

Development of an Adventure Sleep concept for the Archipelago Sea

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<p>The Archipelago Sea is one of the World's big wonders that is yet to become as popular as Helsinki or Lapland when it comes to planning a visit to Finland. The objective of this work was to evaluate and conceptualize a new accommodation offer in the direction of an Adventure Sleep by analysing successful businesses in Switzerland.</p> <p>This Bachelor Thesis includes an Adventure Sleep concept development for the destination Archipelago Sea in Finland. The key elements of a successful Adventure Sleep concept were identified, described and discussed.</p> <p>In order to create an Adventure Sleep concept and to answer the research questions, a literature research and two expert interviews were carried out. Moreover, the opinions of the various interested parties, experts and authors have been considered.</p> <p>According to the results, an appropriate offer idea for the Adventure Sleep concept in Archipelago Sea consists of Tiny Houses and Tipis, which both offer a unique experience with a high-standard quality of service. Inquisitive, adventurous and nature-oriented guests are to be considered as the main target group for this concept. The most important collaborations include local municipality, VisitFinland and local hosts, willing to provide tourists with a unique sleeping experience.</p> <p>Based on the literature research and the analysis of the interview results, it was found that there is a growing interest in a nature-oriented way of travelling and extravagant and unique accommodation options are playing a huge role in the process of choosing a travel destination among tourists. The market of an Adventure Sleep is yet to be formed, therefore a development of the offers in the Archipelago Sea must be carried out in order to fill this gap and increase a brand-awareness of Finland and Archipelago Sea, in particular, as an Adventure Sleep destination.</p>	
Keywords	
Adventure, Sleep, Experience, Concept	

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1 Introduction

Current tourism trends show a significant increase in the demand for the nature and adventure experiences among travellers. Organised activities, adventure services and products which further people's well-being are expected to be particularly popular. Finland is able to offer a safe and clean environment with well-organised tourism products. So-called adventure tourism products will also increase their popularity among businesses. Adventure tourism has been defined in many different contexts and it has been called by a variety of different names. Often the type of accommodation travellers chose for their adventure trip is being a core of the adventure itself, so-called Adventure sleeping.

The Archipelago Sea in Finland has the opportunities and resources to become a successful Adventure sleeping destination in the future. The objective of this Bachelor Thesis is to evaluate and conceptualize a new accommodation offer in the direction of Adventure Sleep in the Archipelago based on the research carried out in Switzerland.

1.1 Research background

In recent years, tourism in Finland has grown more than other sectors, with annual Tourism consumption of more than EUR 14 billion, and possible growth to EUR 20 billion by 2025. The number of international travellers has doubled since the year 2000, providing revenue of EUR 4.4 billion in 2013. In 2013, the value added generated by tourism amounted to EUR 4.3 billion, which is 2.5% of Finland's GDP. However, there is still a dramatic gap between a popularity of certain destinations within a country. Travellers prefer to spend their holidays in Helsinki and its area during the Summer time and exploring ski-resorts in Lapland in Winter, while the other parts of Finland such as Archipelago are still considered as hidden, unknown gems for international travellers.

The exceptional accommodation options should stimulate tourism in Archipelago area. In addition, the Archipelago as a destination could possibly position itself independently on the market and raise awareness of increased independent involvement in tourism with the "Archipelago Sea Adventure Sleep" project.

1.2 Research goals

The main goal of this Bachelor Thesis is to evaluate and conceptualize a new accommodation offer in the direction of Adventure Sleep for the destination Archipelago Sea. The partial goals of this research are to define the target groups for the new

Adventure Sleep offer and to determine the necessary forms of cooperation. In addition, future steps for communication and distribution are to be established. Based on these main and sub-goals is the Adventure Sleep concept for the destination Archipelago Sea created.

Despite of the fact that this work is being done without a supervision of a Commissioner, it could be beneficial in raising awareness of the Archipelago as a travel destination and increasing independent involvement in tourism. In addition, an increase in the participation of service providers, locals and holiday guests as well as a new offer development in the area of Adventure Sleep should be created.

1.3 Research questions

Based on the main and sub-goals the research questions have been determined. The main research question for this Bachelor Thesis is as follows:

"What elements should a successful Adventure sleeping concept for the destination Finnish Archipelago include?"

The main research question has the following sub- questions:

- Which target groups could the Adventure sleep concept could be addressed to?
- Which collaborations are necessary to implement the concept?
- What are the most sensible communication and distribution channels ?

1.4 Research area

The focus of this Bachelor Thesis will be on the product development. With the help of the expert interviews and literature research, the current and future possibilities are analyzed and shown and a target group comparison analysis is carried out. In addition, the forms of cooperation (that could be necessary for the Adventure sleep concept) are researched in detail. The topic of communication and distribution is an important part of a Bachelor Thesis, however the idea of this work is to give recommendations for the future steps without a deep market research. The topic of investment costs has not been researched in this work.

1.5 Structure of the Bachelor Thesis

The following sub-section shows the structure of the Bachelor Thesis.

To get a better understanding of the topic, the portraits of Switzerland and Finland as the travel destinations have been presented as well as an overview of the chosen areas in both countries (Churwalden and Archipelago). On the next step a secondary research (literature) has been carried out. Starting with a definition of a various accommodation facilities in Tourism and ending with a definition of an Adventure sleep. Product development process used in this Bachelor Thesis has been described.

The methodology and suitable research methods have been identified for this research and described in details. Content analysis of Expert Interviews I and II helped to fulfill the concept of an Adventure Sleeping offer in terms of future opportunities, target groups and benchmark analysis, elements of cooperation, communications and distribution. This analysis helps to research and clarify the topic and the components mentioned above.

After a thorough evaluation of the content analysis of the expert interviews I and II, the Adventure sleep concept for Archipelago is created. Finally, a Bachelor Thesis ends with the conclusion, which includes the aspects of the most important results as well as reflection and outlook on other research topics.

2 Switzerland and Finland as travel destinations

Switzerland and Finland are well-known countries that attract travellers with its nature, unique culture, safety, and a top-quality service. Two countries are separated with about 1700 km distance, have totally different landscapes and climate, however, both could be described as one of the best nature-friendly destinations. Furthermore, both countries could learn from each other's positive or negative experiences in offers for tourists in order to achieve greater results.

2.1 Switzerland as a travel destination

Despite of the fact that Switzerland is a small country, it is big in beauty and adventure. Millions of tourists from all over the World visit Switzerland in order to see the breathtaking landscapes and enjoy the variety of unique experiences. The country has a lot of mineral springs and majestic mountain peaks. The cleanest air, crystal-clear lakes and chilling waterfalls create the best conditions in order to improve health and relax in the nature.

Switzerland is a land of contrasts. Rich culture and culinary traditions cause no less interest among those who visit the country. Those who are looking for music, arts, important historical monuments, museums or shopping will generally find points of interest in major cities while those who want to get more than a glimpse of the alpine scenery are much better served in the alpine resorts. Quality of service and access to modern communication is equally high in both places.

Tourism development in Switzerland has deep historical roots. Located in the middle of Europe, Switzerland has always been a fairly visited country. Merchants and pilgrims found a shelter and rest here on the way to their ultimate destinations. This greatly contributed to the progress of the hotel business, which over the years grew bigger and bigger. At the same time, Switzerland did not follow the path of enlargement and the creation of massive multi-story hotels, preserving the originality and comfort of classic boarding houses, small campsites and holiday farms.

2.2 Finland as a travel destination

During the past century Finland has reinvented itself as one of the top travel destinations in Europe or even in the World. Finnish national character and Northern heritage brought the country to the top of many rankings from quality of life to clean air.

Finland is a country with four beautiful seasons and four distinct regions that include the Helsinki capital region, Lapland, Lakeland and the Archipelago. Based on the travel preferences Finland offers a year-round destination where tourists can enjoy anything from a weekend city break to a longer stay in a ski resort or a lakeside cottage. For the past years Finland is called as the number one travel destination and the reason for that is the fact that there are endless national parks and vast outdoor landscapes to explore. It's a beautiful, wild country, where travellers can find huge forests, snow-capped mountains, crashing waterfalls and endless hiking opportunities.

