

Planning a New Wellness Trip Using Service Design

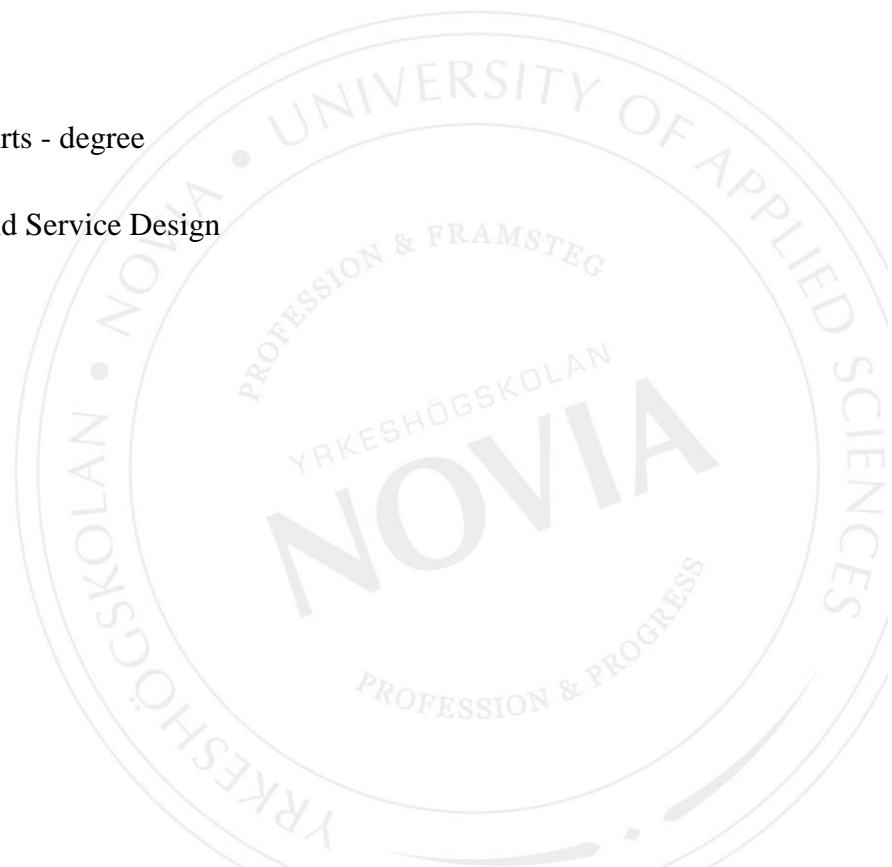
Case: Geneesi

Riikka Simonen

Thesis for a Master in Culture and Arts - degree

Degree Programme in Leadership and Service Design

Turku, 2020



DEGREE THESIS

Author: Riikka Simonen

Degree Programme: Leadership and Service Design

Supervisor(s): Elina Vartama

Title: **Planning a New Wellness Trip Using Service Design. Case: Geneesi**

Date 15.5.2020 Number of pages 75

Appendices 19

Abstract

The objectives of the Master's Thesis focused on planning a new wellness tourism trip for the commissioner Geneesi using service design methods. The aim of the thesis focused on researching megatrends, wellness tourism and planning a wellness trip with customers to create a new business service for Geneesi. The purpose for this thesis was to create a new business service for the commissioner to add to their expanding service catalog.

The main service design methods used during the planning process to achieve the goals for the thesis were customer group interviews, individual customer interviews, and an exploration trip to Evora, Portugal. The main goal for the thesis was to gain customer insight and create a new service customers would want to buy.

The results of the thesis work included a planned international wellness trip to Evora, Portugal. This including a five-night trip that included all yoga classes and wellness discussions. The trip included all activities, transportation and accommodation based on customer input. Due to certain factors, the trip had to be canceled and a new domestic wellness trip was created. The new trip concept gained more interest but ultimately was canceled due to the novel coronavirus pandemic.

In conclusion, the work done and planned for the commissioner was well executed and much needed, but due to circumstances outside of one's control, the final trip had to be canceled. The information and plans will be utilized for future trips once the current situation normalizes.

Language: English

Key words: Megatrends, Tourism, Wellness Tourism, Yoga, Service Design

Table of Contents

1. Introduction	1
1.1. Company	1
1.2. Commission	3
1.3. Objectives	4
1.4. Research Questions	4
2. Thesis Outline	6
2.1. Service Design	7
2.2. Thesis Timeline.....	10
3. Theoretical Background	11
3.1. Megatrends.....	12
3.2. Wildcards	13
3.3. Wellness Tourism as a Megatrend.....	15
3.4. Yoga Tourism	20
3.5. New Package Travel Act 2018	22
4. Service Design Tools and Methods.....	23
4.1. Frame of Reference.....	24
4.2. Stakeholders.....	25
4.3. Cooperation with Travel Agent	27
4.4. SWOT	28
4.5. Customer Profiles	30
4.6. Customer Journey	34
4.7. Service Blueprint	36
4.8. Business Model Canvas	38
5. Customer Input.....	41
5.1. Group Ideation	41

5.2. Interview with Customer 1	44
6. Researching Competitors	45
7. Exploration Trip	48
7.1. Day 1	49
7.2. Day 2	51
7.3. Day 3	54
7.4. Day 4	55
7.5. Observations of the Exploration Trip	55
8. Planning the Trip	56
8.1. Marketing	57
8.2. Interview with Customers 2-4	59
8.3. Interview Results	60
8.4. Changes to the Plan	61
8.5. Interview with Customer 5	61
8.6. Planning the New Trip	62
8.7. Marketing the New Trip	63
8.8. Coronavirus	64
9. Learning Outcomes	65
9.1. Feedback	65
9.2. Improvement Suggestions	66
9.3. Future Trends	67
10. Conclusion	68
References	70
Appendices	1
Appendix 1. Trip outline, translated from original Finnish outline	1
Appendix 2. Geneesi's wellness trip registration page	3
Appendix 3. Marketing Images from Social Media for Wellness Trip	5

Appendix 4. Marketing Images from Social Media for Wellness Retreat	7
Appendix 5. Website from Aurinkomatkat for yoga retreat trip to Crete, Greece	8
Appendix 6. Website from Tjäreborg for Pilates trip to Tenerife, Spain	11
Appendix 7. Website from Tjäreborg for yoga trip to Lefkada, Greece	12
Appendix 8. Website from Tjäreborg for Pilates trip to Madeira, Spain	14
Appendix 9. Kuntokikka's advertisement for yoga and activity vacation to Crete, Greece	16
Appendix 10. Yoga trip advertisement for Meri Mort	17
Appendix 11. Yoga trip advertisement for Kylli Kukk	19

1. Introduction

Wellness tourism is a fast-growing megatrend in the tourism sector. The topic of this thesis focused on developing a new business service related to wellness tourism for Geneesi, an auxiliary company name under the company Gartano Oy. The aim of the new business service for Geneesi was to create a wellness trip to Portugal, focusing on yoga and mindfulness. The research focused on recognizing mega trends, creating new business ventures and a user-centered service that is profitable for the company. The research focused on the history of wellness tourism and how to create new services. The author of this thesis actively participated in yoga classes for over a year at Geneesi when the discussion of working together to create a new wellness tourism trip was discussed. The personal interest in the thesis subject allowed for the author to have a personal connection with the success of the planning.

The majority of the thesis is based on a new service creation for Geneesi. Feedback from customers was documented through the entire thesis process. During the thesis work, the focus and end location for the wellness tourism trip changed. The planning and marketing sections of the thesis are written for the original plan of implementing the trip to Portugal. However, by the end of the planning and marketing of the trip, the plans changed to a weekend retreat in North Karelia. The abrupt effects of the Covic-19 virus also disrupted the work that was done and required the commissioner and thesis author to cancel all the plans. The abrupt effects of the coronavirus could not have been planned for and therefore were not discussed until the very end of the thesis.

1.1. Company

Gartano Oy is a Limited Liability Company comprised of two different auxiliary companies that have merged together, Geneesi and Kooders. Geneesi is a therapy and welfare service provider, whereas Kooders is a tailored systems and website provider that focuses on digital solutions. The fusion of the two companies allows for both parties to benefit from the other's expertise. Geneesi as a whole offer's wide services, such as licensed psychotherapy, group therapy, company team building, neuropsychiatric coaching as well as yoga and mindfulness classes. Kooders as a whole focus on the digital services, with a focus on a human-centered

digital experience. Gartano has their headquarters in the city center of Joensuu, with side locations in Kajaani and Helsinki. Kooders employs three full-time employees, and Geneesi employs six employees with per diem contracts. This thesis focused on the commission from Geneesi's side of the company, but worked hand-in-hand with Kooders for certain technical support. In Figure 1, one can see the structure and outline of the company and thesis writer.

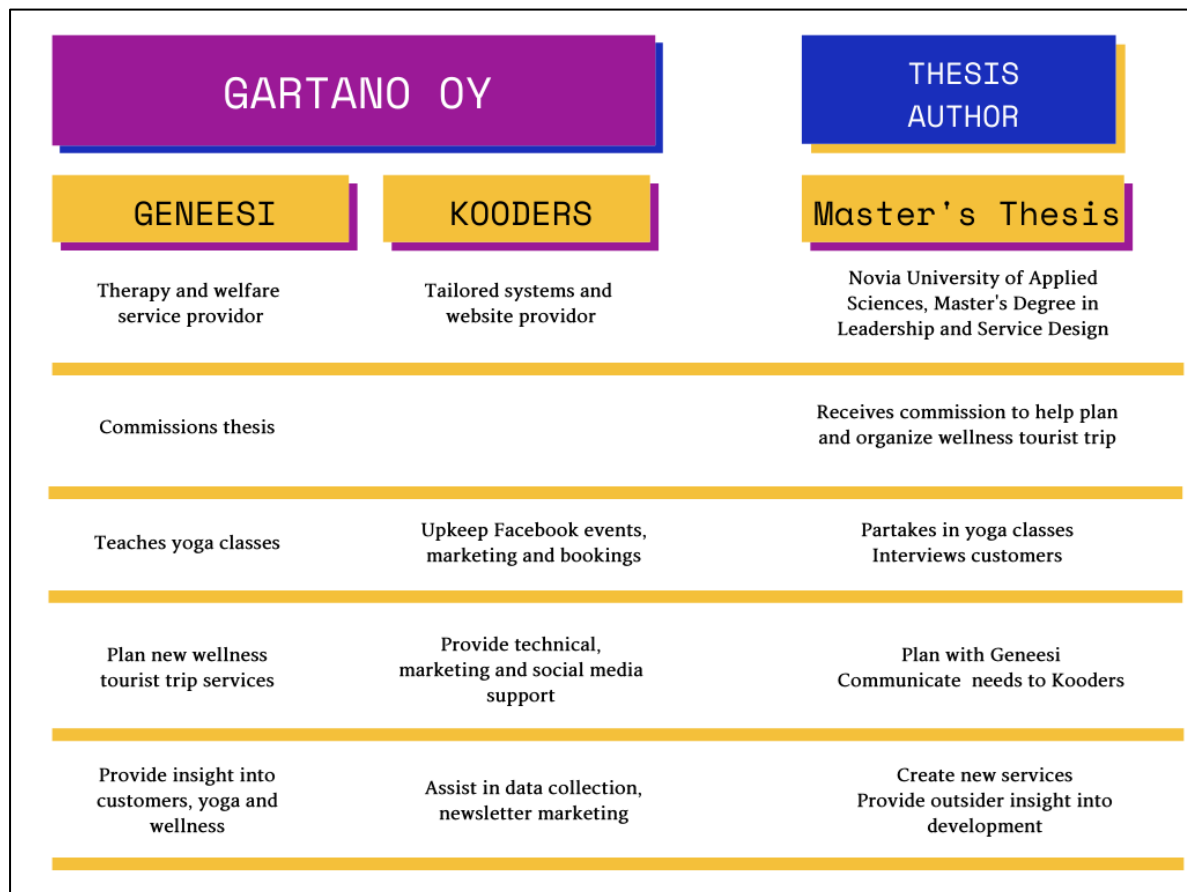


Figure 1. Company structure and cooperation with thesis author

Geneesi's customers are mainly individuals who participate in the company's therapy services through assistance from the government's social insurance institution Kela. The goal for Geneesi was to create new services that benefit their current customers to purchase themselves as well as entice new customers to purchase their wellness services. This business model is based upon the need to create new services and products that customers are willing to purchase themselves and not rely solely on the government-funded customers. This would allow the company to grow and offer a more user-centered approach to their services. The goal for

Geneesi is to slowly expand their service repertoire, and thus be able to extend their services to different cities as well as employ more personnel in the future.

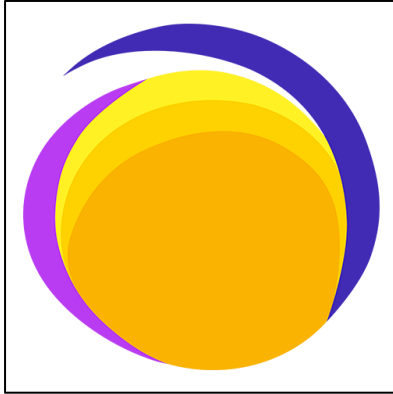


Image 1. Geneesi's logo & color scheme for marketing and thesis work

For the purpose of this thesis, the graphical colors of Geneesi were used in the entire thesis as well as marketing materials. The colors used can be seen from Image 1 from Geneesi's logo. The use of the colors throughout the thesis was a decision from the thesis author to connect the thesis work throughout the entire process to the commissioner.

1.2. Commission

To productize their services, Gartano Oy has commissioned the thesis writer to develop a new business service to expand their wellness service catalogue within Geneesi. The thesis commission will focus on how to create a new business service, which is user-centered, as well as profitable for the company. Because the main customer base of Geneesi comes from the government's social insurance institution Kela's supported therapy sessions, creating new services, such as the yoga classes, allows for additional revenue, which does not solely rely on the Kela customers. Currently, Geneesi offers yoga classes, tension, stress and trauma release (TRE) exercises, employee coaching, as well as different therapy themed seminars that are paid for by other than Kela customers. When planning the goals for Geneesi, it was essential to narrow the topic for the commission, as Geneesi had many ideas in how to expand their business endeavors.

The idea to plan a yoga and wellness trip to Portugal came from Geneesi having an existing business contact in Portugal with a local company called Kokowah. The benefit of having

cooperation with Kokowah allows Kokowah to give insights into local culture, give an authentic wellness experience in Portugal and offer other services for the customers. Also, Geneesi wanted to focus on yoga and adding wellness lectures due to the benefit of having a licensed therapist participate in the trip.

1.3. Objectives

The goal of the thesis was to research megatrends and how companies can identify them and how to create new business services using this information. Furthermore, how wellness tourism relates to megatrends and what companies need to know to plan a new business service in the wellness tourism sector. The additional goal of this thesis was to plan, co-develop, facilitate as well as execute a wellness trip. Planning the new business service with customers before implementing the trip allowed the end users to have an input in the end result. The results of this thesis acted as a guide for Gartano Oy to use in future trips and to aid in recognizing future megatrends and to utilize them for future service products. The main goal was to add value to the company, but also help the company recognize megatrends that are beneficial to their company strategy as well as know what to focus on when creating new services.

Burn-out, stress and mental sick leave is becoming increasingly more wide-spread. This is due to modern day work becoming more about specific skills, expertise and innovation, and moving away from traditional manual labor jobs. Figuring out solutions to work-life balance is crucial in keeping skilled workers in their jobs. Creating retreats and vacations where individuals are able to process their stress and get away from a hectic work-life can allow for individuals to prioritize their work and be able to process their work-life more efficiently (Luomahaara 2017). By this evaluation, creating a wellness trip to Portugal allows Finnish customers to evaluate their work-life balance, work stress, hobbies and home life in a relaxing environment where they would be able to take the skills learned back home with them and apply them to their own life.

1.4. Research Questions

The research plan focused on how megatrends are changing the way businesses and consumers react in the market, how businesses can use new emerging user knowledge to provide new

services on the market, as well as what is needed in creating a new business service. The visualized research process can be seen in Figure 2.

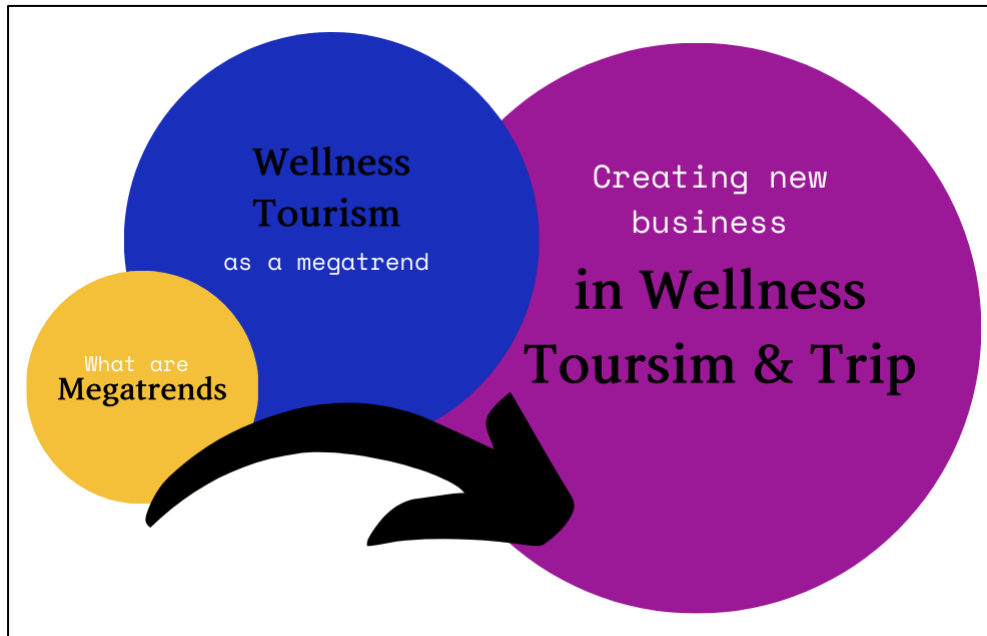


Figure 2. Research question process

1. What are megatrends and how companies can recognize them?

This research question focused on megatrends, how companies can identify them and how a company can utilize them to create new services or products. Also, by researching past megatrends, one can understand how they form and how to possibly identify future megatrends. The megatrend theme will expand on wellness and tourism and how those two themes combined have become one of the biggest megatrends currently.

2. What is wellness tourism? Sub-question: How does it relate to megatrends?

This research question helps understand what wellness tourism is, why customers are prone to it and what the benefits of wellness travel are for the customers. This question looks at the financial benefits for companies in this sector and through understanding wellness tourism, how companies are able to pinpoint specific services and products to sell to customers.

3. What is needed to plan a successful wellness tourism trip?

This research question looks at what factors need to be taken into consideration by the customer to organize a successful trip. This research question will also look at what a company needs to know about the current Finnish law about the combinations of travel services, and what options are available for companies planning tourism trips.

2. Thesis Outline

The outline of this thesis is broken into 10 chapters. The first, consisting of the introduction, which goes over the company, commission, objectives and the research questions of the thesis. The second contains of the thesis outline, service design and the timetable of the thesis. The third chapter consists of the theoretical background. Megatrends will be explained, their impact on the tourism industry and how, for example wildcards can affect consumer behavior of the world. The theoretical background will also cover the wellness tourism and yoga sector and how they connect to each other. The Finnish law on creating a travel package will also be researched, and how that effects companies wanting to organize tourism services.

The fourth chapter focuses on the service design tools methods. This section focuses on how the wellness trip was planned and designed using company and user insight. These tools and methods include, for example customer profiles, customer journey analysis as well as a service blueprint. The fifth chapter includes the main user input, including group ideation, individual interviews. The sixth chapter focuses on researching competitors services.

The seventh chapter contains the exploration trip to Portugal. This chapter focuses on connecting the information gathered from the users and own observations at the destination to resolve planning details. Planning the wellness trip is outlined in chapter eight, where the trip outline is refined, and certain complications are outlined. The ninth chapter focuses on the learning outcomes, including the feedback from the customers and the company with suggestions for future improvements for the commissioner. The tenth is the conclusion.

2.1. Service Design

Service designs popularity grows year after year, and is slowly becoming more familiar in the business world. Services as a business model have steadily grown since the 1970's and continue to grow through different means (Koivisto 2019, 17). The need for service design and understanding the customer is becoming more relevant as user-centered products and services are created daily.

Creating a wellness trip using service design required different user-centered methods and tools to figure out the best trip package possible. Throughout the entire thesis process, different user groups were involved through different phases of the thesis. Some customers were involved from the very beginning. This involvement included a group ideation workshop and, other customers were interviewed throughout the different phases to see different perspectives of the trip. Different travel trips were researched, as well as different yoga options were compared to each other. The design process figures out and understands what needs and differences the different customers have compared to each other. What the overlapping wants of all the customers interested in a yoga retreat trip were observed and an exploration trip was done by visiting the cooperative partners in Portugal. Research was also done of competitive yoga and wellness trips already for sale of competitive companies.

The overall thesis process adhered to the Design Council's (2019) Double Diamond process. The main elements to the Double Diamond are the two separate diamonds. The first one is focused on the research phase, where the discovering and defining the problems of the customers is identified. The second diamond focuses on developing and delivering the solutions to the original problems. As Stickdorn M., Hormess M., Lawrence A. and Schneider J. (2018, 314-315) explain, the Double Diamond helps understand the importance of discovering and defining what the customer needs and wants resolved. Figure 3 visualizes the two separate diamonds and how they relate to each other.

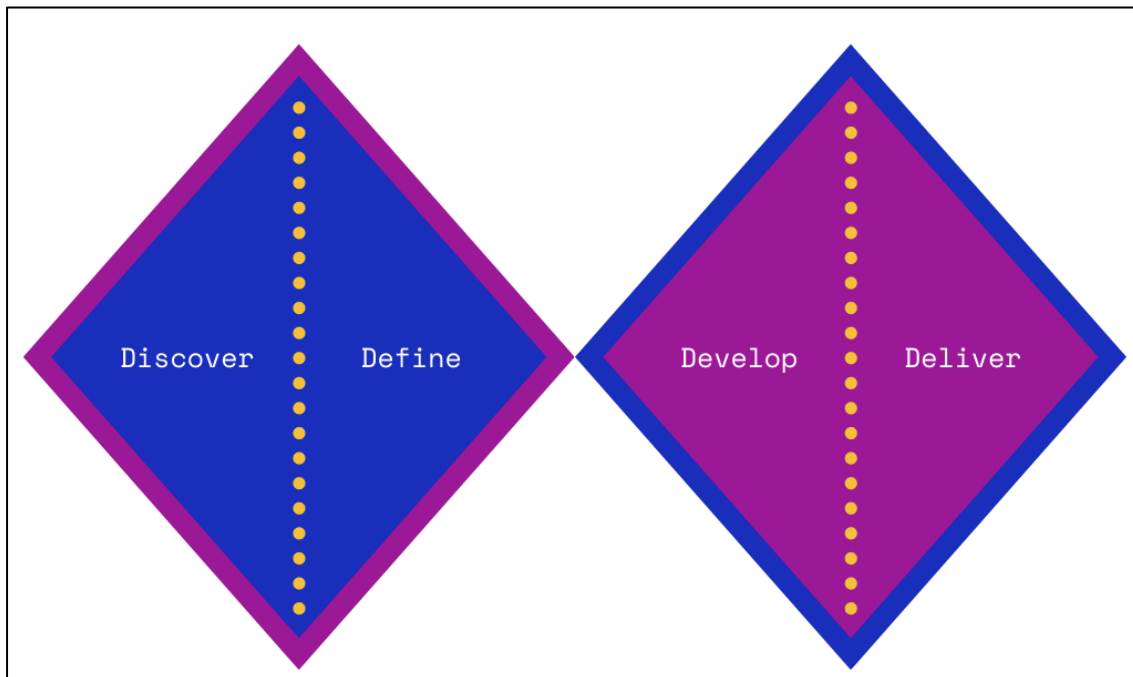


Figure 3. Double Diamond (Design Council 2019)

During the Discover phase, the group ideation and interviews with the customers allowed for the service designer to understand the reasons why customers want to participate in a wellness tourism trip. Defining the true problems, such as how to manage work-life balance, de-stress and participate in a trip that gives one energy were possible problems customers wanted to find solutions to from a wellness tourism trip. After defining what the customers truly want, the development of the tourism trip began, where all of the input from the customers were taken into consideration. Through this development, a wellness tourism trip was delivered and marketed to those customers. During the development of the trip, there were problems that come up, and required one to go back to the first diamond and discover and define new issues to be developed and be solved. Because the design process can be quite chaotic, seen in Figure 4, the Design Squiggle (Newman 2002) shows how messy the beginning of the design process can become.

