

Differences aspects between generations while traveling abroad are significant. For the elder generation who were born in the 70's and the 80's select a collective way to traveling. They prefer a higher budget trip, which means enjoy an all-inclusive trip program while maintain standard services by travel agencies. The elder generation has less pre-trip preparations, instead of that, they would select a favored theme trip that the traveling route is arranged before. To lower uncertainty factors in a foreign country is their main requirements. Moreover, the main motivation of elder generation is to relax and have fun. On the

contrary, the young generation who born after the 90's performs differently. High involvement in trip planning and arrange all the details individually are the key point. Instead of the traditional group trip, the young generations love to seek the world independently. This is also because of the better communication skills and easiness facing the uncertainty situations. In fact, to gain experiences and take a trip for an adventure would be the first priority, unlike the banal travelling; freshness is the key point in young generation's mind. Regarding to the characteristics of generations of Chinese traveler. FoxTourGuide have created two daily routs traveling in Helsinki, by the terms of self-made mobile APP. These routes made under the survey of potential Chinese customers about their preferences and behavior habits. The survey has revealed that do outdoor activity like a local is trending during a trip. Moreover, explore Finnish arctic landscape and forests are attracting Chinese customers' attention. Whereas in Finland, such outdoor activities and nature scenery can be hugely differing in summer or winter time. In this thesis, two routes were introduced to explore the landscape and to experience possible activities in June and December.

Participates in a study tour would have different perspectives. All the parents considered to enrich children's horizon as high valuable in a trip. Moreover, studying with peers in a foreign environment helps to build up independent personality as well as improve teamwork and communication skills. However, beyond all those facts, experiencing new life style in a different culture, gain new fields of knowledge and feel the gap between diversity are more significant for parents to teach their children. Parents believe that keep learning fresh things will help the kid to have an open mind overview towards the world. The parents also believe that have at least one-time oversea learning experience would become more competitive in the future. Nevertheless, children who are able to participants in a family study trip are normally having two working parents. Parents have limited time to spend with their children. Thus, during this study tour, a close time would be provided to cultivate family and parenting relationship. According to the features of Chinese parents' requirements, the SFEPa has provided a 13 days' family-study tour in winter. During this 13 days' trip, four cities were visited. children were extending their fields of knowledge by doing practically. Such knowledge is wild survival and camping skills that have strong Nordic culture. Furthermore, the guide designed Small tasks; children have possibility to step out their

comfort zone, complete assignments with peers. On the other hand, the family enjoyed Finnish culture by living like a local. Except got to know the history and sightseeing, families tried winter activities like skiing and ice fishing, they also had change to enjoy the Nordic light, and bonfire in winter forest.

The first constraint of studying in Chinese behavior changes and preferences is so under- researched. Those existing researches are mainly concluded in the past decades, which is not compatible with the attention draw by Chinese outbound traveler in today. To have better facilitated and study background, researcher should have more investigations that tracking Chinese travelers' opinion and the changes yearly. Sufficient and effective data about Chinese traveler traits would help the traveling industry to serve better in general. Another deficiency is that Finland as a traveling country has insufficient fundamental facilities and services for travelers. Such as entertainment choices, transportations and accommodations. Currently, it can be quite tolerance when making decisions.

Finland as a traveling destination with more and more potential visitors, which needs to present a better picture to worldwide travelers' attention. Especially Chinese visitors who with the highest potential. Have multiple routes choices and standard services backup will bring a better picture of Finnish traveling industry.

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	Schedule for parents	Schedule for children
Day 1	Arrive in Helsinki (8:00) visit <i>Porvoo</i> city (9:00-11:30) Back to Tampere, check in at Hotelli Cumulus <i>Hämeenpuisto</i> , lunch at Oishi sushi, <i>Runeberginkatu 36, Tampere</i>	
Day 2	Lake travel, <i>Laukontori</i> to <i>Viikinsaari</i> opening market (10:00-13:00) - <i>Laukontori</i> Tampere lunch -enjoy fresh salmon and berry -dinner at Ravintola Lihua, <i>Hämeenpuisto 44, Tampere</i>	Boy scout Training (10:00-15:00) ⇒ Safety knowledge, Tent, rope knot ⇒ First aid, meteorological knowledge, outdoor measurement ⇒ Orienteering, mapping and firing job
Day 3	-Shopping in city center, <i>Hatanpaan valtatie 1</i> - Prisma Tampere <i>Kaleva</i> - Lunch: Prisma lunch <i>Sammonkatu 75, Tampere</i>	
Day 4	-Stockmann, <i>Hämeenkatu 4</i> (10:00-12:00) - <i>Tammerkoski</i> , travelling walking (12:15-13:30) -Finlaysonin factory grounds. (13:30-14:00) Lunch: Ravintola Lihua, <i>Hämeenpuisto 44</i> -Museokeskus Vapriikki. (15:00-18:00) <i>Alaverstaanraitti 5, Tampere</i>	<i>Koipijärvi, 356 Vanha Hervannantie, Tampere</i>
Day 5	-Hameen Linna (10:00-12:00), Hämeen linna, <i>Kustaa III:n katu 6, Hämeenlinna</i> -littala glass factory mesuem(12:30-16:00), <i>Könnölänmäentie 2 C, littala</i> -Lunch: littala factory lunch, <i>Könnölänmäentie 2 C, littala</i>	
Day 6	-Farm, picking strawberries. (10:00-12:30) <i>Maisematie 642, Mahnala</i> -Sauna party (13:00-20:00). Siivikkala Sauna, <i>Urpontie 54, Ylöjärvi</i>	
Day 7	-Tampere library (10:00-12:00), <i>Pirkankatu 2, Tampere</i> -Tampereen Kauppahalli (13:00-15:00), <i>Hämeenkatu 19, Tampere</i>	Summer camp (10:00-16:00)