Despite all that, Finland as travel destination has few major weaknesses:

- Awareness of Finland, which is a relatively small and unknown country. Finland cannot become more famous without an active effort to improve the image of the country as a whole and as a tourist destination.
- Accessibility. Finland has a fairly isolated location for other European travellers. Convenient air traffic and moderate price levels have become vital to tourism of Finland.
- High price level. On a European scale, prices for Finnish travel services remain high. In addition, Finland itself is a country with very high prices. Few reasons for this are high taxes and labour costs. When a foreign customer chooses a tourist destination between countries of the same type, price plays a key role. Finland will never be a budget destination or a country of mass tourism, but price levels will continue to play a major role in the success of this country as a tourist destination.

2.2.1 Tourism in Finnish Archipelago

The Archipelago Sea National Park belongs to the European PAN Parks Network, whose member parks combine wild nature and rich biodiversity with excellent facilities for outdoor recreation. The local firms who provide services for visitors to the park are all committed to help conserve nature and support island communities.

Finland's Archipelago Sea is the world's largest, with 25.000 miles of shoreline and innumerable islands. Despite of the fact that the Archipelago Sea in Finland has been nominated as one of the top destinations to visit in 2018 (Travel+Leisure, 2017) and top 10 destination for traveling by Time (Time, 2017), tourism is still close to be non-existing in the area. Millions of international tourists visit Helsinki in summer and Lapland in winter keeping the archipelago as a hidden gem of the Finns, generations of whom flock to family-owned islands. The reasons behind the lack of tourists visiting Archipelago could be very different: awareness of the destination, high pricess, accessibility, accommodation offers etc.

Most of the visitors of the Archipelago National Park's area come in order to experience boat tourism and canoeing. The high season here starts in July, when most of the tourists arrive in the area, however islands could offer a great nature experience in Autumn and Spring as well. Boat tourism has a large percentage of the net sales of local businesses (shops, fuel sales, gastronomy, guest harbours and accommodation).

2.2.2 Accommodation offers in Finnish Archipelago

Travellers coming to the Archipelago Sea could currently chose their accommodation options from 11 hotels, 15 bed & breakfasts and about 100 fully equipped cottages (Suomen Saristovaraus, 2020). The price range of a one-night stay could vary from 80 euros for a bed in a shared room, up to 500 euros for an own room, depending on the season, location and services included.

3 Accommodation sector

The main terms of tourist accommodation and the term Adventure Sleeping defined in this chapter in order to avoid confusion between the different accommodation forms and show importance of a chosen topic. Current and future trends in tourism are indicated.

3.1 Accommodation establishments

The tourist accommodation service is defined as: “the provision, for a fee, of sheltered overnight accommodation in appropriately equipped rooms, including at least a bed, offered as a main service to tourists, travellers and lodgers. The provision of overnight sheltered accommodation may include the provision of food services, fitness activities and/or green areas”.

Accommodation type	Accommodation type
COLLECTIVE ESTABLISHMENTS	OTHER COLLECTIVE ACCOMODATION
	Holiday dwellings
Hotels	Camp sites (only for bungalows)
Motels	Youth Hostels
Apt. Hotels	Group accommodation and holiday homes for elderly, employees
Roadside Inns	Mountain Huts
Beach Hotels	SPECIALIZED ESTABLISHMENTS
Residential Clubs	Accommodation related to health establishment
SIMILAR ESTABLISHMENTS	Accommodation related to work and holiday camps
Boarding Houses	Accommodation related to conference centres
Tourist Residence	PRIVATE ESTABLISHMENTS
B&B	Rented rooms in family houses
Farm Houses	Dwellings rented from private individuals or professional agencies

Figure 1: Types of tourist accommodations according to the European Commission Decision 99/35/CE.

In accordance with the User Manual EU Eco-label for Tourist Accommodation Service, a visual representation was reproduced in Figure 1 for a clear representation of the subdivision of the accommodation facilities.

As a rule, the accommodation facilities are divided into two groups, "hotel industry" and "parahotellerie" (Müller, 2008). The main difference between the hotel industry and the parahotel industry is that the parahotel industry is usually cheaper and has little or no services provided. There is essentially a difference in service, equipment and management offered in parahotels (Müller, 2008).

3.2 Hotel Industry

A hospitality establishment is usually understood to mean a hotel. The definition of a hotel according to Müller (2008) is as follows:

The hotel is a business with minimal facilities for the sensation, stay, accommodation and catering of its guests. In addition to accommodation, the offer includes at least one breakfast service, but usually a comprehensive restoration. It is characterized by an appropriate standard and living comfort and by appropriate services. The hotel has at least ten guest rooms, all of which have running hot and cold water.

In reality, there are numerous similar forms to the exemplary hotels, which are defined differently. This means motel, pension, etc. (Müller, 2008, pp. 146-147) .

3.3 Aparthotel

Aparthotel is a hybrid of the hotel industry and the parahotel industry. Aparthotels or apartment hotels combine the comfort and independence of a private apartment with the services of a hotel.

3.4 Parahotel

According to Müller (2008, p.147), parahotels are those types of accommodation that cannot be classified as traditional hotels. The Swiss Tourism Association (STV) (2018a, p. 16) divides the parahotel industry into commercially managed holiday apartments, campsites, collective accommodation, youth hostels, agrotourism and bed and breakfast.

3.4.1 Commercial holiday apartments

A commercially managed holiday apartment is a furnished apartment that is offered for rent to third parties. However, this excludes objects that are occupied exclusively by the owner or by permanent tenants and their relatives.

3.4.2 Campsites

Camping sites are defined as restricted areas that are accessible to everyone for the temporary use of caravans, mobile homes or tents they have brought with them (Swiss Tourism Association (STV), 2018a, p. 16).

3.4.3 Collective accommodation

Establishments that describe themselves as such and offer only minimal comfort are referred to as collective accommodations. Examples of collective accommodation are holiday homes, tourist and mass camps, club and club houses, youth and sports quarters, nature friend houses and mountain and refuge huts (Swiss Tourism Association (STV), Swiss Tourism in Figures 2017, 2018a, p. 16).

3.4.4 Youth hostels

All hostels that are affiliated to the Swiss Confederation for Youth Hostels and all Swiss alpine club huts (SAC) are to be understood under the name youth hostels. The requirement for the creation of a youth hostel must be met in accordance with the Swiss Youth Hostels Association (Swiss Tourism Association (STV), 2018a) .

3.4.5 Agritourism

Agritourism or "holidays on a farm" is a term used to describe a tourist offer in rural areas, which is mostly operated by farmers and which enables agriculture to earn an additional income (Swiss Tourism Association (STV), 2018a, p. 16). The farms have different options to run agritourism. The variants include:

- Overnight stays (holiday apartments, guest rooms, sleeping on straw, etc.)
- Direct marketing (product sales from the farm, on the market, etc.)
- Gastronomy (restaurants, cafes, party services)
- Leisure activities or events (weddings, farm tours, hay baths, etc.)

The prerequisite for practicing agrotourism is a constantly well-groomed appearance of the house and yard and the willingness of guest support (Agricultural Information Service LID, 2019) .

3.4.6 Bed & Breakfast

Bed & Breakfast is the generic term for all types of accommodation for a private individual, where a bed and breakfast are offered. This type of accommodation gives the guest a direct insight into the local household.

3.5 Definition of an Adventure sleep

The Adventure Travel Trade Association (ATTA) defines Adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment and cultural immersion. Often the form of accommodation is part of the actual adventure experience, but sometimes the accommodation is the core of the adventure. This category may include ice-hotels or igloos in the Arctic North of Scandinavia and North America, or the "tree hotels" in several jungle regions of the world. Adventure Sleep is understood to mean an extraordinary overnight stay that could not be experienced in every day life.

3.6 Trends

Tourism is shaped by major economic, social, political and technological changes, which bring unpredictable challenges, threats and opportunities. Based on various trends the direction in which tourism is developing could be predicted. The trends must be continually monitored to ensure that the direction of development is properly analyzed. The following trends were classified as important for this Bachelor Thesis in order to implement the Adventure sleeping concept.