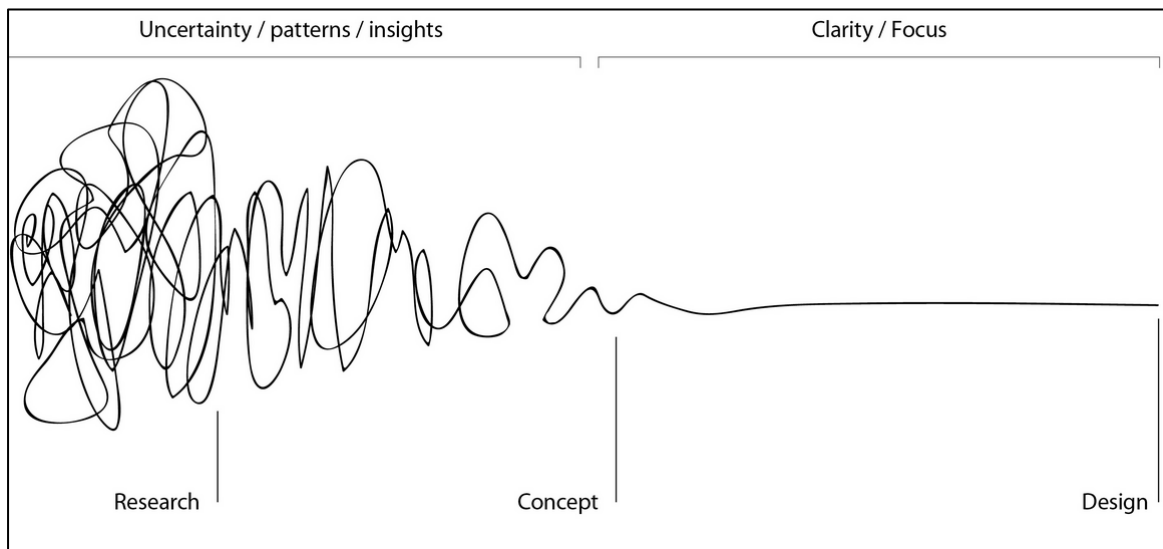


Figure 4. Design Squiggle (Newman 2002)

When overlapping the Design Squiggle and Double Diamond on top of each other (Figure 5), one can see how much work goes into the beginning of the design process, it is clear the importance of communicating and understanding the customers from the very beginning. When the two images are overlapped, one can plan a timeline for the trip planning and understand changes are most likely to happen and a part of the service design process.

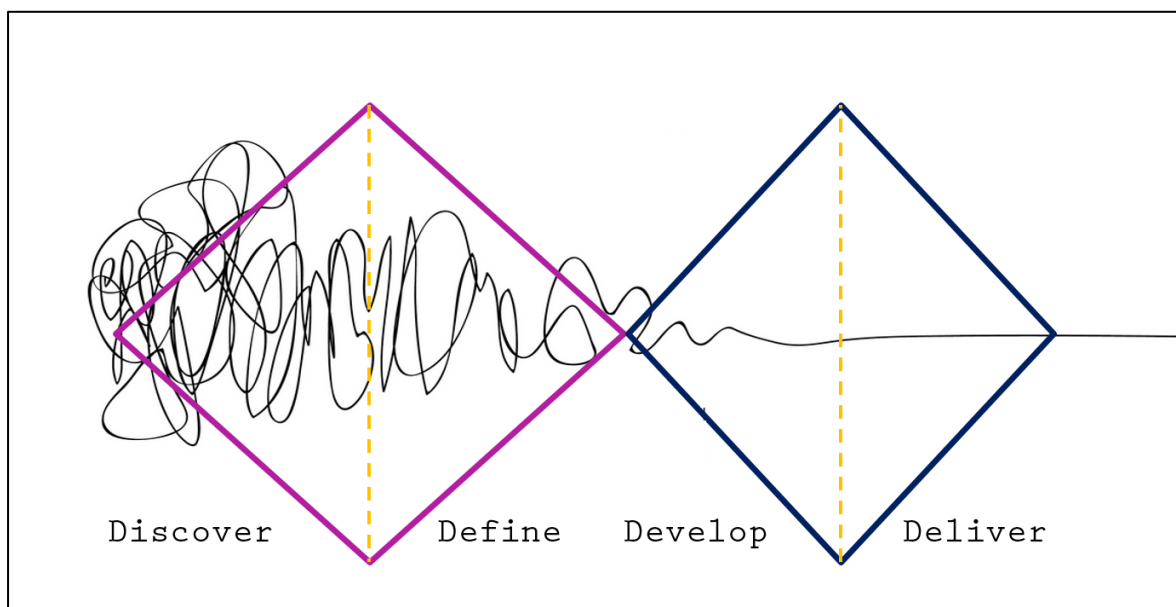


Figure 5. Double Diamond (Design Council 2019) and Design Squiggle (Newman 2002) process together.

2.2. Thesis Timeline

The overall thesis project lasted from fall 2019 to spring of 2020. Using a Gantt chart (Gantt.com 2020), it was possible to visualize multiple peoples' work schedule and project manage who was responsible for different tasks. A visual representation of the Gantt Timeline can be seen in Figure 6. When planning the timeline for the thesis, three main actors were involved in the overall process. The author of this thesis (shown in yellow), Geneesi (shown in purple) as well as the cooperation partner in Portugal, Kokowah (shown in blue).

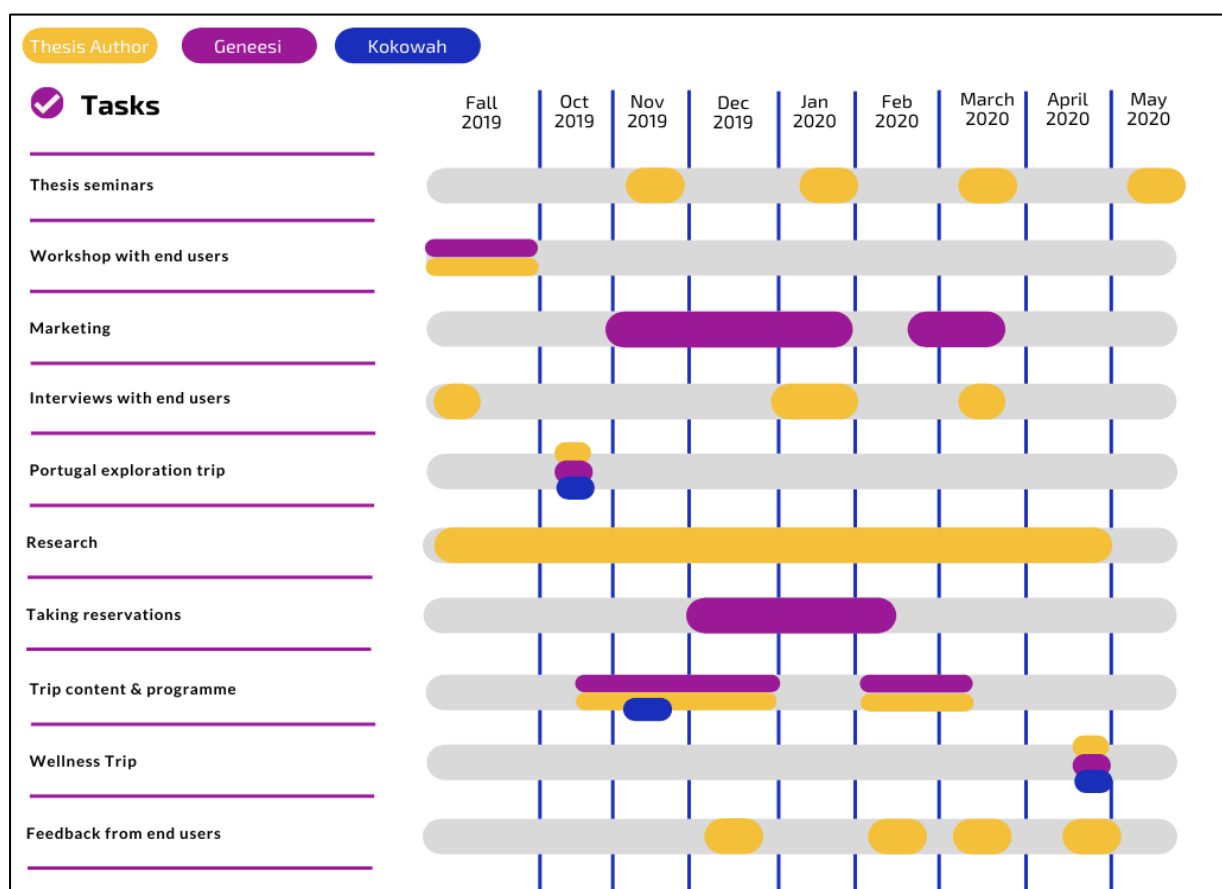


Figure 6. Gantt Timeline Chart

During August-September, the thesis plan was approved by Novia University of Applied Sciences and the author of the thesis. Initial discussions and cooperation ideas were also discussed during this time. The main group workshop was held in September with the end users to gain understanding of their needs. Yoga customers were interviewed after the yoga classes at Geneesi as well.

In October, the Portugal exploration trip took place in Evora, Portugal. The trip content and initial trip program was planned from the knowledge gained from the exploration trip. The final cooperation discussions would also take place during the exploration trip, as face-to-face meetings helped working with different stakeholders in the future. The marketing of the wellness trip actively began during this time, as social media posts and activity were shared and blogged about during the exploration trip.

The main research and theory portion of the thesis began at the end of the year 2019. This was done in conjunction with the research gained from the group ideation, exploration trip and written research material about the thesis topic. Tickets were on sale for the end user and social media campaigns began.

January 2020 mainly focused on marketing the trip, finalizing the trip outline between Geneesi and the thesis author as well as taking reservations for the trip. Final participant amounts needed to be confirmed by the end of February and final group interviews were conducted to gain knowledge about final details about the trip and possible changes.

During April 2020, the wellness tourism trip was planned to take place in Evora, Portugal. The thesis authors responsibilities were to make sure the end users' needs are upheld and facilitate the entire trip. Feedback and final comments from the end users were planned to be gathered after the trip and used as improvement suggestions for the end of the thesis. Due to certain circumstances, described in section 8.4. of the thesis, new plans had to be made that was not a part of the original thesis timeline. This information was also used to improve upon future wellness tourism trips operated by Geneesi. The thesis work was finalized in May 2020.

3. Theoretical Background

The theoretical background for this thesis focuses on the research questions mentioned above and how they relate to the overall thesis. This includes understanding megatrends as a whole and how for example, wildcard can affect consumers on a global scale. When planning a wellness tourism trip, the overall megatrend of the wellness sector and its subcategories of yoga tourism are assessed and how companies can utilize the financial benefit of organizing such a

trip for their own benefit. Finally, the New Package Travel Act 2018 was researched and how it effects companies planning any tourism operations in Finland.

3.1. Megatrends

Sitra (2020) defines megatrends as larger phenomenon happening in the world that have long-term effects, can be slow to detect but have major societal implications that take place. Megatrends have an effect on the global economy, businesses as well as individual life. Simply put, as David Lancefield, Partner at PricewaterhouseCoopers UK put, “...*a megatrend is a pattern or a movement which has a major impact on business and society*” (PwC UK 2014). Megatrends can have positive and negative change for companies as well as citizens, where new opportunities for innovation and creativity can be created. As Sander (2014) explains, “...*megatrends can cause disruptive change for good or bad. Technology, for example as a whole, is one of the largest megatrends in modern history*”.

Using megatrends as indicators allows companies to stay ahead of the competition and adapt to an ever-growing world. Sander (2014) also points out, some megatrends as easier to predict than others; for example, the price of oil, gold and technology stock values are hard to predict but others are much easier, such as the rise of entertainment, IoT, the growth of the senior citizen population and e-commerce. Sanders (2014) also points out, when companies begin to create new products and services using megatrends, the organizations need to understand the shifting needs of the trends as well. Therefore, spotting megatrends and utilizing them is essential for companies wanting to expand their service and product catalog in the future.

To help companies understand megatrends, Sitra’s (2020) Megatrend Cards, for example help companies’ study, priorities, solve, and invent megatrends. The megatrend cards are a useful guide to help companies think of different possibilities and scenarios where and how they would react, innovate or come up with new solutions to current and possibly new megatrends. The benefit of using Sitra’s Megatrend Cards, is they are based in Finland and give insight into challenges and trends effecting Finnish companies. These can be used by anyone from anywhere, but the added benefit is the understanding of the Finnish customer. Other megatrend from around the world can be used, such as Megatrend Mashup from New Zealand (DIA 2019), which gamifies the development of understanding megatrends; the European Commission’s

(n.d.) Megatrends Hub workshop that helps in foresight-related information; as well as traditional reports such as the 2019 Global Wellness Trends Report (Global Wellness Summit, 2018-2019). Having different methods to gain knowledge about megatrends is essential to figure out the best option for any company.

3.2. Wildcards

Understanding and using wildcards is important when talking about megatrends, as wildcards can have a drastic effect on the world market. As Kjaer (2014) explains, wildcards are not a part of the current economic landscape, but if they were to happen would have an important impact on the entire shape of mainstream industries. The purpose of wildcards is to forecast or predict low probability but high impact events or situations that have a global impact (Peterson 2000). Being able to think of and plan for wildcards is essential when planning long term for any business. When factoring in wildcards, a company is able to adapt to change and make fast decision whatever the wildcard in the future could possibly be. Smaller scale ideation of wildcards can be traditional methods, such as SWOT-analyses and risk assessment. A SWOT -analysis for the purpose of this thesis can be found in Chapter 4.4.

One of the most famous wildcard scenarios in modern day history was the 9/11 attack on the World Trade Centers in New York City on September 11th, 2001. As A&E Television Networks (2019) explains, the economic impact caused by the 9/11 attacks is estimated to consist of \$60 billion in damages, \$750 million in debris cleanup and a 7.1. percent drop in the market during the first day of trading after the attacks. Even though the terrorist attack was localized to New York City and the Pentagon in the United States, the effects of the attacks were experienced by the whole world. This can be seen, for example in the creation of the Transport Security Administration (TSA) in the United States and the worldwide adoption of heightened travel security (Blalock, Kadiyali & Simon 2007, 731-755).

Wildcards also have a direct influence in consumer behavior. Influencing consumer behavior in the short term can have a lasting impact on the decisions the consumer makes in the long term. In the example of the 9/11 attacks, consumers changed their behavior in the short term by traveling less to the United States and opted into traveling either domestically more, or to new countries deemed “safer”, such as Europe and certain Asian countries (World Tourism

Organization (UNWTO), as cited in Cooper, Fletcher, Fyall, Gilbert & Wanhill 2005). This can be seen in the long term, as tourism has increased steadily in certain European and Asian countries after 9/11.

Table 1. Inbound tourism – Arrival of non-resident visitors 2000-2018 (UNWTO, 2020).

Year	USA	China	United Kingdom	Japan	Italy
2000	78 343 000	83 444 000	25 209 000	4 757 000	62 702 000
2001	70 975 000	89 013 000	22 835 000	4 772 000	60 960 000
2002	64 434 000	97 908 000	24 180 000	5 239 000	63 561 000
...					
2006	183 178 000	124 942 000	32 713 000	7 334 000	66 353 000
...					
2010	162 275 000	133 762 000	29 803 000	8 611 000	73 225 000
...					
2018	169 325 000	158 606 000	37 905 000	31 192 000	93 228 000

From Table 1, one can see indicated inbound travel to the United States, China, United Kingdom, Japan and Italy. These numbers include all inbound tourism, arrivals on non-residents at the national borders.

When thinking of consumer behavior caused by 9/11, one can see that the European and American travel the year of and after decreased in 2001, whereas consistent growth happened in Asian countries such as China and Japan. When looking at the table, one can see it took the United States four years for the market to bounce back from the dip in 2001 and to surpass its original travel numbers in 2000, whereas the UK, Italian, Chinese and Japanese inbound numbers have consistently gone up.

3.3. Wellness Tourism as a Megatrend

The Organization for Economic Co-operation and Development (OECD) has measured tourism growing steadily globally over six decades, with wellness tourism being a niche segment of the overall tourism megatrend, with wellness tourism growing significantly in the upcoming years (OECD 2018, 61-88). Wellness tourism is defined by Smith and Puczko (2009, 3) as an approach consisting of body-mind-spirit. Concurrently, when looking at tourism as an industry in itself, Boniface and Cooper (as cited in Cooper, Fletcher, Fyall, Gilbert, Wanhill, 2005, 17), tourism is a part of individuals leisure time.

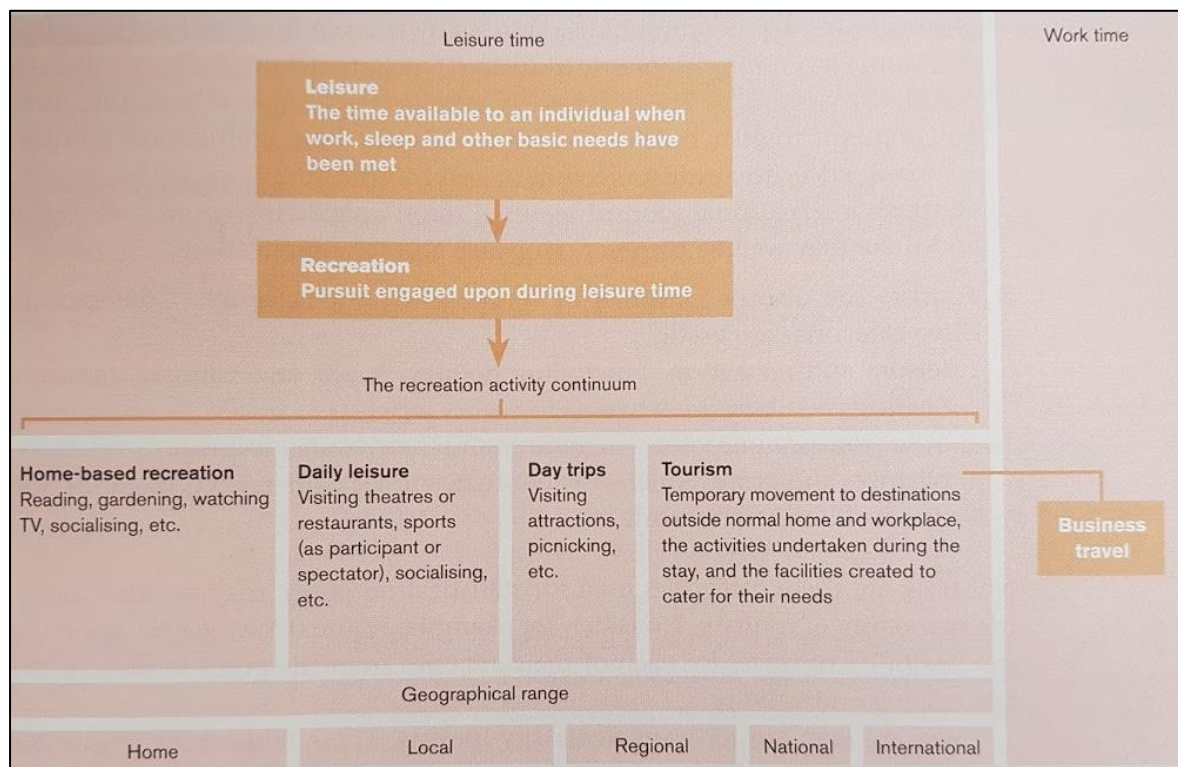


Figure 7. Leisure, recreation and tourism (Boniface & Cooper, as cited in Cooper et.al. 2005, 17)

Understanding a customer's breakup of their leisure time, one can pinpoint what customers are willing to spend their time on. As Figure 7 showcases, tourism is a part of individuals leisure time, but the majority of that time is allocated to home-based recreation. When talking about tourism, that as well can be split into regional, national and international travel. As Cooper et. al (2005, 17) explain, leisure time is time spent away from necessary obligations. This can mean tourism is the ultimate time away from necessary obligations, as it physically allows the

customer to feel separated from one's own life. This can be viewed as a benefit when creating and planning a tourism trip, as these elements can be implemented in the marketing of the service.

In 2017, the global wellness economy was estimated to be a \$4.2 trillion business, of which, the wellness tourism sector accounted for \$639 billion (Global Wellness Institute 2018). The wellness tourism sector has also been brought to the forefront of service development in Finland by Business Finland, as it is reported that the wellness tourism sector is one of the fastest growing segments in the tourism field internationally (Business Finland 2020). With wellness tourism growing in popularity, it is important to understand what wellness tourism is and how it has been defined in the past within the tourism market. It is estimated wellness tourist travelers spend 50% more than traditional tourists (Global Wellness Institute 2018).