	-Sokos shopping (15:00-17:00), <i>Hämeenkatu 21, Tampere</i> Lunch: Tampereen Kauppahalli (12:30-13:00)	⇒ Hiking, rock climbing, rowing boating ⇒ Small Olympics, Pokemon
Day 8	-Kela (10:00-12:00), <i>Aleksis Kivenkatu 18, Tampere</i> -Pyynikki observation tower (13:30-15:00), Näkötorrintie 67, Tampere -Tallipiha (15:30-17:00), <i>Kuninkaankatu 4, Tampere</i> Lunch: Ravintola Puisto, <i>Koskikatu, Tampere</i>	<i>Vihtilammintie 45, Hyvinkaa</i>
Day 9	-Pispala (8:00-10:00), <i>Pispalan valtatie 23, Tampere</i> -(10:30) parents and the tour guide go to <i>Hyvinkaa</i> to pick up the childs. -Fazer (15:00-16:30), <i>Fazerintie 6, Vantaa</i> -Check in Helsinki hotel, Cumulus City Airport, <i>Robert Huberin tie 6, Vantaa</i>	-Fazer (15:00-16:30) with parent, <i>Fazerintie 6, Vantaa</i>
Day 10	-Flying to Rovaniemi, (10:15) -Joulupukin Kammari, (12:30-15:30), <i>Joulumaantie 1, Rovaniemi</i> -Reindeer farm, (16:00-17:30), <i>Tamsintie 76, Rovaniemi</i>	
Day 11	-Arktikum, (9:00-12:00), <i>Pohjoisranta 4, Rovaniemi</i> -Flying back to Helsinki, (13:00) -Sibelius-monumentti, (15:00-16:30), <i>Sibeliuksen puisto, Mechelininkatu, Helsinki</i>	
Day 12	-Helsingin tuomiokirkko, (9:00-13:00), <i>Unioninkatu 29, Helsinki</i> -Havis Amanda, <i>Kauppatori, Helsinki</i> -Uspenskin katedraali, <i>Kanavakatu 1, Helsinki</i> -Temppeliaukion kirkko, (13:30-14:30), <i>Lutherinkatu 3, Helsinki</i>	
Day 13	Back Helsinki airport, flight to Hong Kong.	

Appendices 2

Questionnaire of FoxTourGuide

1. How old are you?

- a) 16-20
- b) 21-25
- c) 26-30+

2. Man or Female?

- a) Man
- b) female

3. **What's your budget if you could have a one-day trip in Helsinki, Finland? (the hotel fee is excluded)**
 - a) Below 60
 - b) 61-130
 - c) above 130
4. **What's your highest education background?**
 - a) High school
 - b) Bachelor/ college
 - c) Master and above
5. **Which area in Finland you would like to visit the most?**
 - a) southern archipelagic area — natural scenery, historical castle
 - b) Helsinki area- design and art, modern humanities
 - c) midland and northern area — arctic landscape, dense forests
6. **Which special event you would like to join in?**
 - a) Winter sports: skiing, ice fishing and dog-sled
 - b) Summer sports: canoeing, fly fishing
 - c) Daily experience: summer house, sauna, deep in forest
7. Will you have interest to join in local festival and events?
 - a) Yes, its better if have
 - b) No, I just want the general sightseeing
8. Which theme you will choose if you have one-day trip to Helsinki?
 - a) Nordic history and humanities
 - b) Finnish art and photography
 - c) Outdoor lifestyle and nature landscape
9. Which problems and barriers of the app you are considering the most?
 - a) App function failures (incorrect navigation and location, guide unclear, vouchers using failures).
 - b) The background online services are not on time.
10. Which social media is the most useful and popular for you to get traveling?
 - a) Wechat official accounts, Weibo, Wechat moments.
 - b) Online travelogue, tips, trip advisor
 - c) TV show, the reality shows
11. **Do you have any experience of using similar virtual guide app?**
 - a) Yes, have quite good experience.
 - b) No, but worth for a try