Intense experiences

"In response to globalization and the associated standardization and interchangeability, there is growing interest in regional peculiarities and authentic experiences. Regional cuisine, original products, traditions and dialects are gaining in importance again." (Natur-Kultur-Tourismus, 2011, p.4). Travelers are looking for something unique, genuine and seek contact with the locals. The experiences are not only consumed, but produced themselves. This is ensured by an exchange between the guest and host.

Differentiated claims

This trend says that today's guest is less tangible and more difficult to distinguish. Today's guests have different needs and expectations for their vacation. In general, it is more difficult to generalize wishes and expectations (Natur-Kultur-Tourismus, 2011, p. 21).

Increasing health awareness

The increase in health awareness has increased significantly in recent years and a further increase is expected in the next few years. This growth shows, for example, the high demand for organic and sustainable products (Natur-Kultur-Tourismus, 2011, p. 21).

Sustainability and fairness

Today, the sustainability is a big issue which also affects the travel industry. Sustainability aspect should be included more in tourist products.

Quality at all levels

The tolerance of average quality in terms of accommodation in the entire service chain has increased significantly. In addition, many tourists have become more price-sensitive, which is why a transparent price-performance ratio is of great importance (Natur-Kultur-Tourismus, 2011, p. 23).

Technology

There has been a paradigm shift in how the travel and tourism industry works. What was once a monopoly of travel agents, today an end customer has the freedom to chart their own travel itinerary, arrange every necessary and ancillary service throughout their journey and ensure hassle-free travel experiences anywhere in the world.

The best part is, they can accomplish all this from the comfort of their homes using just their mobile phones. The proliferation of smartphones and a large digital savvy guest base necessitates players in this industry to continually invest in technology platforms that help them connect with potential customers across all channels, be it booking offices or online portals.

4 New product development

Since market success depends crucially on the satisfaction of customer wishes, a product determines the competitiveness of a destination.

Under the term «Product Development» understood all activities meant to solve problems leading to a marketable product. Product development process begins with the idea and leads through various steps to the product, which can then be marketed and tested qualitatively (Natur-Kultur-Tourismus, 2011, p. 26). The various steps that were used in this Bachelor thesis are illustrated in Figure 2 and explained in the following sections.



Figure 2: Visual representation of a New Product Development process

4.1.1 Step 1: Analysis and Orientation

In the first step, the current status and the situation in the immediate vicinity were checked. These included the offer examples as well as the current trend and market situations in the region. It is important in Product Development process to evaluate your own potential and identify potential risks.

4.1.2 Step 2: Creative phase

In the second step, ideas that could help in solving the problem were generated. In order to find those ideas, the creativity technique and expert input technique were used in this Bachelor Thesis. Examples of creativity techniques are brainstorming, the 6 Thinking Hats method or the 6-3-5 method (Engelen, 2018).

Expert inputs

Expert interviews are held for the expert inputs, which provide a knowledge within an industry. These interviews generated new ideas that could be incorporated into the future project.

4.1.3 Step 3: Content specification, goal and strategy setting

In the next step, focus was on further offer development. The ideas were clarified and the unique selling point strengthened. The goals were then defined and strategies formulated as well as the target groups identified. The explanation of the target groups is explained in the following section.

Target groups

The target group is a group of people that was formed with a potential of becoming future customers that a company wanted to reach with its marketing strategies in order to sell the product or services. Target group analysis was used to find who are the potential customers. For this Bachelor Thesis analysis of the target groups for similar products was used.

4.1.4 Step 4: Define services and calculate prices

In step number four, all service modules are defined and calculated. The corresponding prices are set, checked and a market-oriented analysis is carried out. A good and transparent price-performance ratio is the prerequisite for surviving on the market (Natur-Kultur-Tourismus, 2011, p. 52). The service modules are defined for this Bachelor Thesis, however, only a comparison assumption for the total costs was made.

4.1.5 Step 5: Advertising, Communication, Media work

In this step, the goal is to reach the end consumers who were derived from the marketing concept (Natur-Kultur-Tourismus, 2011, p. 56). The explanation of the marketing concept is explained in the following section .

Marketing concept

Marketing concept represents the philosophy behind the company's efforts to fulfill its customers' needs thus creating benefits for both these two parties.

The marketing tools and the marketing mix answered the question of how the strategic decisions are implemented. According to Booms & Bitner (1992), the marketing mix comprises the following 4P's:

- *Product*: The first of the Four Ps of marketing is product. A product can be either a tangible good or an intangible service that fulfills a need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's imperative that you have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it.

- *Price*: Once a concrete understanding of the product offering is established we can start making some pricing decisions. Price determinations will impact profit margins, supply, demand and marketing strategy. Similar (in concept) products and brands may need to be positioned differently based on varying price points, while price elasticity considerations may influence our next two Ps.
- *Place*: Place is understood to mean the distribution of the service and the product, which are handled directly or indirectly.
- *Promotion*: Communication is the exchange of information between the recipient and the sender. A distinction is made between internal (employees) and external (customers, suppliers) communication. Among the communication's tools are advertising, sales promotion, public relations, direct marketing etc.

4.1.6 Step 6: Quality assurance

During the last step the product has already found a place in the market and must be constantly monitored. Feedback from the guests is a relevant aspect that can be carried out in a personal conversation or with a standardized questionnaire. This enables quality control and a possibility of further improvements of the offer to be achieved (Natur-Kultur-Tourismus, 2011, p. 58).

5 Method

According to Hug (2001), a method is generally a more or less planned process, a way or a certain course of action to achieve a goal. Three suitable types of methods were selected and applied for this Bachelor Thesis.

5.1 Research design

The aim of this scientific work is to evaluate and conceptualize a new accommodation offer in the area of adventure sleep for the destination Finnish Archipelago Sea. A qualitative, inductive approach considered as appropriate for this Bachelor Thesis.

Qualitative research is used in complex contexts, it helps to gather deep insights regarding the research object even with a little previous knowledge. A major advantage of qualitative research is that a small number of cases can be used to create detailed and accurate analyzes (Flick, 2011). Since an Adventure sleep concept has never been developed in this way in a destination, the qualitative method was more suitable than the quantitative one.

An inductive approach is where the researcher begins with as few preconceptions as possible, allowing theory to emerge from the data.

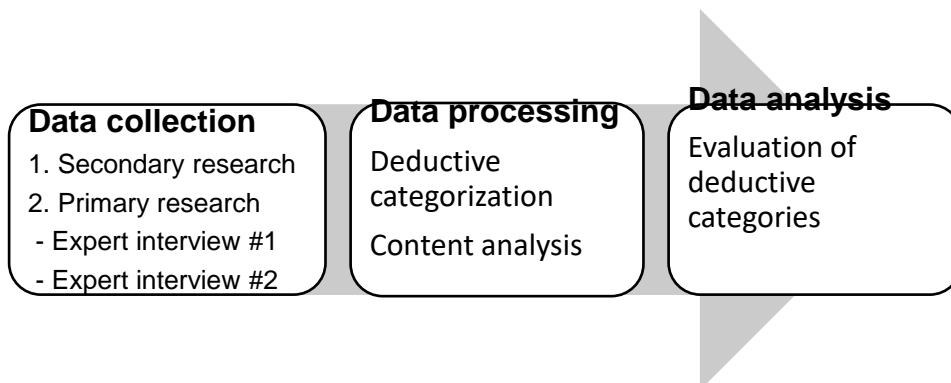


Figure 3: Visual representation of methodology

The different approaches and techniques used in this work illustrated in the Figure 3 and described in the following sections. Qualitative research methods used to achieve an adequate result in this Bachelor Thesis.

5.2 Data collection

The following sub-chapter answers the question of how the data was collected. Firstly, a literature research, the so-called secondary research, was carried out in order to gain an overview of the background to the study. At the next step a primary research was executed, which provides information about two expert interviews.

Figure 4 illustrates the data collection flow used in this Bachelor Thesis. Data collection process forms a so-called funnel, which begins with a lot of collected data which is getting dramatically reduced at the end of work.