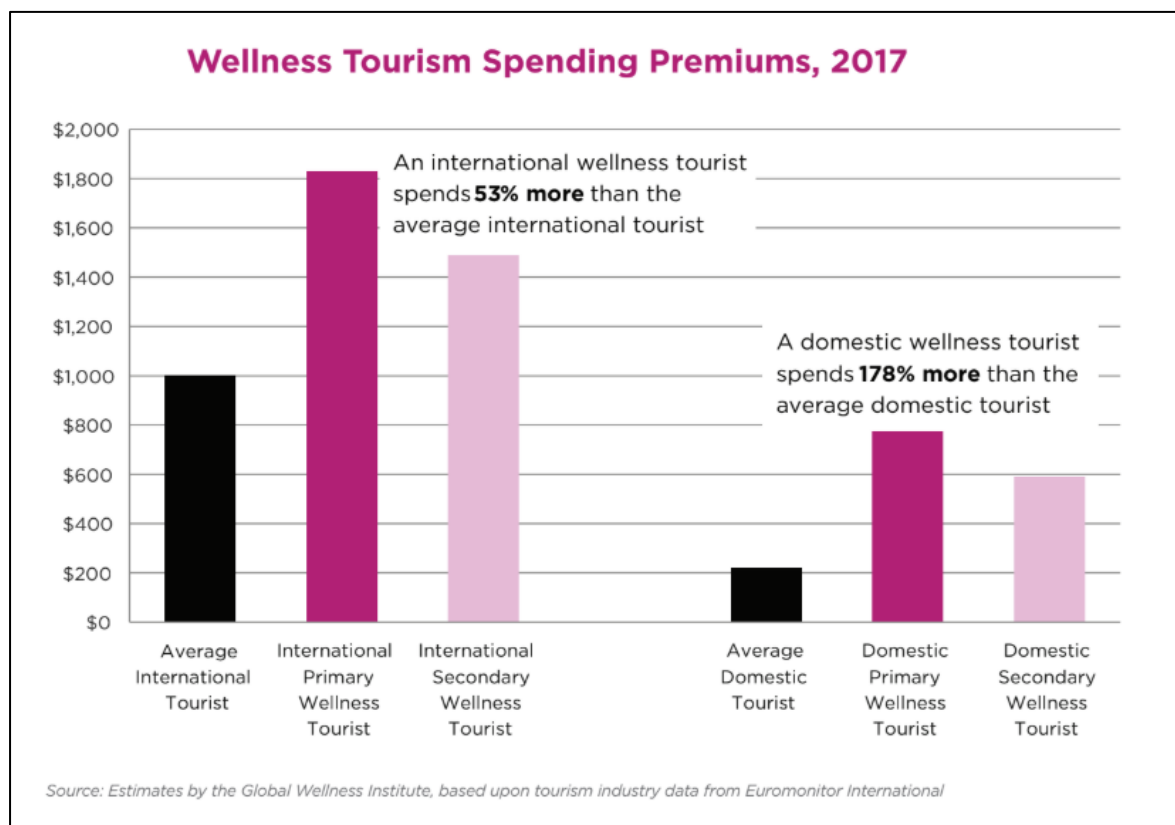


Figure 8. Global Wellness Institute's (2018, 26) Wellness Tourism Spending Premiums

From Figure 8, the Global Wellness Institute (2018) visualizes how domestic wellness tourists spend a whopping 178% more percent wise compared to 53% of international tourists, the

international tourists spend a significant amount more amount wise. This can also be a factor in why wellness tourism has attracted businesses to offer new and exciting services for customers, mainly focused on the international market. This can be a reason for its popularity in becoming a megatrend in the global tourism sector, as it encourages companies and businesses to create products and services for customers who are willing to spend more money.

Smith and Puczkò (2009, 3) highlight the significance of an individual gaining wellness within all mind, body, and soul categories. However, in the 1970's wellness tourism started to gain recognition as a tourism trend, but began as being categorized as health tourism, used as a method to attract tourists by promoting health-care services. These health care services were added to existing hotel and resort facilities to attract tourists. Health care tourism included services such as doctors' visits, special diets, medical treatments, herbal remedies, and acupuncture (Goodrich & Goodrich 1987). This varies with Smith and Puczkò's definition, as it does not include the entire spectrum of body-mind-spirit. Business Finland (2020) defines wellness tourism as creating comprehensive wellbeing, including the body and mind. This correlates more with the Smith and Puczkò's definition, than purely health tourism.

For over 40 years, the wellness tourism trend has evolved and grown in popularity, slowly growing into a megatrend. As Luomahaara (2017) point out, since the 2000's, wellness tourism is growing as a megatrend. Due to the vastness of the wellness tourism term, it can be quite difficult to define when segmenting different tourism services. Using the definition of wellness tourism by Smith and Puczkò (2009), a yoga retreat can be qualified as a wellness tourism service, as well as categorized as a sport activity; however, it includes the spiritual aspect of reaching internal calmness, physical activity and determination of the mind to focus, thus categorizing it clearly into the wellness tourism sector. Whereas skydiving would not be categorized as a wellness tourism activity, as it is connected to adrenaline seeking, action base and does not focus on activity. Visit Finland defines a clear separation between wellness and activity tourism, as wellness tourism's main goal is to create wellbeing in mind, body, and soul, whereas activity tourism's focus is on different physical activity (Business Finland, 2020).

Smith and Puczkò (2009, 5) distinguish the biggest difference between health tourism with wellness tourism, is the nature to categorize the nature of health = cure, where tourist want to be healed or recover from something and wellness = prevention, as relating to upkeep current health. It can become quite difficult to separate the two different definitions when segmenting

into specific purposes, but for the sake of this thesis, the focus will be on the current use of wellness tourism and its subsequent services in the tourism field. To understand the types of health and wellness tourism differences, Smith and Puczkò (2009) visualize the spectrum of health and wellness tourism shown in Figure 9.



Figure 9. Understanding the Difference Between Wellness Tourism and Medical Tourism (Global Wellness Institute 2018, 11)

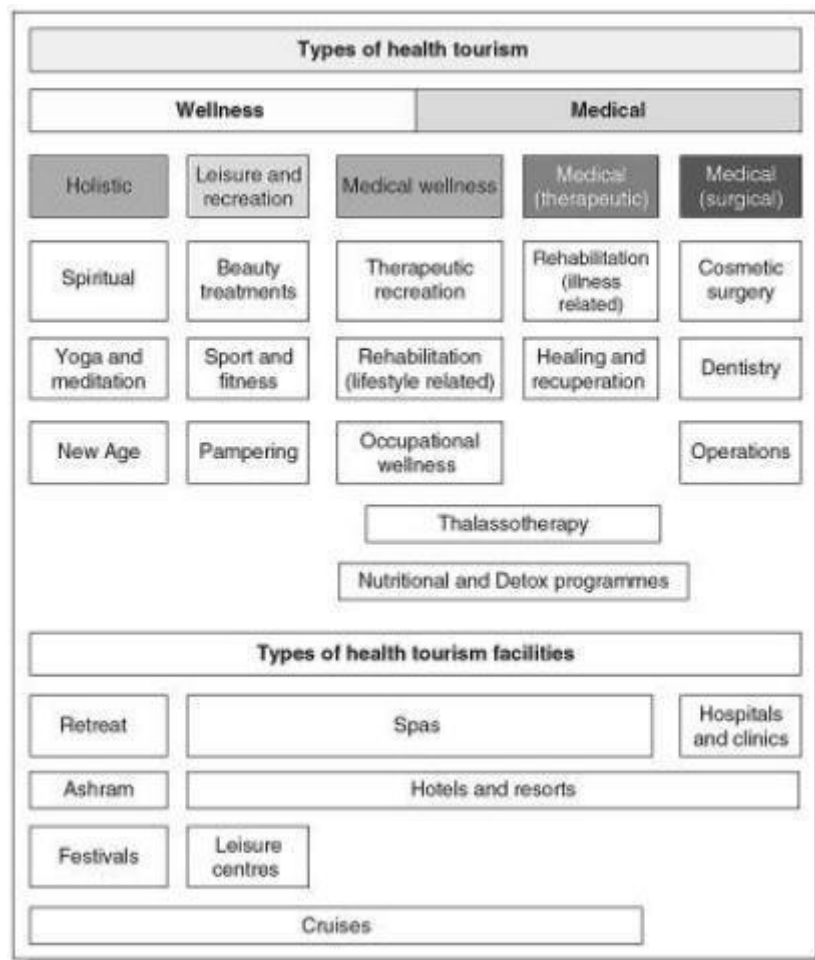


Figure 10. Spectrum of Health Tourism. (Smith & Puczkò 2009, 7)

From Figure 10, it can be seen that wellness and medical tourism have been separated by different sub themes, where the main segments include holistic, leisure, recreation, medical wellness, medical (therapeutic) and medical (surgical).

Traditionally, Finns categorized wellness tourism as including spa hotels and resorts, but currently 59% of customers want additional services to their tourism destinations (Business Finland, 2020). These services for example can include lectures, retreats, low-heart rate activities and mindfulness. This correlates with the subcategories of Smith and Puczkò's (2009) image of the health tourism spectrum. Understanding the different sectors and classifications, it is essential to understand users do not necessarily need to have specific definitions when making travel decisions. The segmentation is beneficial for companies when creating new services and products to be created, as it helps in the identification of different mega trend

subcategories. Business Finland (2020) also categorizes wellness tourism to include nature, water, sauna and forest, as these are segments which allow Finland to differentiate from other international markets. Because wellness tourism can mean so many different things to different people it can become increasingly difficult to communicate and define wellness tourism as just one thing. This is why the term wellness tourism will most likely evolve and change depending on what market and audience is being targeted. Additionally, Smith and Puczkò (2009) describe “...the propensity to travel for reasons of wellness are increasing, not just because there is a need for escapism from stress, but also because people sometimes need to take a step back from their lives to truly know themselves”. Even though the term changes, the trend itself is becoming more widely used and subsequently creating segmented tourism fields and attracts specific audiences for each segment.

3.4. Yoga Tourism

As described by Lewrick, Link and Leifer (2020, 126-128), when creating new business services from larger themes, the goal is to narrow down the topic enough where one can have a specific enough, but not too narrow of a topic, where customers can find solutions to their problems. When thinking of wellness tourism as a megatrend, that can be too broad of a term for customer, and narrowing it down to a yoga trip can allow customers to invest in it easier.

Yoga as a practice has a long and unclear history. It has not been agreed upon when exactly yoga began, but a consensus is that it originated thousands of years ago in India, with modern day yoga being created and popularized in the 1900's (Puustinen & Rautaniemi, 2013). Yoga has been popularized in modern culture since the 1960's, having many versions, such as Vinyasa, Hatha, Yin, Bikram, Shivananda, Iyengar, and Astanga, (Smith, Kelly, & Monks 2013; Singleton 2010). Since the 1990's, the modern-day yoga business has become a multimillion-dollar business, with the popularity and variety of different yoga styles, even though modern day yoga has little comparison to its origins in India (Singleton 2010).

As characterized earlier, Smith and Puczkò (2009) subcategorize yoga within wellness tourism. Using this subcategory, yoga and meditation tourism is one of the most widely used subcategories in the wellness tourism sector. According to the Global Wellness Institute

(2018), yoga tourism would be distinguished as a primary wellness tourist segment. From Figure 11, the differences between the two types of travelers can be identified.

Distinguishing Primary and Secondary Wellness Travelers	
Primary Wellness Tourists	Secondary Wellness Tourists
<ul style="list-style-type: none"> • Visiting a destination spa (such as Canyon Ranch, Rancho La Puerta, Chiva Som, Ananda, Gwinganna, SHA Wellness, Lanserhof, etc.) • Vacationing at a hot springs resort for a long weekend • Staying at an ashram for a meditation retreat • Taking a weekend spa trip for rejuvenation and stress reduction • Traveling to a wellness center for a full-scale executive health checkup • Taking a wellness cruise • Staying at an eco-spa or jungle spa resort for a week • Participating in a yoga retreat that includes healthy food and meditation in a natural setting 	<ul style="list-style-type: none"> • A business or leisure traveler who actively seeks out healthy accommodations, food, and fitness options during a trip • A family that spends a day at a hot springs bathing establishment as part of a holiday trip • A vacationer at a beach resort who wants to visit the spa and salon a few times during the trip • A cruise tourist who specifically selects a ship with extensive spa, beauty, and fitness amenities • An adventure tourist who visits an eco-spa after a long day of hiking or biking • A tour group traveler who gets a Thai massage or reflexology treatment, or visits a hammam, as part of the tour experience

Figure 11. Distinguishing Primary and Secondary Wellness Travelers (Global Wellness Institute 2018, 13)

Having yoga as the primary wellness tourism focus, this can narrow down the larger theme of wellness tourism to customers. Yoga being the primary focus of a wellness trip allows customers to have a clear idea what activities and outcomes they wish to get from a trip and subsequently gain overall wellness as a side product. However, some customers might want to partake in secondary wellness tourist attractions or activities, even though that might not be the primary reason for the trip. When planning a yoga trip, it is necessary to see what other primary and secondary wellness options customers would be interested in.

3.5. New Package Travel Act 2018

When planning any new service or product, it is essential to find out if there are any laws that pertain to such a new service. In the case of organizing and facilitating a group tourism trip, the laws pertaining to tourism were researched. The main law effecting the wellness tourism trip was The New Package Travel Act 2018, which came into effect in Finland in July 2018, replacing the old Package Travel Act. The purpose of the new Act was to replace the concept of package holidays with travel packages and guarantee certain conditions for the consumer. (KKV 2018). Below from Table 2, one can see the main indicators if a company's services pertain to the New Package Travel Act 2018.

Table 2. Main indicators for companies translated and summarized by thesis author from Finnish to English. (Laki matkapalveluyhdistelmistä 901/2017)

The Act does not affect companies organizing trip which:

- Lasts under 24 hours, and does not include accommodation
- Travel services are marketed to a limited group of passengers on an occasional basis without seeking financial gain or;
- Travel services are purchased on the basis of a general agreement on business travel.

The Act pertains to such services as:

- Transporting passengers
- Accommodation for non-residential purposes, which is not an integral part of the transport of the passengers
- Renting a motor vehicle
- Other tourism services which are not an integral part of the transport, accommodation or rental services

Packaged travel pertains to such services as:

- The services are purchased from a single point of sale and selected before the passenger undertakes to pay for them
- The services are marketed at a total or total price
- The services are marketed as a "travel package"
- The services are combined after the trader has made the passenger package (OR)
- The services are purchased from different traders using interconnected online booking procedures

The main takeaway from the New Package Travel Act 2018, is if a company wishes to organize

any travel that lasts over 24 hours, has any transport or activities, it will be bound by the new law. For example:

“If a tourism service such as a ticket to an event is connected to another travel service, such as accommodation, the combination constitutes a travel package or assisted travel arrangement only if the travel services included in the combination represent a major part (at least 25%) of the combination’s value or are otherwise an essential part of the combination or have been marketed as such. As in current practice, trips with a duration of less than 24 hours that do not include accommodation remain beyond the scope of the Act, as do travel service combinations marketed to specific groups occasionally and without seeking financial gain. Neither will the new Act cover travel services purchased under a general agreement concerning business travel.” (KKV 2018).

Due to these legal changes in the Act, the planning for the wellness tourism trip had to abide by the new Act, as there would be travel, accommodation and activities throughout the trip. As a result of this, Geneesi would have to provide a security deposit for the entire amount of the trip as well as register as a travel operator. According to the Finnish Competition and Consumer Authority, a company offering any travel packages that collect advance payments must register in their travel agency register and provide a security for its operations, which will reimburse the payments made by customers before the start of the trip in the event of bankruptcy (KKV 2018).

Due to the financial implications of providing a security and registering operations, it was decided that Geneesi would purchase the travel, accommodation and transport services from a local travel agent. Even though the trip would take place in Portugal, as the company is registered in Finland, and its customers are starting their trip from Finland, the Act would pertain to Geneesi’s wellness tourism trip.

4. Service Design Tools and Methods

Service design tools and methods are a way for companies and designers to understand their customers better, get a visual representation about certain processes and find critical pinpoints where creation, innovation and solutions can be found. As Stickdorn, Schneider and co-authors

(2011, 146-149) describe, service design tools are meant to be used as a toolbox, not a manual, therefore each different tool or method is to be evaluated for each separate case.

4.1. Frame of Reference

The goal of a successful brief begins with a defined frame of reference, where the thesis author and the commissioner grasp the overall approach to the thesis and work process. According to Tuulaniemi (2011, 126-131), the commissioner determines the design needs, goals and necessary resources for a work commission.



Figure 12. Frame of reference.

The overall aim and scope are defined and visualized in the frame of reference in Figure 12. The main aim of the entire thesis is shown in purple at the center of the frame of reference and that is to plan and organize a successful wellness tourism trip. The large blue circles focus on the main activities the author of the thesis has to focus on throughout the entire thesis process. These include being able to adapt to change along the way, understand wellness tourism as a megatrend, gain customer insight and their needs and use service design methods to create the

desired outcome. The smaller yellow circles between the blue and purple visualizes the connected work that happens between the commissioner and the author of the thesis. This includes participating in planning meetings, marketing the trip, planning the trip with the author, giving enough resources to gain enough knowledge as well as benchmarking competitors.

4.2. Stakeholders

Stakeholder maps allow for a visualization of all parties connected to the project and possibly their connection to each other (Stickdorn et. al. 2018). Visualizing one's stakeholders is important to be able to understand all the players that are involved in the business sector. Having a stakeholder map also allows to understand the different relationships between the different stakeholders and how much resources are necessary to sustain these networks.



Figure 13. Stakeholder Map.

The internal stakeholders are in purple and yellow can be seen from Figure 13. According at Stickdorn et. al. (2018, 60-61), the internal stakeholders are typically members of the organization, employees and connected stakeholders. The external stakeholders are those who are not necessarily connected to the company, but offer possible services or restrictions on the company. The stakeholder map includes employees, companies and activities that need to work together to create a smooth outcome for the thesis.

The commissioner is listed at the center of the stakeholder map, that being Geneesi and in conjunction to that their official company Gartano Oy. Included in the internal stakeholders are the yellow circles. This includes the employees of Geneesi and Kooders who work together within Gartano Oy. The staff includes the therapists who are going to be at the wellness trip, as well as those who will participate in the expedition trip to Evora in October. The internal stakeholders also include the writer of the thesis, as she is responsible for all the different elements working together as well as the cooperation company Kokowah from Portugal. Kokowah is considered an internal stakeholder, as they will be responsible for producing certain activities and services for the customers during the wellness trip in Evora. The customers of the trip are essential internal stakeholders, as there would not be a trip without them. The ability to reach the customers is vital, and therefore the marketing video for the trip is essential.

The external stakeholders include the airline, Finnair, which the trip will travel with, the Finnish travel laws that dictate how companies can package tourism travel and the local travel agent, Matka Agentit, the Geneesi will purchase the packaged travel from. The packaged travel will include the accommodation in Portugal, the flights from Joensuu – Helsinki – Lisbon and other transportation services such as the airport transfer from Lisbon to Evora. Connected to these stakeholders, necessary factors in the trip include staff vacations, the ability to host the website where customers can find information and book the trip from, as well as all the IT systems required to host the internet traffic. The overall experience of seeing, purchasing and going on the wellness trip have to be taken into consideration when planning the overall trip. Understanding what billing options customers want, where the customers see the ads for the trip (including social media, company website and physically at yoga classes) need to be planned based on the customer and company needs.

4.3. Cooperation with Travel Agent

Due to the facts of the New Package Travel Act 2018, it became financially impossible for Geneesi to pay for the security deposit and registering operations, therefore the team decided to cooperate with a local tour operator Matka Agentit. Doing the research on competitive companies (found in Chapter 6), the use of a travel agent is common and allows for the company organizing the trip to have a larger company “behind” them for the trip logistics. Matka Agentit was chosen as the cooperation partner as they have offices in Joensuu, and was considered a trustworthy cooperation partner by Geneesi.

Booking a group trip required a minimum of ten persons to purchase the trip, this including the thesis author and one therapist who would attend the wellness trip. By having a group booking, it would allow for certain changes, such as a name change up to three weeks before the trip, but also created deadlines to finalizing patriation amount. Per group booking rules, Matka Agentit were able to reserve flights and accommodation for the trip and would be fully refundable up to 60 days before the trip. This would mean if the planned trip would be April 23rd to 28th, 2020, the possibility to cancel the trip would have to be done by February 23rd, 2020. This allowed Geneesi to feel more at ease with organizing such a trip, as there would not be any financial ramifications if the trip would have to be canceled, as long as it was done by the deadline. Other benefits of booking through a travel agent included being able to change a passenger’s name up to three weeks before the flight. This could allow changes for customers if certain changes would happen, the customer could find someone to replace themselves and not have to lose the trip payment.

When comparing the prices from the travel agent to open ticket prices (without cancelation or change possibilities) the price of the tickets from Matka Agentit came out to be around 5% more expensive. This price difference was considered to be worth the price and 12 tickets were reserved through Matka Agentit in October, 2019. The flights would be Finnair flights from Joensuu – Helsinki – Lisbon. With possible transportation options available within Portugal through the travel agent as well.

4.4. SWOT

A SWOT –analysis is an acronym used in business planning consisting of four different parts; strengths, weaknesses, opportunities and threats. The purpose of a SWOT -analysis is to analyze possible business decision before they are made to know if a certain initiative is worth the risk and reward. It is good to see potential downfalls and crossroads before the happen, and therefore allow the company to plan for possible problems. It also allows for the company to view the benefits of the potential new service and weigh them against the negative (Schooley 2019). The visualized SWOT -analysis for the wellness tourism trip can be seen from Figure 14.



Figure 14. SWOT analysis for wellness tourism trip

The strengths include having a good reputation and repertoire with their existing customers, this allowing the company to market directly to potential customers through their yoga classes, newsletter and social media. Because the company already operates in the therapy sector, they have the benefit of being in the wellness sector already. Creating a new wellness service customer can be certain to get professional help from separates them from other competitors solely in the yoga or tourism sector. The company's location is in the city center of Joensuu, which allows new customers to find them easily and makes visiting their yoga classes easy for new customers. The price of the overall wellness tourism trip is in line with other tourism operators, and the added benefit of the entire program and therapists during the trip add more value to the trip.

The weaknesses can include the marketing not reaching the desired audience. As most of the current clientele comes from Kela supported treatments, the option to purchase a wellness trip can be expensive for some main customers. Therefore, actions need to be made to attract customers who are similar to Geneesi's current clientele, but have the possibility to participate in a trip like this. Another weakness can be the possibility that the trip planning does not include everything customers would want out of a wellness trip. Because the location will be in Evora, Portugal, there is no ocean next to it. When customer travel to the south of Europe, many may want to have the ocean beach resorts, large shopping centers and excess amenities at one's disposal. To tackle these weaknesses, the marketing of the trip has to be transparent and visible to the customer.

The opportunities for the wellness trip include a new type of wellness trip for the customer. As licensed therapists will be available during the trip, having wellness discussions and having the activities based on one's entire wellbeing, the added benefit is clear compared to other packaged trips and one's entire wellbeing is being taken care of. Having the possibility to affect the content of the trip is a great opportunity, as customers will be a part of the entire planning process and their input will be taken into consideration when creating the entire trip. This allows for customers to feel their needs and opinions are taken care of. There is also a good opportunity for Geneesi to attract new customers to their basic services and products as people who are interested in this type of a wellness trip could possibly be interested in their other services and products.

The greatest threats to the trip are other larger companies who have organized similar style trips in the past. As competitors have an existing brand and travel operation, there is a possibility the customers will choose an existing tour operator instead. Even though nature of this wellness trip is different, there is a threat that customers will still be interested in ready packaged options. The price of the trip can be comparatively more expensive than other mass-produced trips, which can give pause to customers. This is something that has to be clearly stated in the marketing, as the price includes all the transport, accommodation, activities and certain dinners, whereas competitors typically have a base price and all other services are added costs. If this information is not clearly stated to the customer, the price can seem more expensive than it actually is.

4.5. Customer Profiles

The customer is always at the center of service design. Knowing who one's customer is, is the most important aspect of a company's service design process. The customer profile is essential to any service design process, as it allows to visualize the motives, needs and life of the target audience (Tuulaniemi 2011, 154). The customer profile is based on different value propositions and is an accumulation of research based on actual customers and potential new ones.

Working with Geneesi, it is clear they have many different customer profiles and groups. For the purpose of this commission, the customer profiles were selected to represent the customers who participate in the weekly yoga classes. When creating a customer persona, it is essential to be specific enough to understand who the customer is, as these are the factors that go into creating a specific service for this person. To create the customer persona, knowledge of participants from the yoga classes were used, as well as information from the company about their user base. The key identifiers used for the personas were: family, work, enjoys, difficulties, preferences, aspirations, social media and factors in purchasing decisions. Visualizing the customer profiles allows one to associate the work to a real customer group, with visualizations of the two main customer profiles found in Figure 15 and 16.



Figure 15. Customer Profile Hanna

The first customer is Hanna Karjalainen, who is 45 years old and lives in Eastern Finland in the city of Joensuu. The choice to choose a female who is over the age of 40 as the main customer segment is to represent the majority of yoga customers at Geneesi. Even though there are a variety of ages as well as male customers, the best representation was someone who has more life experience and possibility to spend money on herself.

Hanna's family consists of a husband and one child, who is 10 years old. The family also has two dogs, one smaller and one larger. Hanna lives with her family 10 kilometers from the city center, in their own home that has a large yard. This requires upkeep and maintenance regardless of the time of year. She and her husband enjoy doing yard work together and renovating their house. They also enjoy cross-country skiing together and Hanna attends a weekly yoga class on her own and practices yoga at home when she has the chance. The larger of the dogs requires more time outside, and this is a strong factor in Hanna's life, as it allows her to go on longer walks or jogs with it. This keeps Hanna's active lifestyle consistent because she is determined to keep the dog active, not just as a house companion. She and her family enjoy a healthy lifestyle, and try to maintain an achievable schedule for the family.

Hanna works as a health-care worker in the local hospital. She does 3-shift work, ranging from morning, evening and night shifts. The work schedules are non-consistent, and are available for a maximum of five weeks. She loves her job, as it allows her to take care of others and she can see the benefit of doing her job. Her salary is 2500€/month. As her work schedule is irregular, it can be extremely difficult to plan ahead or make any long-term decisions, as she is not able to plan over 5 weeks in advance. The majority of her salary goes into necessities and every-day life. Her aspirations are to retire by 62, to be able to spend more time with family and her own wellbeing. She hopes to learn to balance work-life and personal-life better, learn to spend more time on herself, not just other and to spend more quality time with her partner.

Hanna uses technology at work every day, but personally only uses her mobile phone. All purchases done online are also done through her cellphone, and if any webpage does not support mobile phone purchases, she does not use them. She prefers in-person interactions over web-interactions, and for example chooses the check-out with staff instead of self-check-out. Hanna will gladly help others when needed, but does not like to ask for help herself. She uses Facebook and Instagram. Facebook is used mainly to stay in contact with her relatives and family. Is mainly a passive user, but enjoys sharing wellbeing and work-related news articles. She occasionally shares personal pictures or activities, but mainly shares and likes other people's posts. On Instagram she likes to share pictures of her activities, such as her walks with her dogs and pictures of nature. She is inclined to click on ads and occasionally purchases products or services found online. The strongest influence in her purchasing decision is her family's opinion, if it is necessary for the family, the price and if someone close to her has suggested it. She is more likely to make a purchase if someone close to her has some personal experience with a product or service. She always reads the reviews on websites to see what others have said about the product/service before purchasing anything online.

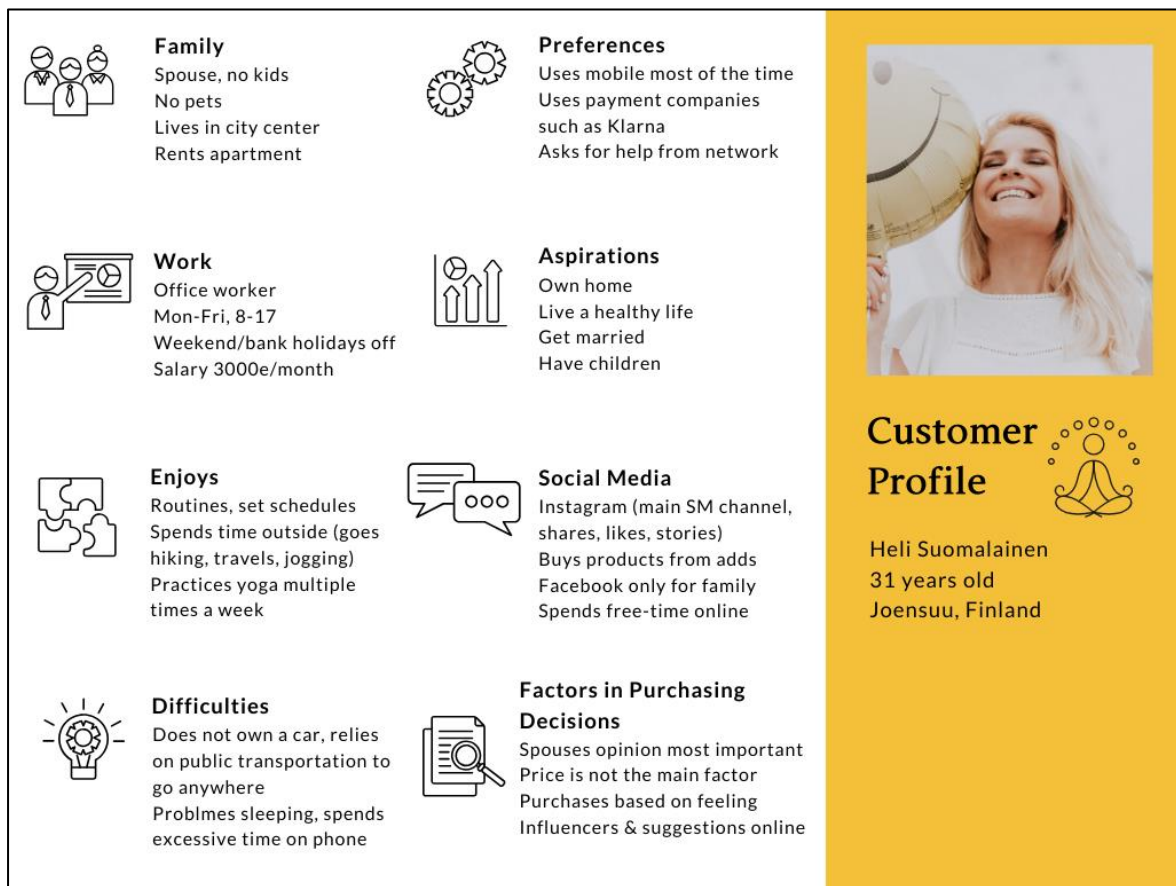


Figure 16. Customer Profile Heli

The second customer is Heli Suomalainen. She is 31 years old, and also lives in Joensuu, Finland. The second customer choice was based on the potential new customer. Even though there are some customers who fulfill this profile, it would be beneficial for Geneesi to focus on attracting more customers like Heli. As Heli's income and work-life balance is more concise, Heli as a customer would be beneficial for Geneesi, as she is able to stick to set yoga class times and have the income to purchase different classes.

She lives in the city center in a rental apartment with her spouse and they do not own a car. All necessities are found in the city center for her, where she is able to either walk, bike or take public transport. She does not own any pets, and therefore is able to travel and have a more relaxed schedule. She works in an office with a set schedule. Mainly 8.00-16.00, Monday to Friday with all weekends and bank holidays off. This allows her to plan her free time and enjoy activities which are held during the evenings, weekends or holidays. She enjoys to fill her

calendar with different activities and new experiences. She has a monthly income of 3.000€, which allows her to participate in various activities.

Heli enjoys routines and loves having a normal working schedule, as it allows her to plan holidays and free time with friends. She spends time outside jogging, traveling and hiking. She participates in different yoga classes, as she likes to have variety in her hobbies, even though the hobby is the same. She aspires to add more wellness to her life, lessen her cellphone usage and balance her free time. She dreams of owning her own home, getting married and eventually having children. She aspires to live a healthy lifestyle and have a healthy work-life balance.

Because Heli does not own a car, it makes certain purchases or travel difficult. She has to rely on public transportation for further travel and any larger items purchased, for example a couch, she has to have the option of home delivery. As such, she uses mobile apps daily, in which she is able to purchase products and have them delivered home, for example restaurant orders or online shopping. Due to her cell phone usage, she has difficulties sleeping, as she spends most of her evenings on her cellphone or computer. Her social media use is mainly Instagram and Facebook. She uses Instagram more, and is more active on that platform, whereas Facebook is used to connect to extended family and friends. Heli posts daily on Instagram stories, shares her life with her friends and is active in commenting and liking her friend's posts.

Heli's purchasing habits are based on feelings and emotions. She does not think long before purchasing cheaper items, for example seeing an advertisement online for new yoga leggings. She focuses on her spouse's opinion the most, especially when purchasing more expensive items, but does base her purchasing decision on social media influence as well. She follows certain online influencers, celebrities and friends online and will purchase similar items if they are promoted by them.

4.6. Customer Journey

According to Stickdorn et. al. (2018, 40) a customer journey map allows for a visual representation of a customer's emotional journey over time. A customer journey maps main purpose is to find possible touchpoints to figure out what is essential to the customer. According to Tuulaniemi (2011, 79), the customer journey consists of pre-service, during service and post-service touchpoints. From Figure 17, the customer journey of booking the

wellness trip from Geneesi is visualized, with the emotional attentions of the customer taken into consideration. The Awareness and Consideration, Intent portion is the pre-service, the Attendance and Engagement is the during service and the Loyalty portion is the post-service.

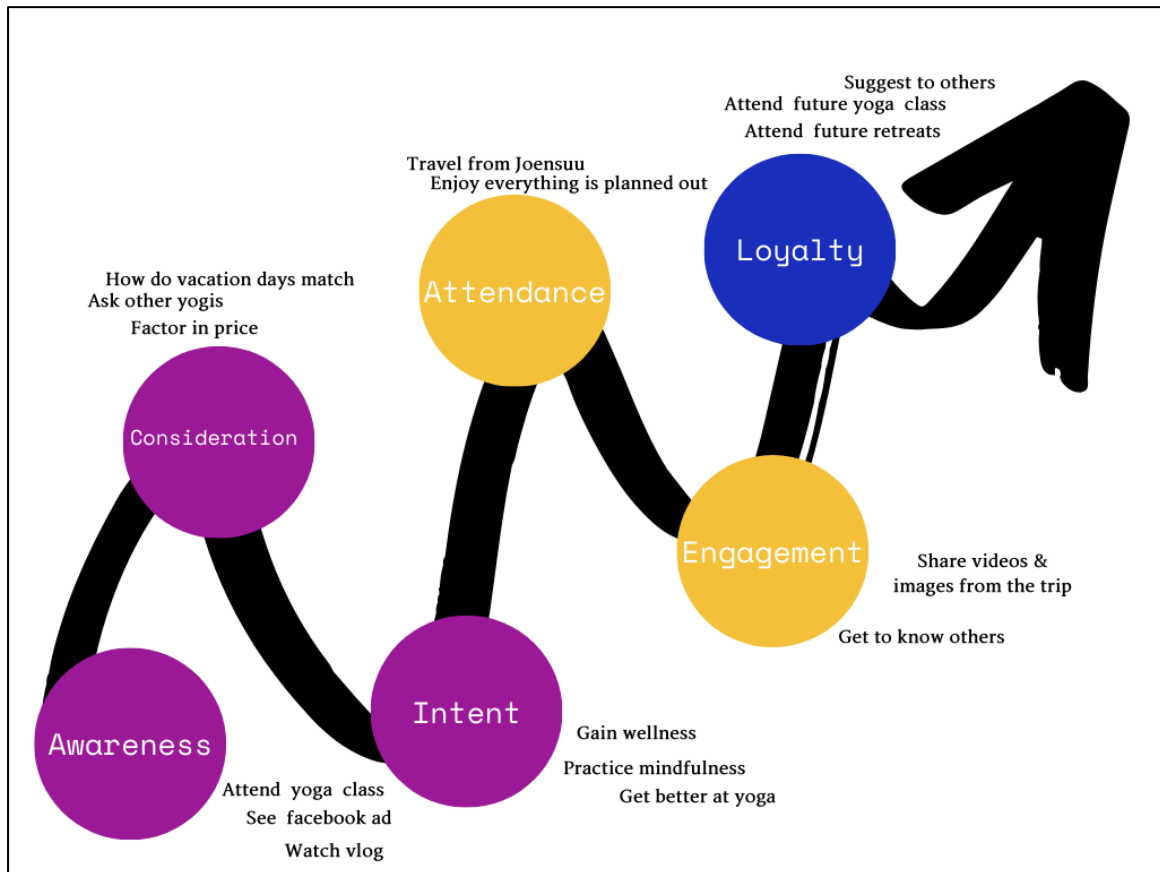


Figure 17. Customer Journey of booking wellness trip.

During the pre-service phase, the awareness of the service has to be noticed, in this case the customer attends one of Geneesi's yoga classes. She hears about the wellness trip there, but does not pay much attention to it. At home, she sees a Facebook ad for it, where she sees the marketing video vlog. After viewing this information, she still considers her options, as she finds out if she is able to get vacation from work for these dates, asks other customers in the yoga class if they will be attending and thinks if the price is worth the benefit of the trip. She finally intently factors in the benefits of attend the trip, those being gaining more wellness in her life, practicing mindfulness and mainly hoping to get better at yoga. As she enters the service phase, she attends the wellness trip. Here she is happy the entire trip is planned out for her, as the trip begins in Joensuu and all the participants are able to travel together. She is engaged with the other attendees, as they have similar like-minded intents as she does. She

shares pictures and videos during her trip, as she wants to share her experiences with her friends and family on social media. Finally, after the service, she is a loyal customer, as she suggests the yoga classes and future wellness trips to others. She as well continues to attend the yoga classes and plans to attend future wellness related retreats and trips offered by Geneesi.

4.7. Service Blueprint

A service blueprint is a way to visually represent a specific service, with each individual actor and action shown (Stickdorn et. al. 2018, 204-205). Having a visual representation of events allows the designer to see where certain elements in a service lifespan overlap, need extra attention and where possible pitfalls can happen.

According to Stickdorn et. al. (2018, 54-55), the frontstage of the service blueprint refers to the section of the service what the customer interacts with and the backstage the process in which certain actions needs to happen for the service to be accomplished. In Figure 18, the visualized service blueprint for a customer finding and booking the wellness tourism trip is visualized. The frontstage actions of the customers and the company portions are in yellow and the backstage actions of the customer and the company are in purple.

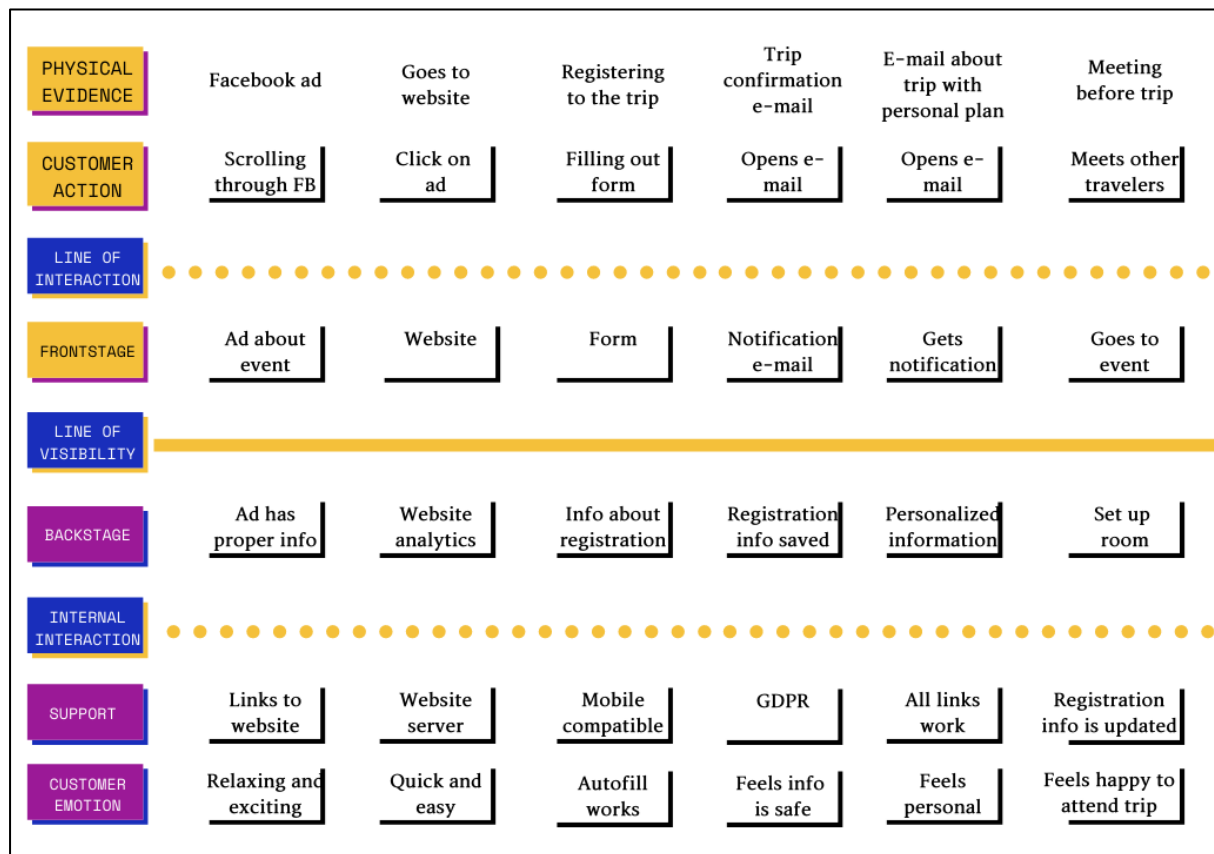


Figure 18. Service Blueprint: Finding and booking wellness trip

The main actions of the customer during the service is finding and coming across the ad for the wellness tourism trip on her Facebook feed while she is scrolling. She finds the add appealing and clicks on the ad link and is taken to the webpages of Geneesi. Here, the trip information is clear, with all the necessary information available for her. Concurrently, the webpage is able to detect the linking between Facebook, the add and the webpage and use that data to analyze the popularity of their ad campaign. The linking between the ad and the website also has to be up to date and take the customer to the correct landing page. On the website, the information about the trip is clear and enticing and the customer fills out the registration form. The customer is able to fill out all her information on her mobile and her autofill is able to fill out the majority of the registration form for her. She instantly receives a confirmation email about the trip, the billing options and the outline for the trip. After receiving the confirmation email and paying the registration fee, she receives a personal email from one of the therapists from Geneesi discussing her personal needs and wants for the trip. There are other links where she is able to get personal details, trip outlines and suggestions for activities as well as all the contact

information for the facilitators of the trip information about a premeeting with all the other attendees before the trip. This makes her feel she has been taken into consideration, feels the information is personalized and is excited to attend the trip. Finally, she attends the premeeting, where she is able to meet other like-minded customers and get to know the therapists and facilitators of the trip beforehand. This allows for final comments about the trip before everyone leaves together, gain team building and trust before the trip and gain extra information about the trip not possibly informed beforehand. The overall experience of finding, booking and planning to attend the wellness trip gives the customer a good feeling and excitement about attending the trip.

4.8. Business Model Canvas

According to Osterwalder, Pigneur and Yves (2010), the Business Model Canvas is a business planning tool, which helps companies to create value to the company using a visualization tool. The Business Model Canvas consists of nine sections; customer segments, value proposition, customer relationship, channels, revenue streams, key activities, key partners, key resources, cost structure. The canvas' goal is to visualize a business operation, in which the company can see the relationship between different sections of the company. There are multiple different methods of filling out the Business Model Canvas, each one with a different focal point. In service design, the order is typically filled out right to left, whereas in other business planning, the boxes are filled out left to right. In Figure 19, the Business Model Canvas for Geneesi's wellness tourism trip is visualized.

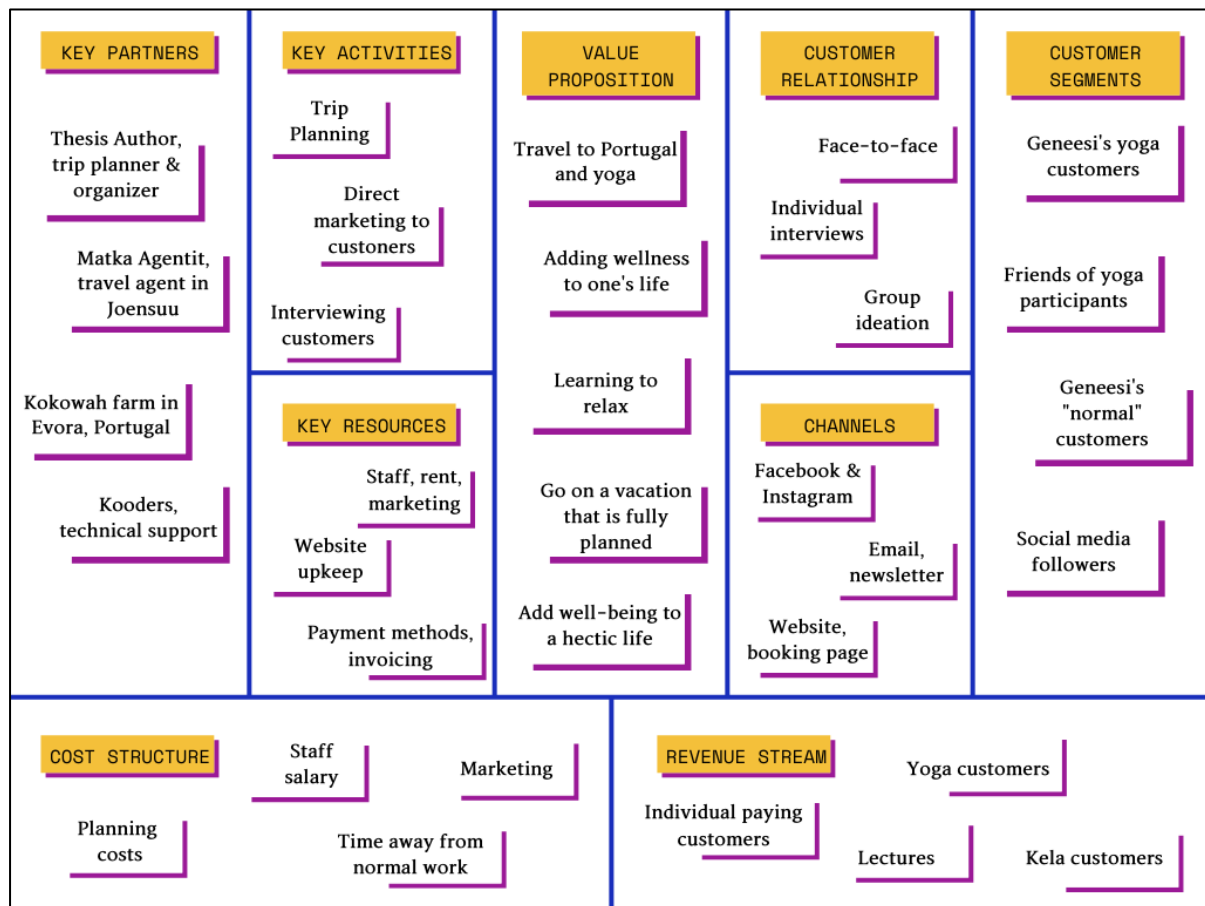


Figure 19. Business Model Canvas for Geneesi's Wellness Trip

The customer segments for Geneesi's wellness trip include their yoga class participants, their day-to-day therapy customers, friends of existing customers and social media followers. For the sake of the wellness trip, the main customer segment utilized in the planning of the trip were existing yoga participants, that were outlined in more detail in Chapter 4.5. Customer Profiles of this thesis.