Figure 4: Sequence of data collection

5.2.1 Secondary research

The first step of this Bachelor Thesis is an analysis of the secondary data based on the literature. The literature search is an evaluation report of information that contains information on the selected area of study and enables a theoretical understanding as well as present existing research and results in relation to the topics dealt with in the work. The literature review is an essential part of the research process. (Flick, 2011) .

The literature review will be chosen, in order to clarify definitions of terms to recognize future needs of the people and as a support for the structuring and organization of the Adventure sleeping concept. The literature search was carried out using the Internet search function. The focus was on specialist books, magazine articles, internet websites and reports.

5.2.2 Primary research

Primary research is an empirical research method that captures, analyzes and interprets new, non-existing data. This type of method is time-consuming and expensive (Grüttner,

Egle, & Urich, 2019). There are several primary research methods, but this Bachelor Thesis focused on 2 expert interviews.

The methodology Expert Interview was selected in order to gather specific and accurate data from selected people regarding the topic of this Bachelor Thesis. This knowledge helped to complete the Adventure sleeping concept. The goal of expert interviews is to find out, which of the existing or future accommodation offers in Switzerland could be applied in Finnish Archipelago. In addition, the target groups, types of cooperation, difficulties and the price-performance ratio as well as the bundling of prices should be discussed.

Expert interview I

An expert interview can help you find more detailed information on a specific research area. This is an exploratory research method called primary data to solve a specific problem. An expert is someone who has extensive knowledge and experience in his specific field of study and is also credible.

In a semi-structured interview, the questions are pre-formulated and prepared, but the order remains open. The advantage of the semi-structured interview is that derived, further discussions are possible in the conversation. A conversation guide with key or contingent questions is used for this type of interview.

Expert Interview I was conducted together with a chief Executive Officer of myfarm.ch (further Expert I). He was selected as an expert for the interview in order to expand knowledge about agritourism. In addition, myfarm.ch was able to provide important information about current and future accommodation options in the area of Adventure sleeping. The difficulties in planning myfarm.ch were an important aspect that could be taken into account in the "Adventure Sleeping" concept - as were their recommendations on the price-performance ratio and the price bundling technology. The myfarm.ch company could be a future example for the destination Finnish Archipelago. That is why cooperation, communication and distribution was an important part of the expert interview.

Expert interview II

The Expert interview II was carried out, in order to broaden knowledge of a research topic. To get detailed answers and ideas, Expert Interview II, like Expert Interview I, was conducted in a semi-structured and non-standardized manner (Heistingering, 2007) . The expert interview II was the final step in the data collection.

The Expert interview II with a representative from Graubünden Ferien (further "Expert II) is intended to provide input for ideas on new forms of innovation such as "tiny house" and "glamping", which can possibly be incorporated into the "Archipelago Adventure Sleep" concept. Since Expert II is currently working on a "Tiny House" project, a precise and important data could be collected. In addition, information regarding the guidelines and requirements for experience sleeping options such as "Tiny House" and "Glamping" is relevant for the concept of "Adventure Sleep" - as well as information on cooperations, communication and distribution, which Expert II was able to find out.

5.3 Data preparation and evaluation

The following sub-section answers the question of how the data collected has been processed and evaluated. The qualitative content analysis according to Mayring (2010) is chosen for the evaluation of the Expert interviews I and II. According to Mayring, one of three basic concepts is "to systematically analyze texts by gradually working on the material using category systems theory" (Mayring, 2002). It is a summary of the text, which represents the text in so-called categories, which are organized in a system. The category system is divided into subcategories, category definitions and anchor examples." It serves as the starting point for the interpretation of the text and is the heart of the analysis" (Ramsenthaler, 2013). The categories may be formed either inductively or deductively. In the case of deductive category formation, the starting hypothesis forms the basis of the categories, and in the case of inductive category formation, the categories come from the interview material. A combination is possible if categories are formulated in advance, which are then upgraded with inductively gained categories in the course of the investigation (Mayring, 2010).

Table 1: Category system according to main and subcategories (own representation)

Main categories	Subcategories
Current and future situation	- Current opportunities - Future opportunities
Target groups	- Type of a target group - Needs / travel motives - Origin of the guests
Benchmark	- Planning difficulties - Strengths and weaknesses - Cost
Cooperations	- forms of cooperation - Use of cooperation
Communication and distribution	- Direct or Indirect Sales - Marketing tools

6 Analysis and interpretation of the results

In this part of the Bachelor Thesis was conducted the most important analysis and interpretations of the literature search and the Expert interviews in order to create an Adventure Sleep concept and generate recommendations for further action. Finally, using the results of this analysis, conclusions are drawn to answer the research questions.

6.1 Current situation and future opportunities

Current opportunities

According to the Expert I, experience is getting more and more value in the travel industry. While choosing a destination for their next vacation, travellers prefer to enjoy the nature, do outdoor activities, get to know local traditions and lifestyle. Expert II added that people are tend to return to simplicity and don't hesitate to stay in a small room during their holidays. Table 2 illustrates a list of Adventure Sleep accommodation options available in Switzerland, according to the Experts.

Table 2: Current Adventure Sleep options in Switzerland

Sleep in the apiary	Tree house nights	Yurt
Sleep in the barrel	Dream tubes	Tipi tents
Sleep in the converted chicken coop	Remote location that can only be reached with a hike	Starry sky sleeping
Bubble hotel	Converted circus wagon	Glass igloo
Glamping	PODhouses	Etc.

Future opportunities

Future opportunities are understood to mean the accommodation options that could be considered in remote areas of Switzerland or Finland in the future. Expert I believes that future Adventure Sleeping options are not normal offers, but rather extravagant and unique that bring a unique quality experience and leave an unforgettable impression. Combined recommendations for the future Adventure Sleep options by the Experts were illustrated in Table 3.

Table 3: Future Adventure Sleeping opportunities according to Experts I and II

Accommodation type	description
Yurt	Demountable, heated, easy to transport round tent of the nomads
Tipi tent	Fabric-covered tent in a triangular shape
Glamping	Holidays in luxuriously equipped tents, mobile homes or lodges
Tiny House / Tiny House Village	Tiny houses up to 37 square meters
Caravan	Furnished trailer for motor vehicles
Tentrr	Fusion of tiny houses and glamping that can be found in remote locations
Quadrin	Overnight accommodation in the modern square containers
72 hour cabin	Overnight construction made of glass and wood, which can be found in a remote location
Tree houses	Small hut built on top of a tree
Converted circus wagon	Circus artists' caravan
Zinipi	Overnight stay in a stone pine wood hut
Safari tent	Camping with comfort
Lodge tent	Glamorous type of tent
POD	A kind of igloo made of wood

Additional services and activities were also discussed. According to Expert II, the additional activities that are offered should be relatively simple. As a possible idea, he proposed an information sheet with up to 10 insider tips that could be given to the guests. Examples of such tips would be hidden picturesque locations or beautiful fire pits in the region. In addition, recommendations for restaurants and meals should be shown in the information sheet. The information sheet would provide a good and inexpensive additional service that would be easy to implement. The creation of the information sheet should be carried out by a hosting person and kept updated, so that a current status could always be guaranteed. Expert II also said that he would not try to create an entertainment for the guests and would focus on existing activities in the region.

6.2 Target groups

Type of the target group

In the subcategory type of the target groups listed groups of people with similar characteristics who are interested in the Adventure Sleep. All the target groups mentioned during the Expert interviews have been shown in the Table 4.

Table 4: Existing target groups for Adventure Sleep travel

Families with children	Groups and associations
Adventurers	Cyclists
Young, trendy people	Campers and glampers
Single women	

Based on the future forms of accommodation, the focus should be on three different target groups. The target groups families, passing guests and price-sensitive guests should be addressed with the selected Adventure Sleep offers according to the Expert II.

The goal for families is that with an overnight stay in a Tiny house or a Tipi tent, children as well as their parents experience an adventure that they cannot experience at home. According to an Expert II, the idea of the Adventure sleep concept is to develop inexpensive overnight stays because the other accommodation options are getting more and more expensive. Therefore, an overnight stay in tipis or a straw is one of the options, that could be offered to a price-sensitive target group.