The value proposition to attend the trip is for customers to be able to travel to Portugal and practice yoga in a serene and relaxing environment. This adds wellness to customers lives, where the customers will be able to relax and add overall wellbeing to their hectic lives when they return home. Being able to go on a fully planned wellness trip, where one does not have to think about any of the activities or schedule is a main value for customers.

The main customer relationship is having face-to-face interviews, group ideations and feedback directly from the customer. The main relationship is face-to-face, as most of the customers are

already yoga class participants, wish to influence the content of the trip through group ideation and interviews. The customers also have a direct connection with the staff of Geneesi.

The channels used to describe the value proposition to the customers are through social media, such as Facebook and Instagram, direct e-mail with Geneesi's newsletter and directly from their own website. These channels all link to the website where the booking of the trip is possible.

The individual paying customer is the most likely customer revenue stream for the wellness trip, as they have the money, motivation and time to participate in the trip. Even though the main revenue stream of Geneesi as a whole come from Kela-funded therapy, these customers are potential customers of the wellness trip, but might have more financial obstacles in possibly being able to afford the trip. Revenue for Geneesi also comes from the yoga classes and wellness lectures the staff of Geneesi host. These are potential customers for the wellness trip as well, as these are places the staff of Geneesi is able to market the wellness trip to.

The key activities are directly marketing to the customers. This included the customers of the yoga classes, lectures and social media. The individual and group interviews with the customers are essential as well, as these are activities in which the customers feel they are a part of the overall design of the trip. The main key activities included planning the wellness trip.

The key partners for the wellness trip are the writer of this thesis, the travel agent and the local company in Evora, Portugal. The writer of this thesis is responsible for helping with the planning and organizing of the trip. The local travel agent helps in organizing the transport, accommodation and other travel related issues. And finally, the local cooperation company Kokowah in Evora, Portugal helped with local knowledge, activities and other contacts in Portugal.

The key resources are the staff of Geneesi and Kooders, who will upkeep the booking website and social media marketing as well as be the therapists during the trip. Being able to pay the facility rent, to be able to keep yoga classes going, marketing the trip as well as server upkeep for the website and booking page. This also requires the payment methods to be up to date and relevant to the way customers wish to pay for the trip, i.e. direct payment from online banking, partial payments or credit card payments.

The final section of the Business Model Canvas is the cost structure. The time used for planning and organizing the trip, this includes the staff salaries of the persons involved in Geneesi and Kooders, as well as the salary for the excursion trip to Evora Portugal. The planning of the trip for the author of the thesis is free, and is a huge benefit to the company. When participating in the wellness trip, the cost of time away from normal work is also a cost factor. Even though customers pay for the wellness trip, this is easily a week away from normal work for the therapy sessions.

5. Customer Input

Before any official plans for the trip were made, it was essential to gain group insights into the needs and wishes of the customers. The main reason to include customers in the design process, according to Tuulaniemi (2011, 117), is to promote the planning of the service, add knowledge flow and overall understanding of added value for the end customer. On September 30th, 2019, three yoga customers participated in a small group ideation about the upcoming yoga trip to Portugal. The goal of the group ideation was to get group feedback about the planning so far, as well as influence the trip planning in a user-friendly manner. The group ideation took part after a yoga class, to influence the customers to be in a relaxed mindset, and to imagine what doing the class in Portugal would be to imagine a yoga trip set in Portugal.

5.1. Group Ideation

When trying to understand the needs of the customers, not only does one need to know their basic needs, but the underlining reason why is also essential in service design. Using group ideation is a great way to understand the ‘why’ of customers, as it allows them to discuss the questions asked of the interviewee, but also realize through others opinions that might not have crossed the customers’ mind. This allows for the customers themselves to discuss the different options and possibilities in a neutral context. According to Stickdorn, et. al. (2018, 122-123) group ideation, or focus groups are a great way to gain qualitative interview research from the customers, as it allows them to give their ideas, insight and opinions on any given topic.

The group ideation took half an hour, where every user was able to share their ideas and comment on the planned trip. The discussion began by outlining the duration of the trip, being anywhere from 5-7 days. The group as a whole discussed the benefits of the trip being 6 days, to allow two days for travel, as the travel would begin from Joensuu. This would allow for four days of activities in Portugal. The customers highlighted the importance of the time at the end destination, that due to the travel distance from Joensuu to Helsinki, this would add travel time to both ends of the trip. Because the overall purpose of the trip is wellbeing and learning to relax, the idea to have enough time for travel was considered essential. The group also highlighted the importance of traveling together, that the trip would include the price of travel from Joensuu, and did not want an option to have a cheaper trip if it started in Helsinki and required the customers to travel independently there. They saw the added value in having a full trip together. The time for the trip was presented as April 23rd - April 28th. The trip would be from Thursday to Tuesday. The idea that part of the trip would be over the weekend was considered a benefit. The maximum number of participants for the trip would be 12 persons including two staff members. One would be a therapist/yoga instructor and the second would be the thesis author, working as the team leader who would be in charge of all arrangements and plans.

The accommodation options were discussed. There was a possibility for hotel, tent or cheaper accommodation options. This is where opinions differed the most from the customers. Each participant was willing to pay a different price for different accommodation options. One was highly interested in having a hotel room, where they did not have to share any space with others and was willing to pay extra to have a single room. The reason for this was that they wished to have some pure alone time and to relax on their own terms at the end of the day. Another customer wanted the tent option, to have the possibility to pay as little as possible, and experience a different accommodation option than typically available on such trips. Even though the tents would possibly host six individuals, the customer indicated they would enjoy such an experience. The third and final customer opinion was any form of “normal” accommodation, but with shared rooms, to lower overall costs of the trip. The group then discussed the different benefits of having an individual room, rooms with two participants and larger rooms with shared accommodation. They also discussed the added experience value of sharing a room with others, as this would allow further daily discussions with participants, but the end result was that there was no one-size-fits-all model for accommodation. Most

customers would want the minimum option of choosing either a single or double room. The common factor for all participants was that an indoor toilet and shower would have to be a must have. There was no interest in outdoor toilet possibilities and all modern equipment should be found. Even in the tent accommodation, the intrigue in choosing that option was because the tent accommodation had real beds inside the tent. No one wanted to sleep in sleeping bags and on the ground.

The price of the overall trip was discussed. The price was informed to be roughly 1.000€ (+/- 200€). The price would include all travel (Joensuu - Helsinki - Lisbon - Evora and back), accommodation, breakfast, yoga and wellness classes. The price of the trip could be paid in full or in smaller increments. The possibility to pay the trip in smaller instalments was a benefit for each customer and the idea that all the promoted activities would be included in the price. The fact of having a licensed therapist to host the wellbeing talks and yoga classes was considered a large added benefit to the trip.

The goal of the trip was also discussed, where the visits to the local cooperation partner's farm was introduced. The possibility to hang out with animals and partake in yoga outside under the olive trees was considered extremely relaxing and unique. The possibility to purchase additional services, such as horseback riding, weaving, picking one's own vegetables and aromatherapy was considered to be a nice added bonus. One of the participants voiced her concern of being alone, and not wanting to go on a trip and be completely by herself, and she wished for enough activities to fill her days. She wanted the most out of her money and time, as she would be participating on this trip without her family or spouse. This opened the discussion of how much of the time had to be preplanned and how much time should be left open for the customers to choose themselves. It was not considered essential to have all the activities planned, but allow for enough free time so that each individual customer could choose what to do with their time. The other two participants voiced their opinion on wanting free time and to allow the customer to have free will on what they do with their money and extra time. All the yoga and wellness classes should be included in the trip, but everything else would be an added cost for the customer. During the marketing of the trip, it should be clear what is included in the price and what is not.

The yoga and wellness classes were the final topic discussed and it was agreed upon that these topics should be the main focus of the trip. Having yoga in the morning and evening was

essential. Having group wellness discussions were considered beneficial, as it would allow for all participants to learn from each other and get a different perspective on the same topic. The possibility to ban cellphones during the day and yoga sessions was considered an interesting option. The possibility to detox from technology was discussed as an important wellness issue for the future and learning how to live life without an excess of technology was intriguing.

The group ideation ended with a clearer understanding of what the customers would want out of the trip and what things were important and essential for a successful wellness trip. This information was essential to have before the exploration trip, as this information was used during the exploration trip to see and plan what options there would be for this customer group. The benefits of hosting a group ideation session is to gauge actual customers in their needs and evaluate the issues which are essential and what are not. The main take-away from this group ideation is that most of the time should be planned, include all yoga and wellness discussions included in the price and have the trip start together from Joensuu.

5.2. Interview with Customer 1

The first individual interview was conducted on 4.9.2019. The interviewee was a 50-year-old female. The customer was not part of the previous group interview, as new insight was the goal of the in-depth interview. In-depth interviews, according to Stickdorn et.al. (2018, 122-123), are a great way to gain qualitative data to understand different perspectives on any given subject.

Notes were taken by the interviewee during the interviewer and the overall trip and plan were openly discussed without any direct questions. The format of the first interview was very relaxed, with the interviewer mainly listening to the customer and their needs, and if considered necessary asked additional questions. The interviewer allowed the customer to explain her own wishes for a wellness trip, including the number of yoga classes per day, the price of the trip and the added benefit of having a psychotherapist participate in the trip.

The main outcomes of the interview were understanding the customer profile and their needs. This included the need for a hotel accommodation option, as she wished for a more relaxed atmosphere and did not wish to sleep in a tent. Certain services needed to be included in the price, including breakfast, all transportation, all yoga classes, individual wellness check-ups

with the psychotherapist as well as other possible activities. Other activities and food purchased in one's free time was considered acceptable and a hope for some free time during the trip. The location of the wellness trip was considered adequate, but the interviewee was disappointed in finding out the location is not by the seaside. The need for a pool or other water activities was highlighted as essential, since the location was not close to the ocean. The price of around 1200€ for the trip was considered acceptable, if the price included the above-mentioned content.

During the interview, examples of other competitors' trips were shown, and the main critique of them was the mass-tourist angle of them. The benefit of a doing a smaller group trip together was considered a benefit, as it allowed for a more personal approach to the trip. Also, the knowledge of exactly what is included in the price is essential, as some bigger companies have starting at prices, which can cause frustration when booking a trip. The overall plan for the wellness trip was considered interesting and the customer looked forward to seeing the finalized trip outline with travel dates.

6. Researching Competitors

When researching or benchmarking competitors, the purpose of this is to learn what is already on the market, what portions of the service can be improved upon as well as evaluate the different strategies for offering different services (Tuulaniemi 2011, 138-139). The benefit of researching competitors can also be to see what customers already like, what they expect out of a service as well as understand the market.

There was no possibility to benchmark an existing competitor's wellness trip, as most wellness trips on the market was too close to the date of Geneesi's wellness trip in the spring of 2020. Also, work schedules for the thesis author as well Geneesi staff did not allow for free time to participate in a week-long benchmarking trip. Both the thesis author and staff of Geneesi had participated in packaged trips in previous years, which were used as personal experience for the trip planning, but no one had participated in a packaged trip that was mainly directed as a wellness or yoga trip.

To understand what options customers already had, the research focused on online marketing for similar trips; with keywords including yoga, wellness, Pilates, and wellbeing. All of these trips were a minimum of five days, with an average of seven days. The trip included flights from Helsinki to the destination and back as well as accommodation at the destination. The larger competitors were mainly existing tour operators, such as Tjäreborg (2019 & 2020) and Aurinkomatkat (2019). On a smaller scale, existing yoga and wellness tours were available from a local company Kuntokikka (2019) as well as from prolific yoga instructors such as Meri Mort (2019) and Kylli Kukkk (Joogakoulu Shanti, 2019).

The main takeaway from researching the competitors, especially the smaller companies, was that each competitor used an existing travel operator as the tour operator. For Meri Mort, she used Kon-Tiki Tours (2019). Kylli Kukkk used different tour operators depending on the trip, for example her yoga trip to Nepal used Mandala Travel, her trip to Bali used OK-Matkat and her trip to Gambia used Tjäreborg (2019). Finally, Kuntokikka used Apollomatkat as their tour operator. This indicated to the planning team that it is possible to work with a tour operator to take the responsibility to abide by the Finnish tour packaging law.

Table 3. Comparison of price and location of competitors

Company	Location	Price (starting at)	Additional fees
Kuntokikka	Hania, Greece	1 072 €	Single room
Kylli Kukkk	Pärnu, Estonia	1 000 €	Single room, massages, spa, different hotel
Aurinkomatkat	Crete, Greece	1 165 €	Single room, different hotel
Meri Mort	Greece	1 430 €	Single room
Tjäreborg	Tenerife, Spain	1 049 €	Single room, different hotel
	Lefkas, Greece	1 120 €	
	Madeira, Portugal	1 042 €	

From Table 3, one can see the different starting at prices from competitors. The pricing for Kuntokikka's trip to Hania was 1072€, Kylli Kukkk's trip to Pärnu ranged from 1000-1400€, depending on the hotel option, and Meri Mort's trip to Greece was 1430€. The pricing for the

larger companies were for Tjäreborg's trip to Tenerife, Greece and Madeira, with starting out prices ranging from 1045-1120€. Aurinkomatka's trip to Crete had a starting out price of 1165€. All the competitors had additional fees, such as individual room fees, as all the prices were for a shared 2-person hotel room. Other additional fees consisted of all-inclusive packages, different room options, additional meal options as well as additional activities during the trip.

The image shows a Facebook advertisement for a yoga and fitness trip. At the top, the profile name is 'Terveysliikuntakeskus Kuntokikka' with a 'Sponsored' tag. The text of the ad reads: 'UPEA JOOGA- JA LIIKUNTALOMA KREETALLA, RETHYMNONIN RANNIKOLLA 25.4.- 2.5.2020 !'. Below this is a large graphic with the title 'Jooga- ja KREETA liikuntaloma' in a mix of script and bold fonts. It features five stars, the dates '25.4.- 2.5.2020', and descriptive text in Finnish: 'KOKO VIIKON MONIPUOLINEN & LAADUKAS LIIKUNTAOHJELMA, (JOOGAA, LIHASKUNTOA, KEHONHUOLTOA, ALLASJUMPPAA YM.) JOKA SOPII KAIKEN IKÄISILLE & TASOISILLE LIIKKUJILLE'. The graphic includes three circular inset photos showing a beach, a building, and a pool. On the right side of the graphic is a person in a white tank top performing a yoga pose. Below the graphic, the dates 'SAT, APR 25, 2020 - MAY 2, 2020' are shown in red, followed by the title 'Jooga- ja liikuntaloma Kreetalla' and the location 'Aquila Rithymna Beach'. At the bottom, it says '7 people interested · 1 person going' and there is a button that says '★ Interested'.

Image 2. Ad for Kuntokikka's yoga trip to Crete

From Image 2, one can see an ad from a competitor's yoga trip. Additional advertisements and webpage screenshots of the trip outlines can be found in the Appendices. Researching the competition allowed for a comparison of what customers already are willing to buy, what kind of content they might be interested in and what price customers would be willing to pay. By

researching the competition, it allowed the planners to have insight into what they would ask the customers, what things to look for when visiting Evora, Portugal and what activities and content would entice customers to choose Geneesi's Wellness Tourism Trip.

7. Exploration Trip

Cooperation with Kokowah began earlier in the year 2019, with online communication about the organization of a wellness trip together. Kokowah and Geneesi had mutual contacts which connected the two, and both parties had very similar outlooks on wellness and tourism. In the summer of 2019, the founders of Kokowah visited Finland and the entire team was able to meet and plan the exploration trip together. Exploring a destination or cooperation partner is a key part of service design, as it allows the designer to view for oneself what the experience could be like for the customer. Having first-hand knowledge of a service or experience allows one to plan and organize a more coherent and systematic trip for the end user. Exploring the location personally allowed the trip planners to spot small problems one would not be able to do before exploring the place.

To gain more knowledge about Portugal and Evora, a small team decided to visit Evora, Portugal and the cooperation organization Kokowah and their founders. The team traveling to Portugal consisted of the author of this thesis, the CEO of Gartano Ltd. and two psychotherapists from Geneesi. The goal for the exploration trip was to become familiar with Kokowah, their services, what Evora had to offer as well as what additional activities there would be to offer the customers. The exploration trip lasted a total of four days, from Saturday October 5th, 2019 to Tuesday October 8th, 2019. The benefit of doing an exploration trip allows for the trip planners to see what issues could arise with a larger group, what things to look out for and if there are any specific things that should be done differently when traveling with a larger group instead of individually. Image 3 shows a scouting site to practice yoga at near the city of Evora.



Image 3. Scouting yoga site near Evora

7.1. Day 1

The exploration trip started as the planning team gathered together at Helsinki Airport. The first issue was realizing how people check-in, and if they are not used to it, it can be quite difficult to understand. With a small group, check-in should be done together where there is someone explaining and guiding the participant at the self-check-in machines. If someone has not used these machines before, it can be quite difficult to get one's boarding pass. However, if the trip were to start from Joensuu, there is no self-check-in machines, and there would not be this issue, as airport staff would check each individual. Going through security could also cause individuals who have not traveled some difficulties. Allowing enough time for check-in and security with the group would be essential.



Image 4. Geneesi's psychotherapist & rental car

Upon arrival in Lisbon, renting a car was decided to be the smartest option, as this would allow the entire group to travel freely and see as much as possible, without having to rely on public transport. The drive from Lisbon to Evora lasted about an hour and a half to two hours. Image 4 shows Geneesi's psychotherapist and the rental car. The accommodation was at Hotel Quinta dos Bastos (2019), which was a few kilometers from the Kokowah farm and can be seen in Image 5. The hotel and farm are located roughly 5.5 km from the city center of Evora. The idea to stay at the hotel near the farm was to allow participants a short distance between the farm and accommodation, as most of the yoga classes were planned to take place at the farm. Once at the hotel, it was noticed it was closer to a three-star hotel in Finland, with different types of rooms. The main building had traditional hotel rooms on the first and second floor. In addition to the main building, there were separate buildings on the property which housed larger spaces, each having a living room, bedroom and bathroom. These buildings all had small porches in front of their doors. Image 5 showcases the second building. Behind the main building there was also the hotel pool and bar, which mainly was open during the high season. The room options were a nice possibility to plan how individuals would like to be situated, for example the traditional hotel rooms would work great for customers who wished to have single individual rooms, whereas the separate building rooms would work better for customers in shared accommodation, as the living room would allow for more space to be shared.



Image 5. Hotel Quinta dos Bastos

Once the team got settled, Kokowah's team came to the hotel to greet the Finnish team. Kokowah had organized a short driving trip around their neighborhood and showed what restaurants were near the farm and hotel. The small rural area was very relaxing and quiet, and would allow for a peaceful wellness trip. The restaurant options were limited, but within a short distance from the hotel. After having dinner with Kokowah, the team decided to head back to the hotel and relax the rest of the evening by the pool and discuss certain logistics and plans for the official trip.

7.2. Day 2

The second day began with morning yoga, seen in Image 6, outdoors next to the hotel, where a rustic building ruin was still on the hotel property. This picturesque location created the perfect backdrop for marketing images and video. The benefit of exploration in the exact location helps with marketing material as well, as you can showcase a true visual representation of what is to be expected, instead of pure text. The marketing video would also showcase the region as it is.



Image 6. Practicing yoga at hotel

After breakfast the group went to visit a historical megalithic site, the Almendres Cromlech. An image of the megalithic can be seen in Image 7. The ancient megalithic site has different rock formations throughout the area, with over 90 granite stones arranged in two side by side circles. The Almendres Cromlech Megalithic is described as the most important stone circles in Portugal, and some speculate the megalithic to be one of the oldest megalithic in Europe (Ancient Origins 2013-2020).



Image 7. Megalithic near Evora

The megalithic site was proposed for one of the morning wellness/yoga sessions. Visiting the site confirmed that this historic site is worth visiting with the group and sensing the natural energy of the location would allow for individual experiences with calmness. Near the megalithic there was a tourist gift shop that had indoor toilets, local design and most of the products in the shop were created with cork from the local trees. When traveling with a group, having indoor toilets is essential and needs to be planned ahead of time, as accommodating this many people can be difficult.

The rest of the day was spent at Kokowah farm, where the team was able to see the farm. The lunch was organized by Kokowah, where most of the raw ingredients were locally provided. The farm itself was not completely finished, and most of the activities, such as the fresh produce picking and the location for the outdoor yoga had to be imagined. The owners had just purchased the location and were in the process of renovating the farm to accommodate tourists. Even though it was not yet ready, it was easy to imagine what the location would look like and what there was to offer the customers in the spring. Kokowah had also arranged for a neighbor associate to come to the farm and bring his farm animals with him. The gentleman brought a horse and two goats. The purpose for bringing the animals to the farm was to see if having farm animals would bring any added value to the experience of spending time at the farm. The goats were interesting in the fact that they followed the people at the farm and acted more like dogs than typical farm animals. The presence of the animals created a more authentic experience and having them interact with the customers would definitely add value to the trip.

The end of the day was spent back at the hotel discussing the possibilities for the farm and visiting the megalithic site. At the end of each day, the team ended by each telling what they were happy about or thankful for from the passing day. This group discussion allowed for each one to reflect on the days passing and what had made them happy or thankful. The team decided this would be a nice group activity to do during the spring trip, as this would make the participants reflect on the past day and hopefully include this type of mindfulness to their everyday lives.

7.3. Day 3

The final full day was spent in the city of Evora. Having a full day in the city was beneficial, as the team was able to see what other tourist attractions, restaurants and sites the future customers would potentially want to do with their free time. Having personal suggestions to tell the customers would add reliability and willingness for the customers to experience new things. As Nielsen (2015) proves, with a study done with over 30.000 consumers in a total of 60 different countries, the most trusted recommendations come from people we know, this including personal experiences and buying tendencies.



Image 8. Historical ruins in Evora

The city of Evora has many historical ruins, temples, statues, and landmarks (Câmara Municipal de Évora 2015). A historical ruin can be seen in Image 8. The city has many shops, restaurants, cafes and activities to do during the day and evening. The day began with a walking tour to the different monuments, landmarks and sight-seeing destinations. The city has so many historical locations, the customers would have plenty of variety in sites and activity to spend one's free time. Documenting the different sight-seeing spots was essential and would be added to the video vlog used for the marketing of the trip.

7.4. Day 4

The last day began bright and early at 4 a.m. to head back home to Joensuu. The team drove the rental car back to the airport car rental and having traveled early enough, the team had time to grab morning coffee and relax before the flight back to Helsinki began. The flight was on time in Helsinki, and the team had train tickets back to Joensuu. The overall trip home from Evora to Joensuu took over 12 hours, and felt quite exhausting. The main takeaway from this day was that the duration of travel needs to be as short as possible, as the main goal of the wellness trip was to gain relaxation, balance and a good sense of one's self. After traveling home, one did not feel this way, and the team felt it would not be a great way to end the wellness trip, exhausted.

7.5. Observations of the Exploration Trip

The benefit of exploration is definitely to see for oneself the locations, services and products available. By traveling to Evora, there were many things that helped the planning of the trip, as these issues otherwise would not have been known. This could ultimately hinder the customer experience and their willingness to participate in future events. One of the main takeaways and improvement ideas came from experiencing the car rental at the airport, other transportation issues and the accommodation option in Evora.

The car rental area of the Lisbon airport was extremely small and crowded. The planning team deliberated if renting cars would be the best option for the group trip, as there would have to be separate people (organizers) getting the cars, and the others waiting in a different area

because there was no waiting area in the rental car department. After this experience, the team decided to consider airport pickup as a possible extra service to book from the hotel.

Possible drawbacks of the hotel location of Hotel Quinta dos Bastos would be for customers wanting more restaurant, bar and shopping options, as there was not much variety in the near vicinity of the hotel, and would require traveling to Evora for more options. Even though the distance to the city center was a little over 5 km, it could possibly cause customers to become frustrated with the distance, as they would have to either walk or cycle to the city center and back. It was decided that a different hotel would be chosen in Evora, as this would allow customers to have more options what to do in their free time and have group transport for Kokowah farm days.

Relying on public transportation timetables was not considered productive when planning a group trip. Therefore, it was decided to have private bus transportation to and from different locations for the entire group. One option for transport would be for walking tours, for example from the hotel to the Kokowah Farm, as the distance was only around five kilometers.

The main take-away from the visiting trip was it solidified the decision to plan the trip to Evora, Portugal. It also made the cooperation between Kokowah clearer, and the trip outline more realistic than plain planning. The experience of traveling to and from Joensuu to Evora also allowed the team to realize the distance and how to space the travel days to be as relaxing for the customer as possible.

8. Planning the Trip

The trip planning was planned using the information gathered from the group workshop in September, the customer interview, as well as the exploration trip to Evora, Portugal. It was essential to include as much information as possible, to allow customers to make the purchasing decision easy. Using the group ideation from September, the main take-away was to have morning and evening yoga classes as a whole group, have free time, and have additional activities to individually choose from. The decision to have a hotel near Evora city center was decided upon because this would allow each participant to choose between a double or single

room. The services near the hotel would allow participants to fill their free time with as many options as possible.

The trip would begin from Joensuu, with flights to Lisbon via Helsinki. A group taxi or shuttle bus would take the group from the airport directly to the hotel, as the arrival to Evora would be late in the evening. The next three days would be spent at the Kokowah farm, in Evora and exploring sites nearby. The days would all include morning and evening yoga classes at various different locations, such as the hotel pool side, the Kokowah farm and a mediation morning at the megalithic. Free time would be available each day, as additional activities would be possible to purchase from the Kokowah farm or spend extra time in the city. Transportation between the hotel and Kokowah would be done via cycling, walks or shuttle bus. The final day would be spent in Lisbon, as this would allow for customers to spend time by the beach and have the option to visit different cultural sites. The full program outline can be found in Appendix 1.

8.1. Marketing

The marketing of the trip was mainly done in person after the yoga classes held at Geneesi as well as paid social media marketing. During the exploration trip, social media stories, on Facebook and Instagram were done by the thesis author, and staff of Geneesi and Gartano. An example of a social media post by Geneesi can be seen in Image 9. Specific feed posts were done to share between different stakeholders, such as staff members on their personal social media pages as well as the cooperation partners of Kokowah (2020). The purpose for the stories posts was to have a behind-the-scenes experience for those customers who actively follow the staff members. By creating stories throughout the exploration trip, it created interest in the trip before there was any official booking site done. During the exploration trip, the thesis author's personal Instagram stories accumulated a total of 3500 views.

In addition to the real-time posts during the excursion trip, a marketing vlog from the exploration trip was filmed and edited by Gartano's CEO, and can be found on Geneesi's YouTube (Geneesi 2019). The purpose of the exploration vlog was to have a longer video explaining the trip, the places visited and the possible options for the customers to experience before the trip. The vlog was roughly 30 minutes and had an informal and approachable editing

style. Shorter videos were created from the vlog material and used in short promotion material on social media marketing the trip and booking page.



Image 9. Social media post by Geneesi

The website to see the entire trip outline and booking page was created after the exploration trip. On the website, the price, date, duration, activities, etc. were outlined in their entirety for the customers to view. From the website customers were able to directly book the trip and pay the booking fee. Screen shots of the website page can be found in the Appendices.

As Geneesi's main website is used more for the therapy side, the majority of the website content is marketed towards the therapy customers, whereas social media is used to target and communicate with the individual paying customer, such as the yoga customer. The connecting visual message is done using Geneesi's marketing colors, the purple, orange and blue that has been used throughout this thesis as well. The visual marketing of the wellness trip was dedicated solely to social media and the company's newsletter, as the company saw this being the best mode to communicate to its customers. As the potential customer for the trip uses Facebook and Instagram, marketing on social media was targeted to these platforms.

8.2. Interview with Customers 2-4

Interviews with customers were conducted throughout the month of January, at different points in the planning phase, as to get customer insight into the trip as quickly as possible. These quick interviews were not as in-depth as the interview with Customer 1, but allowed for quick planning and changes to existing materials, such as certain web outlines and marketing materials.

The interview with Customer 2 took place on 8.1.2020. The interviewee was a female in her 40's. The main feedback from the reservation page was certain information the customer felt was missing. Descriptions of Evora city and the hotel were missing. The addition of the description of the location adds more depth to the registration page. The full trip outline was missing from the registration page as well and the customer felt the need to see the full outline before registering. The idea was to send the full outline after the customer registered, and after these comments, the full outline and descriptions of the hotel and city were added to the registration page.

The interview with Customer 3 took place 15.1.2020. The interviewee was a male in his 30's. The purpose of interviewing a customer who did not match the customer profile in the planning phase was to reach insight into a different customer group and see if the content of the marketing material would have interested him. The goal was to see a different perspective on the content and to understand if the chosen customer profile was a correct choice.

The feedback was centered around the marketing vlog from the exploration trip. The video according to the customer felt very informal. Customer 3 felt if the viewer of the vlog was not

already familiar with the company and the people in the video, it was hard to know who was from Geneesi, Kokowah or someone else. The vlog overall was enjoyable to view, but a shorter video could reach new customers better. The customer did not feel like the trip would be for them, but saw the benefit of this style of wellness trip and could see others booking it.

After the feedback, the sponsored posts advertising the registration page were changed to autoplay a short video on a loop without sound. The autoplay video had no sound and showed quick snippets of a scenic video from the exploration trip.

The interview with Customer 4 took place 28.1.2020. The interviewee was female in her 50's. The interviewee looked at all the material, before the interview. This included the marketing vlog, the registration page and some marketing materials from social media.

The main feedback included mobile optimization of the registration and booking page. The mobile formatting caused the price of the trip to look too big on mobile and this distracted the customer from other information. The links to cooperation partners, such as Kokowah's and the hotel's webpage worked nicely and was appreciated. The customer had reservations about the price of the trip, and wondered if there could be a separate price if the trip did not include the flight from Joensuu – Helsinki – Joensuu. The customer noted that the price might be too expensive for some customers and wondered if the price would influence some people's decision to participate.

8.3. Interview Results

Doing small group and individual interviews was beneficial to the planning of the trip. The benefits of having these different interviews allowed the customers to give their own opinion and insight into the planning phase. It allowed the planning team to adapt and change the plans quickly. The benefits of having a group ideation in the beginning of the planning phase allowed for the customers to agree or disagree with other customer opinions, and this allowed the interviewee to distinguish what issues are essential and what are debatable when planning a trip. Having the different customer profiles represented in the interviews allowed for confirmation of the plans, as the feedback was direct and specific to their needs.

Having the group ideation and an individual interview before the exploration trip was helpful when exploring the location, as the planners had a sense of the customers. By imagining what the customers would need, the exploration allowed for the team to experience and notice things that otherwise would not have mattered if one was individually travelling there. The decision to interview a customer not in the customer profile selection also allowed the team to gain insights into the target market. By being able to compare the feedback from these different customer profiles, it confirmed the decision on who to target the marketing to and what demographic best fits the planned trip.

8.4. Changes to the Plan

As mentioned in Chapter 4.3., the finalized customer numbers needed to be informed to the travel agents Matka Agentit by February 23rd, 2020 and to keep the group booking benefits, there needed to be a total of 10 bookings. By 20.2.2020, there was not enough reservations for the trip to get the group benefits, and the decision to cancel the trip was made by Geneesi. The decision to cancel the wellness trip was a disappointment and a backup plan was created.

The backup plan to create a wellness retreat weekend was decided between Geneesi as well as the thesis author. The idea was to have a localized wellness trip, to stay in North Karelia, which would allow for a much smaller price tag as well as a shorter trip duration. The plan was to use this trip to gain experience and to gain knowledge on organizing a smaller trip and gain insight into a potential international wellness trip in the future.

8.5. Interview with Customer 5

A customer interview with new customer for the retreat weekend was conducted on 21.2.2020 with a female in her 30's. This customer profile matched the 2nd customer profile mentioned in Chapter 4.5. The interview was conducted in a semi-formal matter, with certain questions preplanned and the opportunity for the customer to speak freely about one's own feelings and opinions. This customer had been interested in the Portugal wellness trip, but had not had the means to participate in it, and thus was interested in the retreat weekend.

The excitement of the retreat weekend was instant. The customer was extremely disappointed that she was not able to book the Portugal trip, and this backup trip was a great new option to her. She agreed that the same weekend that the original wellness trip should have taken place would be suitable for the new retreat weekend, the trip would last 2 nights and be in the North Karelia region. The idea to have group discussions was still considered an added benefit to a trip like this, and having multiple yoga classes in different locations was essential.

8.6. Planning the New Trip

After the interview, the new plans for the retreat were made. The thesis author and Geneesi's psychotherapist planned the new trip and its details together. The planning consisted of deciding on a new location, this included researching local venues that would allow for the customers to have group yoga and discussion sessions in an intimate location. The accommodation should be in the same location or near the group facilities, as well as breakfast and other food options throughout the weekend. Three different locations in North Karelia were considered. The customer interview and planning the new trip, included in booking the new location was done in a week of deciding to change the plan.

The first location contacted was a chain hotel, that had all amenities available, with accommodation, eating options, free time options, and yoga and group discussion rooms. When contacting the location for quotes, the company informed that they cannot offer the group a quote, as organizing a wellness trip in their facilities would compete with their own wellness services and considered it competition for themselves.

The second location contacted did not have all the available services the retreat weekend was looking for, and thus was eliminated from the options. The third and final contacted location was situated in Lieksa, next to Lake Pielinen. The facility had multiple different accommodation options, breakfast included in the booking as well as multiple different yoga and discussion rooms. The thesis author and Geneesi's psychotherapist concluded that Kestikievari Herranniemi would be the perfect place for the retreat weekend. Herranniemi's options also included traditional Karelian food, different sauna options, swimming in Lake Pielinen, as well as different style rooms to choose from (Kyla.fi 2020). Kestikievari Herranniemi can be seen from Image 10.



Image 10. Kestikievari Herrannimi's main building (Kyla.fi 2020)

The new retreat weekend was decided to take place 24.-26.4.2020. The participants would travel by themselves to the location of the trip, and shared rooms would be acceptable. The price should include the yoga classes in the morning and evening and other group activities, such as wellness discussions in a group. The decision to include all the meals was added afterwards, as it would allow the facilitators to create an all-inclusive feel to a short trip. The price of the weekend retreat was decided to be 260€, and this included everything mentioned above.

8.7. Marketing the New Trip

The marketing for the new trip began right away the first week of March to the people already interested in the Portugal trip directly as well as marketing material on Facebook, Geneesi's newsletter, as well as in person at the yoga classes. The marketing material for the retreat weekend can be found in Appendix 4. In the first two weeks of marketing the trip, half of the spots were booked. There was instant excitement about the trip and a few additional spots were

reserved in advance if the customers were able to get the weekend off from work. The excitement for the trip however took a turn starting in mid-March as news of Covid-19 began to spread throughout Europe and Finland. The following two weeks and end of March caused some participants to cancel their reservation and by the end of March the decision to cancel the retreat weekend was made.

8.8. Coronavirus

When researching and planning the different trips, a worldwide pandemic never came to mind to either the thesis author or any person at Geneesi. Even while working on the SWOT analysis and wildcards, the need to plan for such a devastating impact on the economy and tourism never felt as an option. Even though information about a possibility of a worldwide pandemic wildcard can be found, for example from 2015 from Bill Gates (Gates 2015) and 2016, from the Copenhagen Institute for Futures Studies (Brown & Arminaitie 2016), the belief that such a pandemic would happen seemed so slim that they were not even considered as a threat.

Gates (2015) explains how the next killer of human life will be the result of a highly infectious virus instead of a war. The reason for this, Gates explains, is due to the highly globalized economy, where people travel all around the world every day, and the possibility for a virus to spread is much more likely than any time in the past. Gates highlights the importance of being ready for such a pandemic and how to fight the crisis.

Brown and Arminaitie (2016) on the other hand discuss the global impact of a worldwide pandemic being more catastrophic than the risks of terrorism. As mentioned in the wildcard section of the megatrends, the economic impact of 9/11 was astronomical, and the effects of the coronavirus are just beginning. The true impact cannot be estimated and one can only imagine what it will do the tourism sector as a whole. However, as the 9/11 example showed interest in the Asian market increased, one can only ponder what positive effects this novel coronavirus will have on the tourism market.

9. Learning Outcomes

Even if one would have understood the pandemic wildcard, one could not have predicted the full extent of what it had become and will become in the upcoming years. The outcome of the wellness trip to Portugal or the wellness retreat in North Karelia would have resulted in the same end result, the cancelation of the trip. One can only learn from this situation and hope the tourism sector will gain something positive and create a new market or way of traveling in the future. Also, one might argue that one's own wellbeing and health will be even more important to people and their overall wellness will be a top priority going forward, allowing for the wellness tourism sector to grow even more.

The planning and organizing the wellness trip showcased a lot of new things to make sure to take into consideration when creating a wellness trip, such as the tourism laws in Finland. Also, customers might say they want one thing but decide to do something different. For example, saying the price of the trip seems reasonable considering the content of the trip, but not saying they would not have the means to attend such a trip. Gaining customer insight is essential, but sometimes the most important information customers can give you is the things they do not say. The main takeaway from the entire thesis process has been however much one prepares in creating anything new, there are always problems to be solved and some that you could not have planned for. The future will be very interesting for the tourism sector and it will be exciting to see what the future holds for wellness tourism.

9.1. Feedback

Throughout the entire thesis process, the cooperation between the author of the thesis and Geneesi was successful. There were planning meetings, quick messages and long discussion throughout the entire process. The cooperation between the author and Geneesi was organic and allowed for each party to add their own expertise and knowledge to the planning of the trip. This allowed for true cooperation and idea growth.

The main feedback from Geneesi to the thesis author was their overall satisfaction with the work. The main benefits Geneesi felt the thesis author brought to the planning of the wellness trip was her knowledge of organizing and planning tourism related events and trips. She was

able to have everything organized and well planned out. She was eager to give new ideas and listen to the needs of Geneesi and work with the team without any problems. Geneesi enjoyed her willingness to work together on all planning phases, and being active in contacting and interviewing the customers. She was able to have her own ideas and she did not wait for instructions from Geneesi to tell her what to do, but independently was able to do things that helped the planning of the trip. She was an integral part of the trip planning and Geneesi felt they would not have been able to plan such a trip without her. Even though the trip had to be canceled, and there were certain problems with registration and marketing, the help received from her will allow them to build upon the work and create a new trip once the situation allows for it. Geneesi will continue the plans for fall 2020 with a wellness retreat in North Karelia. The goal for them is to create a consistent service out of the wellness retreats and after that attempt a new international wellness yoga trip.

9.2. Improvement Suggestions

There were many obstacles along the way when planning a wellness trip. Understanding what customers want was one of the biggest hurdles to overcome. Even with multiple interviews and group ideation sessions, at the time of reserving the trip, many customers were not able to purchase the trip. The main critique of the trip was the overall price. Many customers said if such a trip could be done under 800€, they would have been able to pay for such a trip. This price is difficult to achieve, even bigger tourist companies do not offer such possibilities. When planning a new international wellness trip, the target market will have to be re-evaluated and specifically marketed to those customers who have the means to attend such a trip.

Benchmarking competitors' trips will also be considered for future improvements, as this allows to see what essential activities and scheduling is necessary for customers. This could possibly allow for cheaper prices, if all the activities would be purchased on site and only the necessary flights, hotel and transportation are included in the trip price. The location of the trip will also have to be improved upon, as one of the wishes from customers was the possibility to enjoy the seaside.

The weekend retreat, however, with the same customer profile gained higher traction and registration. Knowing this, in the future a retreat weekend will be held first, where Geneesi has

the possibility of testing out different yoga classes and wellness discussion groups. To improve upon the plans for the wellness retreat, Geneesi could theme the different retreat weekends to entice different customer groups. Also, having multiple retreat weekends per season will allow for recognizability and strengthen Geneesi's company image in the wellness sector.

9.3. Future Trends

The Global Wellness Summit (2019-2020), reported upcoming trends in the future will include wellness tourism in the form of wellness sabbaticals. It is speculated that due to ever increasing work stress, more employees will be taking over three-week wellness sabbaticals to destress from the current state of life. Some consumers have begun participating in wellness sabbaticals, where one works remotely in a recharging environment, for example abroad in a sunny destination, and is able to continue work life, albeit completely remote. Sitra (2017) also predicted that in 2040, the working day will be vastly different and will continually change, however it might come sooner than later. Due to the current coronavirus pandemic, those workers who are able to work from home have proven to employers that they are able to continue working from home after the crisis is over, creating a wellness balance for workers and their home life. At the beginning of April, 2020, over a million Finns worked remotely from home, where over half of them stated they wish to continue working from home when the situation turns back to normal (Yle 2020).

With the current state of the tourism industry being in disarray, it will be difficult to predict how the tourism sector will recover from the coronavirus epidemic. At the time of writing this thesis, the Finnish border is closed from other countries, with the possibility of slowly opening them to business travel within the Schengen region (Onali 2020). By not having any tourism or travel between countries, and not knowing when the borders will open up to tourism travel, it is difficult to predict when tourism can return to normal. With borders being closed, it is also difficult to foresee when companies will be open and how many will survive this pandemic. The capability of countries to return to normal is also difficult to analyze, and similarly to the 9/11 attacks, the true effects on the tourism sector will not be known until years in the future. For example, Sweden's state epidemiologist Tegness predicts Finland's response to the coronavirus will cause Finland to return to stay at home orders in the fall of 2020 (Hakkarainen

2020). Getting back to normal can take years, and not knowing how the virus will continue to affect the lives of the people, one can only ponder what future trends will emerge from this.

10. Conclusion

The overall thesis process has been a learning curve. The image of the design squiggle definitely pertained to this thesis process, but the image should be the other way around. The beginning of the work seemed to go quite smoothly, as communication with the customers and Geneesi was easy and customers were excited to participate in such a trip. Then at the end of the planning and customer insight, new information comes from each direction and prototypes change drastically. However, making quick decisions and new plans are a virtue of a successful company, and Geneesi showcased their adaptability to change regardless of the circumstances.

The service design methods and tools that were used suited the thesis work. Interviewing customers allows user insight from different customer profiles. By having interviews throughout the different thesis phases also allowed the trip planning to fit the customers. I found an important part of the entire service design process was understanding all the different stakeholders, their relation to the trip planning as well as the different factors that effected the overall work. The most important service design method from the entire thesis process was the excursion trip to Evora. It allowed the entire team to see the area and possible touchpoints that could have affected the customer experience. Knowing these touchpoints would not have been possible without the excursion trip.

The research questions delegated at the beginning of the thesis allowed the work to focus on the overall goals of the thesis. I believe I was able to answer these research questions during the thesis work. The research questions were:

1. What are megatrends and how companies can recognize them?
2. What is wellness tourism? Sub-question: How does it relate to megatrends?
3. What is needed to plan a successful tourism trip?

Researching what megatrends are, and how they can be detected gave integral insight into the world market. Also, the way megatrends effect the global market allowed me to work with Geneesi and find what megatrends they will look for in the future. Understanding and spotting megatrends, allows companies to reach a new market and expand their service catalog. Also, understanding the impact they have on the world allowed for new innovations to come out of them. Megatrends as a whole disrupt the market, good or bad. This is more evident than ever with the current coronavirus pandemic.

Wellness tourism is a small section within the global megatrends, but was slowly growing to become a large megatrend. I am sure it will eventually grow back to its popularity after the coronavirus is over, it just might take a few years. Understanding how wildcards effect megatrends, one can see now how the coronavirus in itself is a global wildcard. It will ultimately change the scope of tourism and wellness tourism for the foreseeable future. I believe local and domestic tourism will be the first to come back to normal and even grow as a result of the coronavirus. The regional tourist operators have a chance to update their services and business ideas to serve local customers, and possibly these innovations will entice international tourists once borders open. International tourism, I believe, will take much longer to get back to normal, and if any company in the tourism sector wishes to survive past this pandemic, they have to figure out what local customers want.

Having planned an international wellness trip as well as a domestic wellness retreat, once the travel restrictions return to normal, Geneesi will have the ability to utilize the work done and adapt it to meet their needs in the future. When planning a successful tourism trip, the work that was done was considered a success, even though the end result was not what the commissioner or I was hoping for. But learning from those mistakes and adapting to change will ultimately be the factor if a successful trip will happen in the future.

When thinking about the future, one does not know what customers will want or what they will be able to pay for. I believe the future will have more local and regional tourism. Geneesi has a strong capability in creating regional wellness retreats in the future. I believe regional tourism will have a stronger foothold in the tourism market for the next few years, with a focus on wellness. The overall thesis process was a continuous learning process and thus made me a better service designer. I am sure the work done will aid me in the future and one can always learn more from mistakes than achievements.