Needs / travel motives

Needs and travel motives represent the reason and motivation behind the idea of experiencing an Adventure Sleep trip. Opinions of both Experts showed that the important aspect of Adventure Sleep for the guests is the extraordinary and unique experience, which is increasingly in demand these days. In addition, Adventure Sleeping appeals to guests who linger in nature and want to experience the sensuality through tasting, hearing and feeling. Expert II has also added that while seeking for an Adventure Sleep, travelers are still willing to have a top-quality accommodation, he said: "Guests want an adventure with a quality like in a hotel." In summary, the guests are looking for an exceptional natural experience with quality.

Origin of the guests

According to the Experts, the Swiss population is the main target group of an Adventure Sleep, followed by the Germans. Most Swiss are from German-speaking Switzerland and

come from the Zurich/ Zug economic areas. In addition, Adventure Sleep also appeals to people from the region themselves who are looking for adventure and nature in their own homeland.

6.3 Benchmark

Planning difficulties

Under the planning difficulties understood all the obstacles in order to create an Adventure Sleep location. The Expert I saw the main difficulty in finding the host who is ready to offer an Adventure Sleep to the guests. Even if the host wants to offer something like this, he or she often has no suitable or an extravagant location. In addition, there are the legal issues, such as the building permit outside or within the agricultural zone. Political obstacles and financial challenges are further difficulties. In addition, the more remote the place is, the higher are the costs - as for the lack of connection of sanitary facilities and electricity. The ultimate difficulty of the entire range of Adventure Sleep lies in the marketing of the destination or the offer to end consumers.

According to the Expert II legal procedures, political obstacles, financial challenges and difficulties in finding suitable operators creating the main problems in planning.

Strengths and weaknesses

Under strengths and weaknesses understood the aspects, where an Adventure Sleep could be improved as a product or service. In general, the Expert I saw the strength of the Adventure Sleep – an offer itself, which can be expanded throughout the whole country. In addition, a closer relationship between a guest and a host is a significant strength that must be used to make the guest feel like home.

On the other hand, some weaknesses were mentioned that must be considered. First, lots of legal regulations have to be followed in order to create an Adventure Sleep offer in Switzerland. Another weakness is that the provider needs to constantly analyze and identify guest's behavior in order to generate enough bookings. In addition, lack of tourism thinking among the locals, who usually do not travel a lot, is another weakness. This means that the non-tourist thinking mindset of the locals prevents the expansion of tourism in the destination. Another current weakness that exists in Swiss tourism, is a lack of cooperation between different destinations which leads to the limited marketing and promotional options.

Price

The price is the amount that must be paid when buying a product/service. Expert I mentioned that, with extravagant and unique offers, guests tend to spend more than they would for a "normal" hotel stay. The Adventure Sleep offers are often in the same price segment or slightly more expensive comparing to a high-quality hotel per night. The prices of adventure nights are between 130.- Fr. to 290.- Fr. per night and person and vary depending on the high or low season. The feedback from the guests for the offer of adventure sleep fell back to a fair price-performance ratio.

Expert II mentioned that the price for an overnight stay could vary from 130 CHF to 250 CHF depending on the type of the accommodation. He said that when setting a price it is important to consider the value that this accommodation will bring to a guest. The more value it brings, the higher amount of money guests will be willing to pay.

An important aspect that has been mentioned by an Expert I is that clear communication to the guests should be adhered to. Guests shall be informed about every product or service they buy beforehand in order to avoid any kind of misunderstanding,

6.4 Communication and distribution

Direct / indirect sales

Under direct sales the manufacturer sells its product directly to end users and indirect sales, the manufacturer sells its product through a legally authorized third-party, such as wholesalers and retailers. The expert named direct sales via the website, flyers and social media. On the other hand, the expert marked indirect sales as a more effective way of selling an Adventure Sleep experience in Switzerland.

Marketing tools

Marketing tools are various methods of marketing - from radio advertising to social media. The marketing tools listed in Table 5 were recommended by the Experts I and II.

Table 5: Possible marketing tools for Adventure Sleep according to the Experts

Social media	Website	Influencer marketing
Blogs	Media releases	Newsletter
Journalists	Advertisement	
Promotional campaigns	Shopping centers	

7 Adventure Sleep concept

Based on the literature research as well as analysis and interpretation of the expert interviews Adventure Sleep concept for the destination Finnish Archipelago has been created. This section answers the main research question: "What elements should a successful Adventure Sleep concept include for the destination Archipelago, Finland? " And the sub-questions: "Which target groups could the Adventure sleep concept could be addressed to?", "Which collaborations are necessary to implement the concept?" and "What are the most sensible communication and distribution channels?".

7.1 Overview of an Adventure Sleep concept

In order to develop an Adventure Sleep concept, few important elements (showed in the following sections) have been described.

First, the goals and strategies of the Adventure Sleep concept explained. Next, an Offer idea is presented, which could be considered as a heart of the work, followed by the additional activities and services offered during the overnight stay. Furthermore, the target groups of the future Adventure Sleep offer idea explained, the service modules are named and the price per night for the entire accommodation is estimated. The next step shows the necessary cooperation, followed by the service chain and the most meaningful communication and distribution channels. Finally, the investment costs are mentioned.

7.2 Goals and strategies

The objectives of the Adventure Sleep concept are :

- Increase in tourist demand;
- Increase in value added from tourism sales;
- Strengthening the reputation/ image of the destination Archipelago;
- Raising a brand awareness of Finland as a tourism destination.

The strategies of the Adventure Sleep concept are:

- Adventure Sleep tourism will be a mainstay for the Finnish Archipelago. Accordingly, the development of the Adventure sleep offer is to be specifically promoted and supported with market-oriented offer developments.
- The quality of the Adventure Sleep offers must be kept at a high level and evolve accordingly.
- The cooperation with various organizations for Adventure Sleep concept is strengthened, both in the development of the offer as well as in marketing.

7.3 Offer Idea

Adventure Sleep concept is built around the unusual and eventful types of accommodation. Extraordinary and eventful overnight stays are understood to mean unusual forms of accommodation. The idea of the offer includes overnight stays with different experiences, which are offered at different locations in the destination Archipelago. As no operators or providers have been found at the moment, the locations for the Adventure Sleep concept are still unclear. Suitable locations could possibly be found on the remote islands, on the campsite or on a suitable and beautiful land from a private owner. In the following section, the experience overnight ideas are defined and described.

Tiny houses

Tiny houses are mini-houses that often feature impressive, functional equipment on an area of around 30-40 square meters. The demand for tiny houses is currently still growing. Nevertheless, this trend, especially for tourism, is interesting in rural regions, where a new form of accommodation could be created. The occupancy number depends on the equipment of the tiny house. The ideas of what the future tiny houses in the Archipelago Sea could look like are illustrated in Figure 5. Tiny houses could be accommodating guests all year round.



Figure 5: Types of the Tiny House (ImmobilienScout24, 2017) (AbracadaRoom, 2019)

Tipis

Original tipis

The original tipi is a cone-shaped tent covered with fabric. A tipi is an ideal accommodation for adventurers and nature lovers. The occupancy number of the tipi depends on the equipment, which can be designed variably. The original tipi is a cheaper

option for the guest and therefore does not offer a luxurious comfort experience. Figure 6 shows how the original tipis as an accommodation offer could look like in the future. The original tipis will only be used in the summer season.



Figure 6: Original Tipis (TCS, 2019)

Modern tipis

The modern tipi has the same shape as the original tipi, but it is a stable construction made of wood. With a modern tipi, the number of occupancy depends on the equipment. The modern tipis can be built on one or two floors. In contrast to the original tipis, there is a sanitary facility in the modern tipis. The way how modern tipis might look like is shown in the figure 7. The modern tipis are in use all year round.



Figure 7: Modern Tipis

Offering different types of overnight stays in the Archipelago Sea, could create a unique selling point in comparison to other destinations.