References

- A&E Television Networks. 2020. *September 11 Attacks*. [Online]
<https://www.history.com/topics/21st-century/9-11-attacks>> (retrieved April 2020).
- Ancient Origins. 2013-2020. Almendres Cromlech: Rare Twin Megalithic Stone Circles of Portugal. [Online]
<https://www.ancient-origins.net/ancient-places-europe/almendres-cromlech-twin-megalithic-stone-circles-portugal-003329>> (retrieved April 2020).
- Aurinkomatkat. 2019. *Lomat hyvään oloon*. [Online]
<https://www.aurinkomatkat.fi/aktiivilomat-hyvaan-oloon>> (retrieved October 2019)
- Blalock, G., Kadiyali, V., Simon, D. 2007. *The Impact of Post-9/11 Airport Security Measures on the Demand for Air Travel*. Journal of Law & Economics. Vol. 50, No. 4.
- Brown, K. & Arminaitė, S. 2016. *The Pandemic Wildcard*. [Online]
<https://cifs.dk/topics/megatrends/the-pandemic-wildcard/>> (retrieved April 2020).
- Business Finland. 2020. *Hyvinvointimatkailu on yksi kansainvälisen matkailun nopeimmin kasvavista osa-alueista*. [Online]
<https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/tuotekehitys-ja-teemat/hyvinvointimatkailu/>> (retrieved February 1, 2020).
- Câmara Municipal de Évora, 2015. *About the City of Évora*. [Online]
<http://www.cm-evora.pt/en/Evoratourism/about-evora>> (retrieved April 2020).
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D. & Wanhill, S. 2005. *Tourism. Principles and Practice*. Third Edition. England: Pearson Education Limited.
- Design Council. 2019. *What is the Framework for Innovation? Design Council's Evolved Double Diamond*. [Online]
<https://www.designcouncil.org.uk/news-opinion/what-framework-innovation-design-councils-evolved-double-diamond>> (retrieved October 2019).
- DIA. 2019. *Game mashes up megatrends through the lens of wicked problems*. [Online]
<https://www.digital.govt.nz/showcase/game-mashes-up-megatrends-through-the-lens-of-wicked-problems/>> (retrieved April 2020).
- European Commission. n.d. [Online]
https://ec.europa.eu/knowledge4policy/foresight/working-megatrends_en> (retrieved April 2020).
- Gantt.com. 2020. *What is a Gantt Chart?* [Online]
<https://www.gantt.com/>> (retrieved October 2019).

- Gates, B. 2015. *The next outbreak? We're not ready*. [Online]
<https://www.ted.com/talks/bill_gates_the_next_outbreak_we_re_not_ready>
(retrieved April 2020).
- Geneesi. 2019. *Geneesin hyvinvointimatkan suunnittelu video blogi*. YouTube Video, added by Geneesi [Online].
<<https://www.youtube.com/watch?v=1jOoDOIX8eo>> (retrieved November 7, 2019).
- Global Wellness Institute. 2018. *Global Wellness Tourism Economy*. November 2018. [Online]
<www.globalwellnessinstitute.org> (retrieved November 2019).
- Global Wellness Summit. 2019. *2019 Wellness Trends*. [Online]
<www.globalwellnesssummit.com> (retrieved January 2020).
- Global Wellness Summit. 2019-2020. *2020 Wellness Trends*. [Online]
<www.globalwellnesssummit.com> (retrieved February 2, 2020).
- Hakkarainen, K. 2020. *Suomi menee syksyllä taas kiinni, ennustaa Ruotsin valtionepidemiologi Tegnell*. Helsingin Sanomat, 6.5.2020, A21.
- Hotel Quinta dos Bastos, 2019. *Rural Tourism in Alentejo*. [Online]
<<http://hotelquintadosbastos.com/en/>> (retrieved November 2019).
- Joogakoulu Shanti. 2019. *Tevetuloa joogamatkalle*. [Online]
<<https://jooga.fi/joogamatkat/>> (retrieved October 2019).
- Kjaer, A. 2014. *The Trend Management Toolkit: A Practical Guide to the Future*. England: Palgrave Macmillan.
- KKV, 2018. *New package travel act 2018*. [Online]
<<https://www.kkv.fi/en/facts-and-advice/travelling-and-travel-agencies/instructions-for-travel-organisers/new-package-travel-act-2018/>> (retrieved January 2020).
- Kokowah. 2020. *Namaste from Kokowah* [Online]
<<https://kokowah.wixsite.com/kokowah>> (retrieved January 2020).
- Koivisto, M., Säynäjäkangas, J., Forsberg, S. 2019. *Palvelumuotoilun Bisneskirja*. Liettua: Alma Talent Oy.
- Kylian.fi. 2020. *Kestikievari Herranniemi – Vuonislahti*. [Online]
<<https://www.kylian.fi/products/kestikievari-herranniemi-vuonislahti>> (retrieved April 2020).
- Laki matkapalveluyhdistelmistä 901/2017. [Available Online]
<<https://www.finlex.fi/fi/laki/ajantasa/2017/20170901>> (retrieved September 2019).

- Luomahaara, S. 2017. *Elämyspalveluiden tuotteistaminen palvelumuotoilun avulla*. Tampere: Tampereen ammattikorkeakoulu.
- Meri Mort. 2019. *Joogamatkat*. [Online]
<<https://www.merimort.com/joogamatkat>> (retrieved October 2019).
- Newman, D. 2002. *Design Squiggle*. [Online]
<<https://thedesquiggle.com/>> (retrieved October 2019).
- Lewrick, M., Link, P. & Leifer, L. 2020. *The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods*. John Wiley & Sons
- Nielsen. 2015. Recommendations from Friends Remain Most Credible Form of Advertising Among Consumers; Branded Websites Are the Second-Highest-Rated Form. [Online]
<<https://www.nielsen.com/eu/en/press-releases/2015/recommendations-from-friends-remain-most-credible-form-of-advertising/>> (retrieved December 2019).
- OECD. 2018. *OECD Tourism Trends and Policies 2018*, OECD Publishing, Paris. [Online]
<<http://dx.doi.org/10.1787/tour-2018-en>> (retrieved February 2020).
- OECD. 2020. *OECD Tourism Trends and Policies 2020*, OECD Publishing, Paris, [Online]
<<https://doi.org/10.1787/6b47b985-en>> (retrieved April 2020).
- Onali, A. 2020. *Viron ulkoministeri HS:lle: Viro käsittelee torstaina suomalaisten työmatkoja – rajat Baltian maiden välillä aukeavat ensi viikon perjantaina*. Helsingin Sanomat. 7.5.2020, A19.
- Osterwalder, A., Pigneur, Y. & Clark, T. 2010. *Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers*. Strategyzer Series. Hoboken, NJ: John Wiley & Sons.
- Peterson, J. 1997. *Out of The Blue – Wild cards and other big future surprises: How to anticipate and respond to profound change*. Arlington Institute.
- Puustinen, L., Rautaniemi, M. & Halonen, L. 2013. *Enemmän kuin liikuntaa. Jooga kaupallisessa mediakulttuurissa*. Journal of Media & viestintä, 36(2013):2, 22-39.
- PwC UK. 2014. *Megatrends – David Lancefield: What is a Megatrend and Why Do They Matter?* [Online]
<<https://www.youtube.com/watch?v=foP3nZRM6GU>> (retrieved April 2020).
- Rincòn, E. 2016. *Designing a service experience: An storytelling game of service design*. Espoo: Aalto University.
- Sander, A. 2014. *Alison Sander: Megatrends- 5 Tips on The Art and Science of Trend Tracking*. [Online]
<https://www.ted.com/talks/alison_sander_megatrends_5_tips_on_the_art_and_science_of_trend_tracking> (retrieved April 2020).

- Schooley, S. 2019. *SWOT Analysis: What It Is and When to Use It*. [Online]
<<https://www.businessnewsdaily.com/4245-swot-analysis.html>> (retrieved March 2020).
- Singleton, M. 2010. *Yoga Body: The Origins of Modern Posture Practice*. New York: Oxford University Press, Inc.
- Smith, J., Kelly, E. & Monks, J. 2013. *Pilates and Yoga. A high-energy partnership of physical and spiritual exercise techniques to revitalize the mind and body*. Leicestershire: Anness Publishing Ltd.
- Smith, M.. & Puczkò, L. 2009. *Health and Wellness Tourism*. Oxford: Elsevier.
- Stickdorn, M., Lawrence, A., Hormess, M. & Schneider, J. 2018. *This is Service Design Doing*. Sebastopol, CA: O'Reilly Media, Inc.
- Stickdorn, M., Schneider, J. & co-authors. 2011. *This is Service Design Thinking*. Amsterdam, Netherlands: BIS Publishers.
- Tjäreborg. 2019. *Jooga ja pilatesmatkat*. [Online]
<<https://www.tjareborg.fi/aktiivilomat/pilates-ja-joogamatkat>> (retrieved October 2019).
- Tjäreborg. 2020. *Jooga ja pilatesmatkat*. [Online]
<<https://www.tjareborg.fi/aktiivilomat/pilates-ja-joogamatkat>> (retrieved March 2020).
- Tuulaniemi, J. 2011. *Palvelumuotoilu*. Liettua: Talentum Media Oy.
- UNWTO. 2020. *All Countries: Inbound Tourism: Arrivals 1995 – 2018. Tourism Statistics*. [Online]
<<https://www.e-unwto.org/doi/abs/10.5555/unwtotfb0000270019952018202001>> (retrieved April, 2020).
- Yle. 2020. *Ylen kysely: Yli miljoona suomalaista siirtynyt etätöihin koronakriisin aikana – heistä noin puolet haluaa jatkaa etätöissä koronan jälkeenkin*. [Online]
<<https://yle.fi/uutiset/3-11291865>> (retrieved April, 2020).

List of Figures

Figure 1. Company structure and cooperation with thesis author	2
Figure 2. Research question process	5
Figure 3. Double Diamond (Design Council 2019).....	8
Figure 4. Design Squiggle (Newman 2002)	9
Figure 5. Double Diamond (Design Council 2019) and Design Squiggle (Newman 2002) process together.	9
Figure 6. Gantt Timeline Chart.....	10
Figure 7. Leisure, recreation and tourism (Boniface & Cooper, as cited in Cooper et.al. 2005, 17)	15
Figure 8. Global Wellness Institute's (2018, 26) Wellness Tourism Spending Premiums	16
Figure 9. Understanding the Difference Between Wellness Tourism and Medical Tourism (Global Wellness Institute 2018, 11)	18
Figure 10. Spectrum of Health Tourism. (Smith & Puczkò 2009, 7)	19
Figure 11. Distinguishing Primary and Secondary Wellness Travelers (Global Wellness Institute 2018, 13)	21
Figure 12. Frame of reference.....	24
Figure 13. Stakeholder Map.....	25
Figure 14. SWOT analysis for wellness tourism trip.....	28
Figure 15. Customer Profile Hanna	31
Figure 16. Customer Profile Heli.....	33
Figure 17. Customer Journey of booking wellness trip.	35
Figure 18. Service Blueprint: Finding and booking wellness trip	37
Figure 19. Business Model Canvas for Geneesi's Wellness Trip.....	39

List of Tables

Table 1. Inbound tourism – Arrival of non-resident visitors 2000-2018 (UNWTO, 2020). ..	14
Table 2. Main indicators for companies translated and summarized by thesis author from Finnish to English. (Laki matkapalveluyhdistelmistä 901/2017)	22
Table 3. Comparison of price and location of competitors.....	46

List of Images

Image 1. Geneesi's logo & color scheme for marketing & thesis work	3
Image 2. Ad for Kuntokikka's yoga trip to Crete	47
Image 3. Scouting yoga site near Evora.....	49
Image 4. Geneesi's psychotherapist & rental car.....	50
Image 5. Hotel Quinta dos Bastos.....	51
Image 6. Practicing yoga at hotel.....	52
Image 7. Megalithic near Evora.....	53
Image 8. Historical ruins in Evora	54
Image 9. Social media post by Geneesi	58
Image 10. Kestikievari Herrannimi's main building (Kyla.fi 2020).....	63

Appendices

Appendix 1. Trip outline, translated from original Finnish outline

PROGRAM

Airline: Finnair

23.4.2020 Travel Day Joensuu – Helsinki – Lissabon – Evora.

Joensuu (JOE) 13.30 – Helsinki (HEL) 14.30

Helsinki (HEL) 18.20 – Lisbon (LIS) 21.10

Bus from Lisbon to Evora.

24.4.2020 Relaxing Farm Day.

The morning begins with a hotel breakfast and morning yoga followed by a ride to Kokowah's Vilavalecovo Farm. At the Farm you can relax with a variety of wellness activities, a personal wellbeing conversation at the tree and an afternoon of yoga. The day ends at the campfire with a group wellness discussion and a joint ride back to the hotel.

25.4.2020 Evora City Day.

The morning begins early with morning yoga at the hotel, followed by a leisurely breakfast. The day is full of culture and history. During the day, you can visit the many historic sites of the city, have a coffee on the terrace or lie in the hotel's spa. In the afternoon, the group meets in a local yoga studio for a seminar and group discussion led by Tara. The day ends with communal yoga and meditation.

26.4.2020 Active Farm Day.

The morning begins with sunrise with yoga and meditation at Almendres Cromlech. After a little snack, we move back to Vilavalecovo Farm, where activities continue. Spend the day with a group lunch, a scenic walk and evening yoga.

27.4.2020 Travel to Lisbon & Free Day

After a joint yoga and breakfast, head to Lisbon by the beach. Collaboration discusses well-being and coping in the midst of everyday hurry. All day is free to enjoy the beach, Lisbon's many restaurants or cultural walks. In the evening, gather for evening yoga and group discussion. Early bedtime is preferred as early morning return home.

28.4.2020 Home Trip Lisbon – Helsinki – Joensuu

Lisbon (LIS) 7.20 – Helsinki (HEL) 14.00

Helsinki (HEL) 16.10 – Joensuu (JOE) 17.10

Appendix 2. Geneesi's wellness trip registration page



TERAPEUTTINEN HYVINVOINTIMATKA PORTUGALIIN!

Ajankohta: 23.-28.4.2020
Kohde: Evora, Portugali
Hinta: **1100,- € /hlö** (hinta 1.2.2020 alkaen 1200,-€)
Varausmaksu: 250€

Matka tulee olla kokonaan maksettu 30.03.2020 mennessä. Loppumaksun suorittamisesta sovimme jokaisen osallistujan kanssa yksilöllisesti.

Geneesin hyvinvointimatalla pysähdyt oman itsesi ja omien voimavarojesi löytämisen äärelle. Matkan maisemat vaihtelevat maatilaa, Evoran kaupungin ja rantalomaa välillä.

Nautitaan aidosta Portugalilaisesta elämästä niin maalla kuin pienkaupungissakin turistialueiden ulkopuolella.

HINTA

2 hengen huone: **1100 € / hlö**
1 hengen huone lisä: +200 €

HOTELLIT

Vitoria Stone Hotel, Evora

Hotelli sijoittuu rauhalliselle alueelle missä pääsee rentoutumaan panoraama maisemien keskelle. Hotelli yhdistää portugalilaisia perinteitä ja moderneja mukavuuksia. Hotellin mukavuuksiin kuuluu Wi-fi, ravintola, uima-allas, sauna, kuntosalit sekä lisämaksusta kylpylä.

Lue lisää Evorasta täältä

Evoran kaupunki sijaitsee keskiportugalissa ja tarjoaa monipuolista tekemistä historiallisessa ympäristössä. Evoran kaupunki kuuluu UNESCO:n kulttuuriperintö kohteeksi, jossa sijaitsee historiallisia kohteita, kuten Sé katedraali, roomalainen temppeli Templo de Diana sekä luu kappeli Capela dos Ossos. Sää Evorassa huhtikuun lopulla on 20-30, joten varaa suojakerroksia mukaan kuten hattu, aurinkorasva sekä hyvät kävelykengät.

Paluumatkalla Lissabonissa: Hotel Ibis Lisboa Parque das Nações

OHJELMA

Lentoyhtiö: Finnair

23.4.2020 Matkustuspäivä Joensuu – Helsinki – Lissabon – Evora.

- Joensuu (JOE) klo 13.30 – Helsinki (HEL) klo 14.30
- Helsinki (HEL) klo 18.20 – Lissabon (LIS) klo 21.10

24.4.2020 Rentouttava farmipäivä.

Aamu aloitetaan hotellin aamupalalla ja aamujoogalla, jonka jälkeen on yhteisyyti Vilavalecovo farmille. Farmilla pääsee rentoutumaan eri hyvinvointiaktiviteettien, puun juuressa henkilökohtaisen hyvinvointikeskustelun sekä iltpäivä joogan parissa. Päivä päättyy nuotion ääressä ryhmä hyvinvointikeskusteluun ja yhteisyydillä takaisin hotellille.

25.4.2020 Evoran kaupunkipäivä.

Aamu alkaa aikaisin aamujoogalla hotellilla, jonka jälkeen pääsee nauttimaan hotellin aamupalasta omissa rauhassa. Päivä on kulttuuria ja historiaa täynnä. Päivällä on mahdollista kiertää kaupungin monissa historiallisissa kohteissa, nauttia kahvia terassilla tai makoilla hotellin kylpylässä. Iltpäivällä ryhmä kokoontuu paikalliseen joogastudioon, jossa kuullaan Taran ohjaama seminaari ja ryhmäkeskustelu. Päivä päätetään yhteisjoogalla ja meditaatiolla.

26.4.2020 Aktiivinen farmipäivä.

Aamu aloitetaan Almendres Cromlechissa auringonnoussu joogalla ja meditaatiolla. Pienen välipalan jälkeen siirrytään takaisin Vilavalecovo farmille missä aktiviteetit jatkuvat. Päivän täyttää yhteislounaalla, maisemakävelyllä ja iltajoogalla.

27.4.2020

Maksujen välittäjänä toimii Checkout Finland Oy. Voit lukea lisää maksuehdoista [tässä](#).

Puhelin *

Postiosoite *

Postinumero *

Postitoimipaikka *

Finnair Plus - jäsennumero

☐ Haluan 1 hengen huoneen (+200€)

[Katso ennakkovarauksen ehdot täältä](#)

SIIRRY MAKSAMAAN

Matkaa hallinnoiva yritys: Geneesi (2751064-1), Siltakatu 20 A 31, 80100 Joensuu, info@geneesi.fi

OHJAAJAT

Tara (Traumapsykoterapeutti kouluttaja & joogaope) on rastapäinen joogaava psykoterapeutti, joka kuuntelee sinua puun alla ja on muutoinkin mukana matkallasi.

Riikka pitää matkajohtajan asemassa huolen, että kaikki ihmiset ovat oikeassa paikassa oikeaan aikaan.

Yhteisen joogan ja aamupalan jälkeen suunnataan Lissaboniin rannan ääreen. Yhteiskyydillä keskustellaan hyvinvoinnista ja jaksamisesta arjen kiireen keskellä. Koko päivä on vapaata aikaa nauttia rannalla, Lissabonin monissa ravintoloissa tai kulttuurikävelyllä. Illalla kokoonnutaan yhteen iltajoogan ja ryhmäkeskustelun merkeissä. Aikainen nukkumaanmeno suositetaan, sillä aamulla koittaa aikainen paluu kotiin.

28.4.2020 Kotimatka Lissabon – Helsinki – Joensuu

- Lissabon (LIS) klo 7.20 – Helsinki (HEL) klo 14.00
- Helsinki (HEL) klo 16.10 – Joensuu (JOE) klo 17.10

MATKA SISÄLTÄÄ

- Lennot Joensuu – Helsinki – Lissabon (- Helsinki – Joensuu)
- Kuljetukset Lissabon – Evora välissä
- Hotelli majoitus (4 yötä Evorassa ja 1 yö Lissabonissa)
- Joogaa aamuin ja illoin mm. [hyvinvointifarmilla](#)
- Maatilan eläimien kanssa hengaaamista
- Terapeuttiset keskustelut puiden varjossa
 - Tarkemmat ajat sovitaan ennen matkaa ja Tara liikkuu ryhmän mukana lähes koko matkan!
- Hyvää ruokaa mm. kaikki aamupalat
- Shoppailu-/fiilisteytävä Evoran kaupungissa
- Aamumeditaatio pyhien kiven äärellä
- Kehollisia hoitoja (erillisestä maksusta)

VARAA PAIKKASI NYT!

Etunimi *

Sukunimi *

Sukupuoli *

☐ Nainen ☐ Mies ☐ Muu

Syntymäaika *

Mobilissa päivämäärävalitsimen vasemmasta ylänurkasta vuosilukua klikkaamalla pääset vuosivalintaan, ettei tarvitse kuukausi kerrallaan kelata

Sähköposti *

Appendix 3. Marketing Images from Social Media for Wellness Trip

Geneesi
January 14 · 🌐

Miltä kuulostaisi pysähtyä itsesi ja oman hyvinvointisi äärelle Portugalin auringossa keväällä 2020?
Lähde Geneesin matkaan: <https://www.geneesi.fi/varaa/>

Hyvinvointikeskustelut
psykoterapeutti
Taran kanssa



WWW.GENEESI.FI
Portugaliin hyvinvointimatalle keväällä 2020 [Book Now](#)

Geneesi
January 7 · 🌐

Nyt se tapahtuu! Lähde matkalle joogaavan rastapäisen psykoterapeutin kanssa.
Matkaan sisältyy muun muassa joogaa, mindfulnessia, yksilö- ja ryhmäkeskusteluja omien voimavarojen löytämiseen sekä maatilan eläinten kanssa hengailua Portugalin maaseudulla. Unohtamatta myös mahdollisuutta tutustua ihastuttavaan Evoran kaupunkiin.
Ilmoittautuminen Geneesin ensimmäiselle terapeuttille hyvinvointimatalle Portugaliin on auki. Ilmoittaudu ajoissa, sillä paikkoja on rajoitetusti:
<https://www.geneesi.fi/varaa/>



GENEESI.FI
Portugalin hyvinvointimatka tulee! :: Portugaliin Geneesin kanssa 2020 [Book Now](#)

  You, Markku Rätty, Anni Korhonen and 37 others 4 Comments 9 Shares



Geneesi

November 8, 2019 · 🌐

Geneesin hyvinvointimatka tulee. Katso hauska video!
Lähde joogaamaan ja pysähtymään itsesi äärelle Portugalin maaseudulle Taran ja Riikan kanssa. Koe terapeuttiset keskustelut etelän lämmössä puiden varjossa.

Tsekkaa linkin takaa video blogi suunnittelumatkaltamme ja laita Geneesin somet seurantaan sekä uutiskirjeet tilaukseen, niin et missaa kun ilmottautuminen aukeaa 😊 ... [See More](#)



WWW.GENEESI.FI

Geneesin hyvinvointimatka Portugaliin: Tsekkaa video blogi!

[Learn More](#)



Geneesi is 🧘 feeling inspired in Évora.

October 5, 2019 · 🌐

Olemme tutustumassa mahdolliseen Geneesin hyvinvointimatka kohteeseen ensi keväälle 🧘 Évora näyttää todella lupaavalta ja huomenna tutkiminen jatkuu hyvinvointifarmin eläinasukkeihin ❤️ Olemme kuvaamassa reissun tunnelmia myös videoblogiin 😊



Appendix 4. Marketing Images from Social Media for Wellness Retreat



Appendix 5. Website from Aurinkomatkat for yoga retreat trip to Crete, Greece

aurinko

[Avaa Aurinkochat](#) | [Tilaa uutiskirje >](#) | [Omaloma >](#)

[LOMAMATKAT](#)

[KOhteet](#)

[HOTELLIT](#)

[TARJOUKSET](#)

Hae sivustolta

Kohteet > Kreikka > Kreetan joogamatka >

Uutuus

Kreetan joogamatka

Energiaa, iloa ja hyvää oloa Kreetan joogamatkalla

Lähde ainutlaatuiselle Kreetan joogamatkalle Haniaan. Yhdistä Kreetan kauniit maisemat ja Hanian monipuoliset lomailumahdollisuudet päivittäisten rentouttavien ja vahvistavien joogaharjoitusten tuomaan hyvään oloon. Joogamatka sopii kaikille, jotka haluavat panostaa sekä sisäiseen että ulkoiseen hyvinvointiinsa. Täältä lomalta palaat takaisin energisempänä kuin koskaan.

LUE LISÄÄ +

7 vrk alk. **1165 €** / hiö

VARAA

Tämä kohde löytyy Aurinkomatkat-sovelluksesta

Oppaan terveiset

” Joogaohjaaja Annukan terveiset

Anna aikaa itsellesi ja panosta kokonaisvaltaiseen hyvinvointiin. Joogamatkan positiiviset vaikutukset jatkuvat vielä pitkälle loman jälkeen.

Lue lisää +

Syitä matkustaa

- Sopii kaikille vasta-alkajista kokeneempiin joogan harrastajiin
- Palaat arkeen rentoutuneena ja energisenä ja stressinsietokykyäsi kasvaa
- Hoidat kehoa ja mieltä lisäämällä elinvoimaasi

Tietoa Aurinkomatka-paketista

Matkustuskausi: 2.5.2020–9.5.2020

Lennot: Lentoyhtiö Finnair, lentoaika n. 3 t 55 min.

Lentokenttäkuljetukset: Tämän Aurinkomatka-paketin

Kreetan joogamatka – hotellit

ESITTELY

HOTELLIT

TIETOA

KARTTA

RETKET

Hae matkakohdetta


Millaista matkaa haet?

Millaista hotellia haet?

Miloin haluat matkustaa?

Hae nimellä

KREIKKA



Blue Dome, Platanias, joogamatka

Huoneistohotelli ★★★★★

Hania, Kreetta 350 m rannalla

ARVOSTELUN SUOSIKKI

7 vrk alk. **1165 €** / hlö

Matkaohjelma

Jooga

Kreetan joogamatkalla tunnit muodostuvat hatha-, vinyasa- ja yin-joogaharjoituksista. Erilaisia teematunteja kuten Terve Selkä -harjoituksia tai joogan alkeet järjestetään ryhmän kiinnostuksen mukaan.

Joogaopettajat

Joogaopettajina toimivat suomalaisen Studio Yinin kokeneet ja ammattitaitoiset opettajat.

Osallistuminen

Joogamatkalle osallistuminen ei vaadi aikaisempaa kokemusta joogasta. Joogamatka onkin loistava tapa tutustua joogaan lempeästi joogaopettajan ohjauksessa omaan tahtiin edeten. Joogamatka sopii kuitenkin erinomaisesti myös kokeneemmillekin joogaharrastajille, jotka pääsevät syventämään harjoitustaan. Jokainen joogaharjoitus räätälöidään sopimaan kunkin osallistujan osaamistasoon.

Päiväohjelma

Ensimmäisenä päivänä tutustumme toisiimme ensimmäisen yhteisen joogahetken äärellä. Samalla kerromme joogatuntien sisällöstä, eri joogalajeista, niiden tasoista ja henkilökohtaisesta harjoittelusta.

Aamulla noin klo 7.30–9

Aamut aloitamme energisovalla ja herättelevällä dynaamisella joogaharjoituksella.

Päivällä noin klo 12.30–13.30

1–2 päivänä viikossa on mahdollisuus asanaklinikka-harjoituksiin tai muihin teematunteihin ryhmän toivomusten mukaan, esim. joogan perusteet tai Terve Selkä -joogaharjoitus. Päiväharjoitus sopii hyvin niin aloittelijoille kuin edistyneimmillekin.

Illalla klo noin klo 18–19

Ennen illallista on tarjolla vielä rauhoittava, rentouttava ja palauttava, meditatiivinen yin-joogaharjoitus, joka takaa syvän ja rauhallisen unen sekä rentouttaa lihakset seuraavaan aamuharjoitukseen.

Joogatuntien aikataulu on suuntaa antava ja voi vaihdella harjoitusten sijainnin ja sään mukaan. Pidätämme oikeuden muutoksiin.

Varaa matkalle mukaan

- joogamatto, suosittelemme nihkeäpintaista joogaan tarkoitettua mattoa
- joustavat, joogaan sopivat vaatteet
- aamuharjoituksen aikaan saattaa olla vielä viileää, joten pitkähihaiset puserot, housut ja sukat ovat myös tarpeen
- varvastossut

TIETOA KOHTEESTA

Kohdeopas ▾

Matkaohjelma ▾

Matkan hintaan sisältyy ▲

- Finnairin lennot Helsinki–Hania–Helsinki viranomaismaksuineen
- edestakaiset lentokenttäkuljetukset Hanian lentoasema–hotelli
- 7 yön majoitus Blue Dome -huoneistohotellissa yksiössä tai kaksiossa aamiaisella
- matkaohjelman mukaiset joogatunnit (n. 12 t viikon aikana) ja joogavälineiden käyttö
- suomenkieleisen joogaopettajan palvelut kohteessa

Matkan hinta ei sisällä joogamaton käyttöä, joten varaa matkalle mukaan oma matto. Suosittelemme hankkimaan nihkeäpintaisen maton, joka ei luista. Mattoja myyvät esimerkiksi monet joogastudiot ja urheiluliikkeet. Maton voi kuljettaa Finnairin lennoilla myös käsimatkatavarana käsimatkatavaramäärärajoitusten puitteissa.

Hyvä tietää kohteesta ▾


Lisäviikko ▾

Lentokenttäkuljetukset ▾

Majoitusvero ▾


Matkan minimiosallistujamäärä ▾

Appendix 6. Website from Tjäreborg for Pilates trip to Tenerife, Spain

**TJÄREBORG**

MATKATHOTELLITÄKKILÄHDÖTOMAT SIVUT

Haku tjäreborg.fi



Pilatesmatka Teneriffalle

Ajankohta: 4. – 11.2.2020
Kohde: Playa de las Américas, Teneriffa
Hinta: alk. 1 049,- /hlö

Miltä kuulostaisi stressi- ja suoritusvapaa matka?


ILMOITTAUDU MUKAAN

Hintaan sisältyy:

- Edestakaiset lennot Helsingistä Teneriffalle
- Ateriat lennolla
- Lentokenttäkuljetukset
- Majoitus 7 vuorokautta
- Pilates- ja syvävenyttelytunnit päivittäin suomalaisen pilatesohjaajan Janica Rekolan vetämänä
- Janican Rekolan pilatesluento

Lisätietoa matkasta


Hyvinvointilomamme alkaa suosittuun Pilatesohjaajaan Janica Rekolan luennolla, jonka pääaiheena on oman kehon asento ja harjoittelumuodon perusperiaatteet. Tämän jälkeen annamme kehon palautua lentomatka kevyen venyttelyn avulla. Edistämme koko verenkierto- ja ruoansulatusjärjestelmää Pilatoiden ja venyttämällä kiireettömän viikkomme aikana. Stressivapaan Pilatesmatkamme aikana treenaamme aamuisin ja iltapäivisin. Kehon päästäessä psyykkisen rentoutumisen tasolle fyysinen hyvinvointi voi alkaa kehittyä. Syvät lihakset keskivartalossa vahvistuvat ja selkärankasi pitenee.




Ohjaaja

Tanssinopettaja ja Pilatesohjaaja **Janica Rekolalla** on monipuolinen hyvinvointialan kokemus yli 20 vuoden ajalta. Hänen valttikortteihinsa kuuluu läsnäolo, positiivisuus ja

Appendix 7. Website from Tjäreborg for yoga trip to Lefkada, Greece

 **TJÄREBORG**

MATKATHOTELLITÄKKILÄHDÖTOMAT SIVUT



Joogaloma Lefkaksella

Hintaan sisältyy:

Ajankohta: 22.6.-6.7.2020 (viikko 1. 22.-29.6.2020, viikko 2. 29.6.-6.7.2020)

Kohde: [Lefkas](#), Kreikka

Hinta: alk. 1 120,- /hlö

Ota irtiotto arjesta ja lähde joogalomalle Kreikkaan.

Upeissa Lefkaksen maisemissa mieli pääsee rauhoittumaan ja samalla kehosi vetreytyy ja virkistyy. Joogaviikko tarjoaa sopivassa suhteessa hikeä ja harmoniaa, kreikkalaista tunnelmaa sekä herkkuruokaa hyvässä seurassa.

[Ilmoittaudu mukaan](#)

- Edestakaiset lennot Helsingistä Prevezaan
- Ateriat lennolla
- Lentokenttäkuljetukset
- Matkatavarat lennolla 14+6 kg
- Majoitus 7 vrk
- Aamiaisbuffet
- Monipuolinen viikko-ohjelma Marjaana Mäkelän johdolla

Lisätietoa matkasta

Lomapäiviä paratiisissa rytmittävät monipuoliset hathajoogatunnit. Aamun tunnit ovat aktiivisempia, jolloin herättelemme kehon uuteen päivään ilolla ja sopivalla määrällä hikipisaroita. Voimistamme lihaksia, hoidamme selkärankaa ja norjistamme niveliä. Illan joogatunnit ovat rauhallisia ja venytteleviä.

Toisinaan hieman hidasta faskia-flow-liikettä ja toisinaan asettaudumme vain olemaan ja rentoutumaan yinjooga-asennoissa, joissa meditaatio sekä mielenrauha ovat vahvasti läsnä.

Joogan vastapainoksi lomalla on aikaa nauttia vaikkapa merestä, auringosta ja tutustua paikalliseen elämänmenoon samanhenkisessä seurassa. Lisäksi hotellissa on hyvät liikuntamahdollisuudet. Voit esimerkiksi treenata hotellin kuntosalilla, josta avautuvat näköalat merelle, tai pelata tennistä ja lentopalloa. Lainattavissa on kanootteja ja voit myös testata "stand-up paddle surfing" eli SUP-lautailua.

Tämä joogaloma sopii kaikille omasta hyvinvoinnista kiinnostuneille, niin aloittelijoille kuin joogaa jo harrastaneille. Tervetuloa mukaan!



Ohjaaja

Joogaopettaja **Marjaana Mäkelä** ohjaa päätyökseen joogaa Helsingin Joogakoulu Shantissa. Lisäksi hän opettaa säännöllisesti TYKY-joogaa yrityksissä ja pitää joogakursseja Kreikassa. Marjaan asuu osan vuodesta Lesvoksella ja hän puhuu sujuvasti kreikkaa ja tuntee hyvin kreikkalaisen kulttuurin.

Marjaanalla on neljä eri joogaopettajakoulutusta, joista yhdistelemällä syntyy uniikki sekoitus hathajoogaa. Marjaana pitää vaihtelusta ja virtaavuudesta joogan suhteen, mutta tärkeätä on myös tehdä liikkeet oikein ja keholle turvallisesti. Kokonaisvaltaisen hyvinvoinnin lisäksi joogatunneilla saa olla hauskaa!



Porto Galini

Porto Galini on tyylikäs hotelli, joka sijaitsee kauniilla ja vehreällä paikalla rinteessä, Nidrin ja Nikianan välissä. Täältä avautuvat kauniit näköalat Joonianmerelle sekä Kreikan mantereen puolella oleville vuorille. Hotelli on rakennettu klassiseen kreikkalaiseen tyyliin valkoisine seinineen sekä sinisine ikkunaluokkuineen.

[> Porto Galini](#)



Lentoaikataulut

Lentoyhtiö: [Sunclass Airlines](#)

Konetyyppi: A321

Menomatka: Helsinki (HEL) klo 18.05 Preveza (PVK) klo 21.40

Paluumatka: Preveza (PVK) klo 23.00 Helsinki (HEL) klo 02.25

Lisämaksusta

- Huone omaan käyttöön alk. 450,-/vko
- Puolihoito 108,-/vko
- Mahdollisuus myös 2 viikon matkaan, kysy lisätietoja
- Suosittelemme [matkavakuutusta](#)

Appendix 8. Website from Tjäreborg for Pilates trip to Madeira, Spain

Pilatesloma Madeiralla

Ajankohta: 14.–21.9.2020

Kohde: [Funchal](#), Madeira

Hinta: alk. 1 042,- /hlö

Lähde mukaan pilateslomalle vehreälle Madeiran saarelle.

[Ilmoittaudu mukaan](#)

Hintaan sisältyy:

- Edestakaiset lennot Helsingistä Funchaliin
- Lentokenttäkuljetukset
- Matkatavarat lennolla 23+8 kg
- Majoitus valitussa huonetyypissä 7 vrk
- Monipuolinen viikko-ohjelma Sari Salon johdolla

Lisätietoa matkasta

Heitä arjen huolet hetkeksi ja helli kehoa sekä mieltä lempeässä ilmastossa. Aktiivisen viikon aikana keskitytään pilates -harjoituksien avulla erityisesti selän hyvinvointiin ja liikkuvuuteen. Kehoa hoidetaan venyttelyhetkillä monipuolisilla keskivartaloa vahvistavilla liikkeillä- ja harjoituksilla tunnelmallisessa ympäristössä. Tämä aktiiviloma sopii hyvin kaikille omasta hyvinvoinnista kiinnostuneille niin pilateksen aloittelijoille kuin jo lajia harrastaneille.



Ohjaaja

Matkan ohjaajana toimii sertifioitu pilates- ja syvävenyttelyohjaaja **Sari Salo**. Sarilla on 25-vuoden kokemus liikunnanohjaamisesta ja hän on ohjannut suosittuja Pilatesmatkoja yhdessä Tjäreborgin kanssa jo yli kymmen vuoden ajan.



Edén Mar

Yhteinen urheilukeskus Porto Mare- ja The Residence -hotellien kanssa. Voit käydä treenaamassa kuntosalilla ja pelata tennistä. Hotellissa järjestetään päivittäin myös erilaisia aktiviteetteja, kuten vesijumppaa ja joogaa. Boule- ja squashkentät, minigolfrata sekä puttausviheriö ovat käytettävissä lisämaksusta.

[> Edén Mar](#)



Lentoaikataulut

Lentoyhtiö: [Finnair](#)

Menomatka: Helsinki 14. syyskuuta 2020
Helsinki (HEL) klo 8.55 – Funchal (FNC) klo 12.40

Paluumatka: Funchal 21. syyskuuta 2020
Funchal (FNC) klo 13.40 – Helsinki (HEL) klo 21.15

Hinnat

- Kaksio kahdelle 1042,-vko/hlö
- Kaksio yhdelle 1272,-vko/hlö

Mikäli olet lähdössä yksin matkalle niin sinun tulee varata huone omaan käyttöösi.

Matkalle ei ole mahdollista varata henkilöpaikkaa jaetussa huoneessa (nais -ja miespaikat).

Lisämaksusta

- Huone omaan käyttöön alk. 230,-/vko
- Aamiainen 66,- /vko
- Puolihoito 238,- / vko
- Suosittelemme [matkavakuutusta](#)

Lisätietoja

Tjäreborgin ryhmämyynti

Sähköposti: groups@tjareborg.fi

Puhelin: [09 123 7681](tel:091237681) (ma-pe klo 9-17)

Tämän ryhmämatkan toteuttamiseen tarvitaan riittävä osanottajamäärä.

Matkanjärjestäjällä on oikeus peruuttaa matka, jos matkalle ei ole ilmoittautunut riittävästi osanottajia matkapakettiehtojen kohdan 10.1 perusteella.

Appendix 9. Kuntokikka's advertisement for yoga and activity vacation to Crete, Greece

**Terveysliikuntakeskus Kuntokikka**
Sponsored · 

UPEA JOOGA- JA LIIKUNTALOMA KREETALLA, RETHYMNONIN RANNIKOLLA 25.4. - 2.5.2020 !

Jooga- ja KREETA liikuntaloma

★★★★★ 25.4.- 2.5.2020

KOKO VIIKON MONIPUOLINEN & LAADUKAS LIIKUNTAOHJELMA, (JOOGAA, LIHASKUNTAA, KEHONHUOLTOA, ALLASJUMPPAA YM.)

JOKA SOPII KAIKEN IKÄISILLE & TASOISILLE LIIKKUJILLE



SAT, APR 25, 2020 - MAY 2, 2020

Jooga- ja liikuntaloma Kreetalla

Aquila Rithymna Beach

7 people interested · 1 person going

★ Interested

Appendix 10. Yoga trip advertisement for Meri Mort

JOOGAMATKAT

Suosittuja joogamatkoja Kreikkaan, Portugaliin, Italiaan,
lumoavaa Kolia unohtamatta...Seuraa ilmoittelua facebook-
sivuillani ja kuukausittaisen newsletterin kautta!

NAUTINNOLLINEN JOOGA- JA KULTTUURIMATKA KREIKKAAN 16.-23.5.2020.

Toukokuussa otamme ennakkolähdön kesään ja karkaamme
Kreikan lämpöön ja valoon! Rentoudu ja inspiroidu Meri Mortin
kanssa joogalomalla, joka on täynnä hyvää oloa ja iloa. Ota
kesä vastaan upeissa maisemissa ja nauti kreikkalaisesta
kulttuurista ja vieraanvaraisuudesta.

Nautimme elämästä lähellä Toloa sijaitsevassa Drepanon
pikkukylässä, joka on aito kreikkalainen maalaiskylä vehreiden

sitrus- ja oliiviviljelmien keskellä. Hotelli sijaitsee hiljaisella kadulla
ja siitä on seesteinen näköala merelle ja lähiympäristön
kumpuilevaan vuoristoon. Hotellissa on erillinen katettu joogatila.
Ihana uima-allasalue on rauhallinen, vehreä keidas kaukana
arjen kohinasta.

OHJELMASSA on kolme retkeä: Ensimmäinen vie Nemean
viinilaaksoon, jossa tietenkin viinitilavierailu ja maistiaiset. Toisella
tutustumme arkeologiselle alueelle ja teemme retken kauniiseen
Napflioon, jossa paikallismarkkinat, tutustuminen Ouzo-
tislamiseen sekä vierailu oliivitalle. Loppuviikosta teemme
patikointiretken luonnossa oppaan johdolla. Oppaamme on
suomalainen Anna Oikkonen, joka on myös reiki-ohjaaja ja
taiteilija.

Joka päivä on luvassa 1-2 kertaa kaikille sopivaa energisoivaa
tai levollista ja luovaa Vapauden joogaa Meri Mortin kanssa.
Yhtenä iltapäivänä piirrämme lisäksi meditatiivisia mandaloita.
Ohjelmassa on myös vapaa-aikaa uima-altaalla loikoiluun ja
omille seikkailuille lähiympäristöön! Voit tehdä kävelyretkiä tai
mennä bussilla tai taksilla lähikylään. Vieressä on kävelymatkan
päässä viehättävä ranta – uinti turkoosissa meressä kutsuu!

DREPANON KYLÄ JA HOTELLIMME: Hotellissa on kaksi kerrosta, siellä ole hissiä, joten se ei sovellu liikuntaesteisille. Hotelli on 400 metriä rannasta ja noin 200 m kylän keskustasta, josta löytyy supermarket, leipomo, posti, tavernoita sekä perinteisiä kreikkalaisia kahviloita. Kerran tunnissa Drepanosta lähtee paikallisbussi 10 km päässä olevaan Nafplionin idylliseen kaupunkiin, joka oli modernin Kreikan pääkaupunki ennen Ateenaa. Teemme sinne myös päiväretken, mutta kaupunkiin on kiva palata esim. shoppailemaan tai syömään pienellä porukalla. Kaupungin tunnelmallisilla kujilla on paljon perinteisiä tavernoita ja putiikkeja.

MERI MORT on lempeä ja kokenut ohjaaja, jonka iloinen ja luova opetus virkistää kehosi ja sielusi. Joogaharjoitukset sopivat myös aloittelijoille! Tule yksin, kaksin tai ystävien kera. Meillä on aina rento meininki, joten tervetuloa mukaan – Καλωσήρθατε!

AIKATAULU JA LENNOT:

Meno: lauantai 16.5.2020 D8 720 Helsinki – Ateena klo 15:30-19:10

Paluu: lauantai 23.5.2020 D8 721 Ateena – Helsinki klo 20.00-23.30

HINTA: 1430 € / hlö Yhden hengen huoneen lisämaksu: 230€
(Ennakkomaksu 400 € / hlö, loppumaksu 6 viikkoa ennen matkan alkua) Matkan hintaan sisältyy:

- Suora lento Helsinki-Ateena-Helsinki lentoveroineen
- 7 vrk majoitus jaetussa 2-hengen huoneessa sis. aamiaiset
- Ohjelman mukaiset kuljetukset tilausajobussilla
- Ateriat: 3 x illallinen rantatavernassa, muina iltoina omakustanteinen syöminen.
- Suomalainen opas päivystää hotellilla ohjelman mukaan
- Retket ohjelman mukaan
- Virallisen matkanjärjestäjän Kon-Tiki -toursin palvelu- ja toimistomaksut

ILMOITTAUTUMINEN JA
LISÄKYSELYT MATKATOIMISTON
KAUTTA: KON-TIKI TOURSIN
VERKKOKAUPAN KAUTTA
WWW.KONTIKI.FI TAI
SÄHKÖPOSTITSE:
ILMOITTAUTUMISET@KONTIKI.FI
TAI PUH. 09 466 300

Vastuullinen kotimainen matkanjärjestäjä:
Matkatoimisto Kon-Tiki Tours www.kontiki.fi

Appendix 11. Yoga trip advertisement for Kylli Kukk



Ohjaajina fysioterapeutti & joogaopettaja Kylli Kukk
ja kehoterapeutti & Sound healer Almer Jansu

Jooga- ja hemmotteluloma
Pärnussa 6.-12.7.2020

Päiväohjelma:
7.30-9.00 Aamujooga (Kylli)
9-10 Aamiainen
10-16 Vapaa-aikaa, hoitoja, lounas (klo 12-14)
16-17.30 Iltajooga (Kylli)
17.30-19 Illallinen
19.30-20.30 Iltaluennot (ti-pe):
Tutustu elämäsi tärkeimpään ihmiseen - itseesi! (Kylli)
20.45-21.30 Sound Healing gongeilla & kristallikulhoilla (Almer)

Majoittuminen 2 hengen huoneessa Estonia Medical Spa & Hotel 1000€
Majoittuminen 1 hengen huoneessa Estonia Medical Spa & Hotel 1100€
Majoittuminen 2 hengen huoneessa Estonia Resort Hotel & Spa 1150 €
Majoittuminen 1 hengen huoneessa Estonia Resort Hotel & Spa 1400€
Hinta sisältää matkat, majoituksen, ruoat 3xpvä, hoidot 3x pvä, ja opetukset.
Tiistaista lauantaihin voit valita 3 erilaista hoitoa: puolihieronta (20 min),
maapihkahoito, hierontatuoli eli rentoutusterapia (15min) lämmin persikkaparafiinihoito käsille,
yrttiporekylpy, jalkakylpy, suolahuone, höyryhengitys, valohoito 2 Bioptron-lampulla.
Kylpylän käyttö klo 7.00 - 22.00

Lisätiedot ja ilmoittautuminen: info@jooga.fi

www.spaestonia.ee www.jooga.fi