7.4 Additional activities

An information sheet with a various insiders tips from the locals will be offered as an additional service to every guest coming to experience an Adventure Sleep. The brochure will include up to ten insider tips regarding the Archipelago Sea area which could be experienced by the guests free of charge. The information sheet contains

recommendations for walking/hiking routes, beautiful picturesque locations, playgrounds, fishing spots, zones for barbecue or a picnic etc. It's written in Finnish, English and Swedish languages. An information sheet has to be up to date, so quarterly based updates are required by a person, who is responsible for the development of the Archipelago Sea area as a travel destination.

In addition to the free insider tips, the guest is offered up to 10 activities that can be undertaken in the Archipelago Sea. These additional activities can be booked and paid with a service provider.

Suggestions for activities in the Archipelago Sea area are as follows:

- Sailing
- Canoeing
- Guided tour to the local small businesses
- Guided tour for birdwatching
- Guided tours through the hiking routes
- Tour skating
- Guided diving and snorkelling tours

Offering regional activities promotes tourism in the Archipelago Sea area and at the same time establishes contact between guests and locals.

7.5 Target groups

The target group of an Adventure sleep is curious, adventurous and nature-loving guests from and outside of Finland who are interested in an exceptional overnight stay and high-quality experience. Guests can expect a good and fair price-performance ratio as well as contact with the locals and an intact, diverse landscape and nature in the Archipelago Sea area. The target groups are divided on families with children, DINKS and price-sensitive guests and described below.

Families with children

As the name of the target group says, this group consists of the parents with children. Parents are willing to find a relaxation during this stay, while children want to experience an adventure and get to know nature.

DINKS

DINKS is an acronym that stands for "Double Income No Kids" in other words childless couples who concentrate on their careers and consequently generate a large income

together. The requirements of the DINKS are high quality products and offers as well as a comfortable overnight stay. This target group requires high-standards of hospitality and service.

Price-sensitive guests

Price-sensitive guests are travellers who value the price in the purchase decision process. The needs of price-sensitive guests can be found in an accommodation offer that is not too expensive while still offering a quality experiences.

Tiny houses and modern tipis will a more suitable accommodation options for families with children and DINKS, while the original tipi will be a perfect match for a the travellers in groups as well as price-sensitive guests.

7.6 Service modules and price

The service modules that are included in the offer for all future offer ideas are:

- the overnight stay;
- the standard breakfast on site;
- the information sheet with insider tips;

Since different types of Adventure travellers have different needs and expectations, a basic package of an Adventure Sleep offer in the Archipelago is not an all-inclusive package. This means that guests could decide what services and experiences they would like to have during the overnight stay. Additional services could be booked for an extra price. The additional costs have not been determined.

Examples of an additional services:

- American style meal plan which includes breakfast, lunch and dinner offered by the service provider;
- Lunch box (a basket filled with the food specialities and signature dishes from the Archipelago area);
- Dinner in one of the local restaurants;
- Canoe rentals.

The cost per night for the entire accommodation facility will be in the more expensive price segment for the tiny houses and modern tipis, while the price of the original tipis will be lower. An estimate of the price per night for the entire place in the high and low season is

illustrated in the Table 5. These estimated prices are shown in order to get an overview of what the price differences for each individual offer could look like.

Table 5: Estimated price per night / EUR

	High season price	Low season price
Tiny houses	EUR 150	EUR 120
Original tipi	EUR 80	EUR 60
Modern tipi	EUR 120	EUR 100

7.7 Cooperations

Cooperations are crucial for Adventure Sleep concept. The cooperations which are considered to be useful, including the reasoning as well as intensity, are shown in the Table 6.

Table 6: Important cooperations for an Adventure Sleep concept

Cooperations	Reason	Intensity
Provider or operator	Responsibility for operating the Adventure Sleep offer and making the location available	strong
Local municipality	Financial support of the project and assistance with the construction process	strong
VisitFinland	Benefit from synergies, grant funding and assistance with marketing	medium-strong
Restaurants / becks from the Archipelago area	Arranging meals and boosting tourism in local restaurants	weak-medium
Regional companies and businesses	Support for the region and sustainability	medium
Other destinations from Finland	Use of synergies and simple financial project subsidies	weak-medium
Booking platforms	Marketing the offer and expanding the audience	medium

7.8 Service chain

Table 7 shows a recommendation of the service chain for the Adventure Sleep concept. The service chain begins with information/ booking and ends with follow-up support.

Table 7: Adventure Sleep service chain

Service chain link	Performance elements	time
Information / booking	- Internet - on site	Prior to travel
getting there	- Car - Public transport - By foot - Bicycle - Motorcycle - Boat	
reception	- Greeting the guests - Welcome drink - Check-in - Information about accommodation and surroundings	Travel
Catering	- On site - Stores (S-Market, K-Market, Lidl etc.)	
Housing	- Tiny houses - Original tipi - Modern tipi	
Local transport	- By foot - Boat rental	
Activities	- Information sheet with insider tips and activities	
Departure	- Check-out - Oral feedback from the guests - Farewell to the guests	
Aftercare	- Feedback through a standardized questionnaire - Newsletter	

7.9 Investments

As it was mentioned in the chapter 1.4 Research area, the investment costs are not taken into account in this Bachelor Thesis. However, it is assumed that tiny houses as well as

modern tipis will require bigger investments comparing to the original tipis. In addition, the investment costs for the information sheet (insider's tips) are very low.

7.10 Quality assurance

The quality has to be checked continuously and can be checked through the exchange with the guests. The feedback from the guests can be analyzed through a direct conversation or through a standardized questionnaire. This ensures ongoing quality control and optimization of the offer. The guests will be asked to provide a feedback regarding their stay in an oral form and, in addition, a standardized questionnaire will be sent by email after departure. The standardized questionnaire was not designed in this Bachelor Thesis.

8 Discussion

The discussion looks into the results of the study. The main results and points of this Bachelor Thesis are summarized and discussed.

The aim of this Bachelor Thesis is to create an Adventure Sleep concept for the destination Archipelago Sea in Finland. The focus of this Bachelor Thesis is, from one hand, to develop an overall image of an Archipelago Sea as an Adventure Sleep destination. From the other hand, to consider the current trends in travel industry, which have an impact on chosen target groups, in creation of the Adventure Sleep concept for the Archipelago Sea.

In a first step, a detailed literature research was carried out in order to obtain sufficient information about the current trends in travel industry, unique accommodation offers, current situation in Switzerland and in the area of Archipelago Sea in Finland as well as the product development process. Based on the literature research, the expert interviews I and II were carried out in order to obtain a more specific and detailed information. Based on the results of a literature research and expert interviews, the Adventure Sleep concept was created for the Archipelago Sea.

The author is convinced that the main and partial research questions could be answered to the fullest satisfaction by means of empirical literature research and subsequent qualitative content analysis of the expert interviews. In the following, the answer to the main research question and the sub-research questions are discussed.

The main question "What elements should a successful Adventure Sleep concept for the Archipelago Sea include?", can be answered as follows: clearly identified goals and strategies, offer ideas, additional activities, specified target groups, service components and price, cooperations, service chain, investments and quality assurance are to be considered as the key elements of the Adventure Sleep concept for the Archipelago Sea.

Based on the results of this Bachelor thesis, families with children, DINKS and price-sensitive guests are considered to be the most valuable target groups for the idea of Tiny Houses and Tipis for Archipelago Sea area.

The answer to the question "Which collaborations are necessary to implement the concept?", is the following: A collaboration with providers, local municipality, VisitFinland,

restaurants and cafes, regional companies, other destinations from Finland and booking platforms are required to implement the Adventure Sleep concept.

The last sub-question "What are the most sensible communication and distribution channels?" can be answered as follows: direct marketing such as Facebook, Instagram and newsletters, and indirect marketing that involves marketing via VisitFinland, travel agencies and other external services. Posters, magazines, newspapers, influencers and the media identified as suitable marketing tools.

Based on the literature review, the demand for exceptional overnight experience is enormous. Nowadays tourists have different needs and expectations while choosing a travel destination. Modern travelers have growing interest in regional specialities and authentic experiences as well as a close contact with the local people. Based on the analysis and interpretations of the interview results, it was found that interest in extravagant forms of accommodation is conspicuously high and the market is not yet completely formed. For this reason, a development of the offers for Adventure Sleep in the Archipelago Sea must be carried out to fill this gap.

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Appendices

A1. Guide to an Expert Interview myfarm.ch

Name of interview partner: Mr. Andreas Allenspach

Company: myfarm.ch: Managing Director

Implementation date: Monday, March 2, 2020

Location: St. Gallen

Start: 9:15 a.m.

End: 10.15 a.m.

Introductory text

Thank you for taking the time to conduct this interview with me. First a formal question, is it okay if the interview will start now?

Now I would briefly explain the concept of "Adventure Sleep" to you before I start with the questions. The idea of the Bachelor thesis is to develop a concept of various exceptional Adventure Sleeping options in the Archipelago Sea in Finland and to determine future steps for communication and distribution. The inexpensive and exceptional accommodation options should stimulate tourism in Finland and local infrastructure should be used more extensively.

Do you have any questions before we start?

If not, then I start the recording and start with the questions. I would also like to thank you for taking the time for such an interview.

Questions

Entry questions

Key question (s)	Contingent question (s)
What kind of overnight stay would people usually call "exceptional"?	What feedback did you get?
In your opinion, what are the most important aspects that have to be taken into account for "exceptional" overnight accommodations?	Why do you find these aspects to be the most important?

Current and future situation

Key question (s)	Contingent question (s)
What options for overnight accommodation are currently available in Switzerland? What options would you consider in the future? How would you expand your concept?	Why?

Target groups

Key question (s)	Contingent question (s)
Which target groups do you focus on? From a geographical point of view, where do the guests come from? What needs / travel motives do your guests have?	

Benchmark

Key question (s)	Contingent question (s)
How do you rate the difficulty in planning adventure sleep / agrotourism? How extensive is your accommodation offer? (Service chain) How do you assess the strengths and weaknesses of your offer? How do you rate your price / performance ratio? (Price related to cost)	Why?

Communication and distribution

Key question (s)	Contingent question (s)
How is your offer communicated? (Marketing tools, direct or indirect) When and in what time period do you publish your offer? How far in advance can I make the bookings?	If yes why?

Final text

Thank you very much for taking the time.

Finally, I have a question. If there was still an important question while writing the Thesis, may I contact you again?

A2 Guide to an Expert Interview Graubünden Tourism

Name of interview partner: Mr. Mik Häfliger

Company: Graubünden Tourism

Implementation date: Monday, March 9, 2020

Location: by phone

Start: 7.30 p.m.

End: 8.30 p.m.

Introductory text

Thank you for taking the time to conduct this interview with me. First a formal question, is it okay if the interview will start now?

Now I would briefly explain the concept of "Adventure Sleep" to you before I start with the questions. The idea of the bachelor thesis is to develop a concept of various exceptional experience sleeping options in Finland and to determine future steps for communication and distribution. The inexpensive and exceptional accommodation options should stimulate tourism in Finland and local infrastructure should be used more extensively.

Do you have any questions before we start?

If not, then I start the recording and start with the questions. I would also like to thank you for taking the time for such an interview.

Questions

Entry questions

Key question (s)	Contingent question (s)
What kind of overnight stay would people usually call "exceptional"?	What feedback did you get?
In your opinion, what are the most important aspects that have to be taken into account for "exceptional" overnight accommodations?	Why do you find these aspects to be the most important?

Target groups

Key question (s)	Contingent question (s)
Which target groups do you address? From a geographical point of view, where do the guests come from? What needs / travel motives do your guests have?	

Benchmark

Key question (s)	Contingent question (s)
How do you rate the difficulty in planning adventure sleep / agrotourism? How extensive is your accommodation offer? (Service chain) How do you assess the strengths and weaknesses of your offer? How do you rate your price / performance ratio? (Price related to cost) What is your bundling of prices? (All-inclusive Package / Free choice)	Why?

Communication and distribution

Key question (s)	Contingent question (s)
How is your offer communicated? (Marketing tools, direct or indirect) When and in what time period do you publish your offer? How far in advance can I make the bookings? Do you work with other partners to share the costs / get greater reach / use synergies?	If yes why?

Final text

Thank you very much for taking the time.

Finally, I have a question. If there was still an important question while writing the Thesis, may I contact you again?

A3. Transcription Expert Interview I myfarm.ch

I: What is the current status of an “exceptional” overnight stay / Parahotellerie overnight stays? What kind of feedback do you receive from people?

EXPERT I: What does “exceptional” mean? For example, Agritourism offers people to sleep on a farm, but the question is whether this is exceptional? Myfarm.ch stands out from the hotel and para-hotel industry in the experience area. We believe that sleeping on a farm has a very high experience value for our guests, which is very much in demand today. Nowadays experience is getting more and more value in travel industry. Myfarm.ch believes that guests choose to go on vacation on the farm, to be able to enjoy the nature, get close with the animals and get to know farmers and their lifestyle. In addition, we can offer agricultural activities to boost such an experience and, at the same time, help farmers with their work.

I: In your opinion, what are the most important aspects that must be considered for "exceptional" overnight accommodation? Why do you find these aspects to be the most important?

EXPERT I: At myfarm.ch, the extraordinary is: "Sleeping in the apiary", "Sleeping in the tree house", etc. or other remote locations that can only be reached with a hike. We have some farms that can only be reached after a 2-hour hike, which is an unforgettable experience. However, these farms are also in the upper price segment. An overnight stay in a tree house on the farm costs around 180.- Fr. For this price you could also spend the night in a good 4-star hotel. The question is: would you chose to pull up a basket with fresh farm products to your tree house or have a served breakfast in a hotel.

The aspect of exceptionality is very important. The exceptional overnight stays are marked at myfarm.ch. Examples of exceptional accommodation offers are: "Sleeping in the apiary", "Sleeping in the barrel" or "Sleeping in a converted chicken steel". All these options are considered as some special overnight experiences which our guests, most likely, have never experienced before.

I: What types of accommodation are currently available in Switzerland?

EXPERT I: The catalog from myfarm.ch shows the different categories, which range from "sleeping in the apartment" to "sleeping in a tipi". The categories are also listed on the homepage.

I: What options would you consider in the future? How would you expand your concept?

EXPERT I: Myfarm.ch not only offers accommodation but also catering. The farm shops and children's holidays without parents can also be seen on our website. In addition, there are a lot of options for an experience trip where guests could actively help on a farm. There are around 100 farms where the guest can help feed the animals, for example. At my farm.ch we are trying to discover what could be popular among our guests, with a focus on extravagant offers. It is well-known that people are ready to spend more money on the services and products which are unique. Based on our experience, guests find all offers related to the crafting attractive. We have received a lot of positive feedback from people who did a hike up to the Alps and made their own cheese there or, for example, cooked with a farmer's wife, or picked herbs and made own pesto.

However, everything must also have a good price-value ratio. People who do not want to stay the night and only want a tour or participate in some activity should pay accordingly. This is a very attractive offer for groups. For example, Lucerne and Interlaken areas are very popular among the Asian and Arab travelers. These groups of tourists often willing to get entertained on the farms. For example, Asians only want to do a photo session of "sleeping in the straw", but do not want to sleep in it. It is not what myfarm.ch offers, but there is a need in certain places. The guests pay a lot of money for such an activity and disappeared from the courtyard after a few hours. Every farmer has to decide for himself whether he wants that on his farm. Myfarm.ch doesn't promote such services. However, in certain regions you can focus on this target group and offers and earn a lot of money. This could be a lucrative business for certain farmers.

I: Which target groups do you focus on?

EXPERT I: At myfarm.ch, the main target group is families with children. Big groups are also important customers, who make bookings in the group accommodations and in the "sleeping in the straw" area. However, the length of stay for groups is usually shorter. There are also a lot of adults or couples looking for the natural experience. Among other things, there are many women who come without their partner. They want to enjoy sensuality and have time for themselves. The adult sector is a very good paying target group.

I: From a geographical point of view, where do the guests come from?

EXPERT I: Mostly guests of myfarm.ch are coming from Switzerland, followed by Germany and other European countries. According to the booking numbers, it is approximately 60% Swiss followed by a high percentage of German guests.

I: What collaborations do you have?

EXPERT I: We focus on the local and national partners. Myfarm.ch works with large shopping centers in Switzerland, Raiffeisen Bank or with PostBus. Myfarm.ch's approach is to cover all language regions, cultural regions and geographical regions throughout Switzerland.

I: What is the average occupation rate at myfarm.ch?

EXPERT I: The occupancy varies from farm to farm. Last year there was an increase of +26% in overnight stays, however it is hard to average the numbers since it depends on many factors.

I: How do you rate your price / performance ratio?

EXPERT I: A major concern of myfarm.ch is that the providers don't sell below the value. When "sleeping on straw" including bed and breakfast, the providers should never sell for less than CHF 30 and the prices for the holiday apartments are usually the same. However, when it comes to "sleeping in straw", there are still some providers where the costs and benefits are out of the ordinary. Myfarm.ch tries to support farmers by providing them with training courses regarding these questions.

I: How extensive is your accommodation offer?

EXPERT I: "Sleep on straw" offer always includes breakfast, other accommodation offers are individual, from self-catering to full board. This is a question of guest needs. A lot of guests in the apartments cook themselves and there is no demand for breakfast or full board.

I: How are your current offers communicated? (Marketing tools, direct or indirect)

EXPERT I: The offer is communicated through the website, through flyers or through other partners. Myfarm.ch also goes to travel fairs, being present in the shopping centers and at

the “Green Week” in Berlin. Moreover, myfarm.ch sends newsletters and arranges lotteries which are an important aspect.

I: How far in advance can I make the bookings?

EXPERT I: It is very individual and every farm can determine that itself. Myfarm.ch recommends 1 1/2 years in advance. There are, however, still some providers that are only open this summer and not the next one. They usually complain that they have no bookings. This does not correspond to the booking behavior of the guest. The guest books the accommodation one year in advance. Since the providers maintain the booking platform for a way too short period, myfarm.ch sends an email to the provider that the booking platform is automatically activated for 1 year. Only if there is feedback that the provider does not want this will not be done. The booking behavior of the guests by the provider is incorrectly assessed and this leads to fewer bookings.

I: How do you assess the strengths and weaknesses of your offer?

EXPERT I: Recognizing guest booking behavior is seen as a weakness in the provider's view. The strength is being close to the guest and spending enough time for the guest. The guest feels very safe with us. The landscape is a big plus at myfarm.ch.

I: What other tips can you give in general? What is important to pay attention to?

EXPERT I: Generating a very good idea instead of just doing something and working on a network. First of all, you need to see where and how you can integrate in the community, so that you don't do everything by yourself.

A4. Transcription Expert Interview II Graubünden Tourism

I: What is the current status of an “exceptional” overnight stay / para-hotel overnight stays? What kind of feedback do you receive from people?

EXPERT II: There is the target group of campers and glampers. According to the Camping and Glamping segment analysis, we know the following about the guest segment:

1. Big budget: With glamping, a family spends an average of CHF 1,500 for a week in an 80 m² safari tent (> CHF 60 per person / night)
2. Target groups: young families, free-agers, couples, single travelers
3. Nature seekers, urban people
4. Many celebrities are also known to go on glamping holidays (Kate Moss, Prince William, Jamie Oliver, Nicole Kidman etc.) .

They are people who loves the nature and want to return to simplicity. Corresponds to the increased trend for living in small rooms.

I: In your opinion, what are the most important aspects that must be considered for "exceptional" overnight accommodation? Why do you find these aspects to be the most important?

EXPERT II: The experience itself, support, service and quality of stay. The reason is that the guests want an adventure in with quality like in a hotel. Today we find a need for such accommodation options (see Bergsee bungalow at Partnunsee and existing offers at non-lead destinations). However, the infrastructure is still not perfectly developed today in Switzerland. The laws also prevent such holiday formats. We have to prove that this type of overnight stay leads to significantly more overnight stays, then the laws may also be adapted.

I: What options are currently available in the canton of Graubünden?

EXPERT II:

There are three different segments that I would define. The pop-up segments is the first. The accommodation offer is for one season and is regulated much easier by law. The second segment is camping. Personally, I prefer this type the least because I don't want that Tiny Houses get compared with camping. I thing that glamping will be a big trend. For me it would be okay if tiny houses are near a camping ground, but not in the same place. The reason is that I have a picture about camping everyone brushes their teeth together in

one place in the morning and I do not consider that as a glamping aspect. Glamping would have to offer its own bathroom. I would love to offer Tiny Houses on an agrotourism site, which is also the third segment. It would be best if a farmer has a free building land around the house and have a tiny house on it. For me, this type of tiny houses is my favorite. It is a win-win situation for tourism, farmers, the canton of Graubünden and for the guests.

I: What options would you consider in the future? (Tiny houses)

EXPERT II: Tiny House has the following types: Caravan, Tentrr, Quadrin, Tiny House Village, 72 Hour Cabin, Glamping, Tipi tent, yurts, converted circus wagons, tree houses, etc.

I: Which target groups do you address? (Needs / travel motives)

EXPERT II: As already mentioned in question 1.

I: How do you rate the difficulty in planning adventure sleeps / tiny houses?

EXPERT II: Many legal hurdles, political obstacles, financial challenges and not easy to find operators. Marketing via the destination would be a great opportunity.

I: How do you rate the utilization of the para-hotel industry in the canton of Graubünden?

EXPERT II: Basically too weak. The reason is that the owners do not rent their vacation homes or do not rent them enough and also campsites are sometimes too crowded. For example Morteratsch, which is full even in winter

I: How do you rate your price / performance ratio?

EXPERT II: It's neutral and for Swiss relations good.

I: In which price range do you see the Tiny Houses in Switzerland?

EXPERT II: It depends on where the tiny houses are. A price of CHF 150 per night would be perfect. In comparison with the Tiny Houses of France, the price is 165 euros including breakfast. There is also a Swiss supplier who offers almost the same tiny houses than in France and an overnight stay costs around CHF 240. It's relatively difficult to say, because

it has a relatively wide range. I would say between CHF 130 and CHF 250 a night depends on the tiny house. For sure a guest from outside of Switzerland would say that Switzerland is expensive. However, such a guest would also make a booking, because of the experience in the tiny house. We know that Swiss guests are usually willing to pay more than people from outside Switzerland. It is important to consider the experience value and the value of pricing by tiny houses.

I: How would you do the price bundling? (All-inclusive Package / Free choice)

EXPERT II: Has not yet been defined.

I: Which cooperation do you have or would you consider? Why these collaborations?

EXPERT II: Cooperation with wood producer, a local sponsor, cooperation with a destination, community and land owners. I would recommend to contact a company who already produce Tiny Houses and ask that it can be tested in the region. Therefore it is more easy to determine out if it is worth it to make a business with Tiny Houses. In the future, the goal is to have the tiny houses built by local providers that we can support them, which is also very good for the image of the project. In addition, the whole Tiny House story is very sustainable because it is built in a small space. As I said, the win-win situation arises with the guest, the farmer and the region in the sense of tourism and added value.

I: How is your offer communicated? (Marketing tools, direct or indirect)

EXPERT II: Media marketing, social media, website and influencer marketing.

I: Do you work with other partners to share the costs / get a wider range / use synergies?
If yes why?

EXPERT II: We're not there yet, but it is planned. We are trying to get appropriate funding for start-up financing.

I: What other general tips can you give me? Which aspects are important to consider?

EXPERT II: Make contact with relevant stakeholder take them on board. Communicate openly and find someone who believes in Tiny Houses.

We here in Grisons want to start the project with the Tiny Houses in August. Therefore, we want to carry out a first test version and define our assumptions. Then we want to see whether our assumptions are correct in terms of value and quantity. That would also be my tip: make assumptions. These assumptions can be determined according to a set hypothesis. The assumptions can be: price, occupancy of the accommodation, purchase of additional offers such as breakfast, etc. It is best to make 3-5 quantity hypotheses and 3-5 value hypotheses. Based on these assumptions, you can find out whether it worked and what needs to be corrected. In addition, you should never do a survey in the field of innovation, because everyone will only mention the positive aspects of the idea. From my experience is trying and testing the most valuable way.