Master's thesis

Master of Business Administration, Business Management

2020

Rautio Pia-Noora

TRAVEL AGENCY IN FINLAND AND GENERATIONS Y AND Z

TURKU AMK
TURKU UNIVERSITY OF APPLIED SCIENCES

MASTER'S THESIS | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Master of Business Administration, Business Management

2020 | 62 number of pages, 8 number of pages in appendices

Pia-Noora Rautio

TRAVEL AGENCY IN FINLAND AND GENERATIONS Y AND Z

Commissioning company in this thesis is KILROY Finland, which is a travel agency, specialized for fulfilling travel needs of youth and students. In 2020 Generation Y and Z represents these target groups. Both generations have a strong aspiration to travel, and to use technology when planning or booking their travels and while travelling. Aim of this thesis was to define the role of the travel agency among these target groups today and in the future, to know how much climate change effects on travel related decisions and how much safety issues, both financial and physical ones are taken in the considerations when planning travels. As a result of COVID-19 pandemic in 2020 and its negative effects on travelling, it will be part of this study to predict future trends of travelling.

Theoretical part is concentrating on understanding tourism industry in Finland, trends and megatrends in travels and both generations as consumers and travellers. The research was conducted by using a survey with quantitative and qualitative data collection. A survey was generated as a result of brainstorming with employees of the commissioning company. This data was analyzed using charts, affinity diagrams and previous studies. The survey was conducted by 268 respondents where 105 of them was Genration Y and 46 Genration Z representatives.

The results of this study indicate that both generations are paying attention in sustainable travel decisions and security of the destination, especiallly health related issues. Most of them are willing to pay 10 percent more if they can guarantee these during their travels. The role of a travel agency was seen as being able to help with complicated flight bookings, doing tailor made travel solutions, importance of destination knowledge and being a brand with a need to be trusted.

KEYWORDS:

Travel industry, Travel Agency, Generation Y, Generation Z, Travel trends

OPINNÄYTETYÖ (AMK / YAMK) | TIIVISTELMÄ

TURUN AMMATTIKORKEAKOULU

Master of Business Adminstration, Business Management

2020 | 62 sivua, 8 liitesivua

Pia-Noora Rautio

MATKATOIMISTO SUOMESSA SEKÄ SUKUPOLVET Y JA Z

Tämän opinnäytetyön toimeksiantaja on matkatoimisto KILROY Finland, jonka pääasiallinen kohderyhmä ovat opiskelijat ja nuoret, vuonna 2020 tämä tarkoittaa sukupolvia Y ja Z. Molemmillla sukupolvilla on voimakas tarve hankkia uusia kokemuksia matkustamisen kautta. Heille on ominaista käyttää avukseen teknologiaa suunnitelllessaan ja varatessaan matkoja, sekä käyttää sitä hyödykseen myös matkan aikana.

Tämän opinnäytetyön tarkoitus on selvittää, miten tutkimukseen valitut sukupolvet Y ja Z, kokevat matkatoimiston roolin tänään ja tulevaisuudessa,. Lisäksi tutkimuksen tarkoitus on selvittää miten paljon huoli ilmastonmuutoksesta vaikuttaa tämän kohderyhmän matkustukseen liittyvissä päätöksissä ja valinnoissa. Vuonna 2020 COVID-19 pandemia ja sen negatiiviset vaikutukset matkustamiseen olivat erittäin suuret, jonka johdosta aihe käsitellään tulevaisuuden matkailun trendien valossa.

Teoreettinen viitekehys keskittyy matkailualan ymmärrykseen Suomessa, matkustamisen trendeihin ja megatrendeihin, sekä olemassa oleviin tutkimuksiin näistä sukupolvista (Y ja Z) kuluttajina ja matkustajina. Tutkimus suoritettiin kyselylomakkeella kvantitatiivisten ja kvalitatiivisten kysymysten pohjalta. Kyselylomake suunniteltiin aivoriihessä yhdessä toimeksiantajan työntekijöden kanssa. Näistä saadut tutkimustulokset analysoitiin hyödyntämällä diagrammeja, ryhmittelykaaviota ja aikaisempia tutkimustuloksia. Kyselyyn vastasi 268 henkilöä, joista 105 olivat sukupolvi Y:n ja 46 sukupolvi Z:n edustajia.

Tämän opinnäytetyön tulokset indikoivat sitä, että molemmat sukupolvet kiinnittävät huomiota päätöksiä tehdessään vastuulliseen matkustamiseen ja turvalllisuusasioihin kohteessa, jälkimmäisen osalta erityisesti terveydelllisiin seikkoihin. He ovat valmiita maksamaan 10 prosenttia enemmän matkastaan, mikäli voivat sillä taata kyseisiä asioita matkansa aikana. Matkatoimiston rooli nähdään hyödyllisenä apuna monimutkaisten lentojen varaamisessa ja matkojen räätälöinnissä. Tärkeinä seikkoina nähtiin kohdetuntemuksen asiantuntijuus, sekä brändin luotettavuus.

ASIASANAT:

Matkailualla, matkatoimisto, sukupolvi Y, sukupolvi Z, matkailun trendit

CONTENT

APPENDICES

FIGURES

1 INTRODUCTION

Author of this thesis have been in a travel industry over 20 years and been employed by the comissioner of this thesis since 1999. Travel industry is sensitive for changes and it can never be controlled, which I can prove with my 20 year experience. It makes it interesting but at the same time very demanding business area. That is why it is important to understand operating environment, customer behavior and develop competence of the company and employees accordingly.

By following trends and megatrends companies can predict business environment and consumer behavior in the future, which is important especially in the travel industry. When looking back Finnish travel trends from the Helsinki Olympics in the 1950s until today, there is a clear development not only in travel habits, but also in technology and travel purchase channels. Today Finns have become more as independent travellers, from safe charter tour-experience seekers to individuals, who plan and book their travels mostly by themselves.

There have been many historical events in 21st century which have affected megatrends and reversed direction of travel habits and trends. Economic situation goes hand in hand with travel preferences of population and it affected hardest in the 1990s when Finland was suffering a recession. In 2020, when COVID-19 pandemic hit travel industry more heavily than expected, the amount of passengers decrease is the same, or situation is even worse and not only in Finland but at the global level.

Main target group for commissioning company are youth and students, today Generation Y and Z represent this target group. These digital natives create new possibilities but also challenges for the travel companies. The goal of this study is to help reader to understand the field of travel industry in Finland, research travel trends today and to understand commissioning company's target group´s behavior as consumers and travellers in order to predict future needs and for development purposes.

1.1 Commissioning company introduction

KILROY International A/S is the group of travel, educational counselling and student benefit companies that employs more than 400 people. The brands it drives are:

BENNS, Frank, ISIC, Jysk Rejsebureau, KILROY and Winberg Travel. Commissioner for this thesis is one of these brands in one of its markets, KILROY Finland. KILROY Finland is a travel agency, targeted for youth and students.

KILROY´s roots goes back to 1946 when student organizations in Finland, Denmark, Norway and Sweden established travel agencies, back then KILROY was called as Travela, in Finland. In 1951 established Scandinavian Student Travel Service (SSTS) where Travela was one of the founders. In 1991 Nordic travel groups merged into a one group and name changed into KILROY travels. Company has grown during the decades and today KILROY operates in 7 markets with 25 different locations, where customers gets served by travel advisors, or they can choose to buy online, depending their travel needs. Locations presented in figure 1. (Kilroy 2019.)

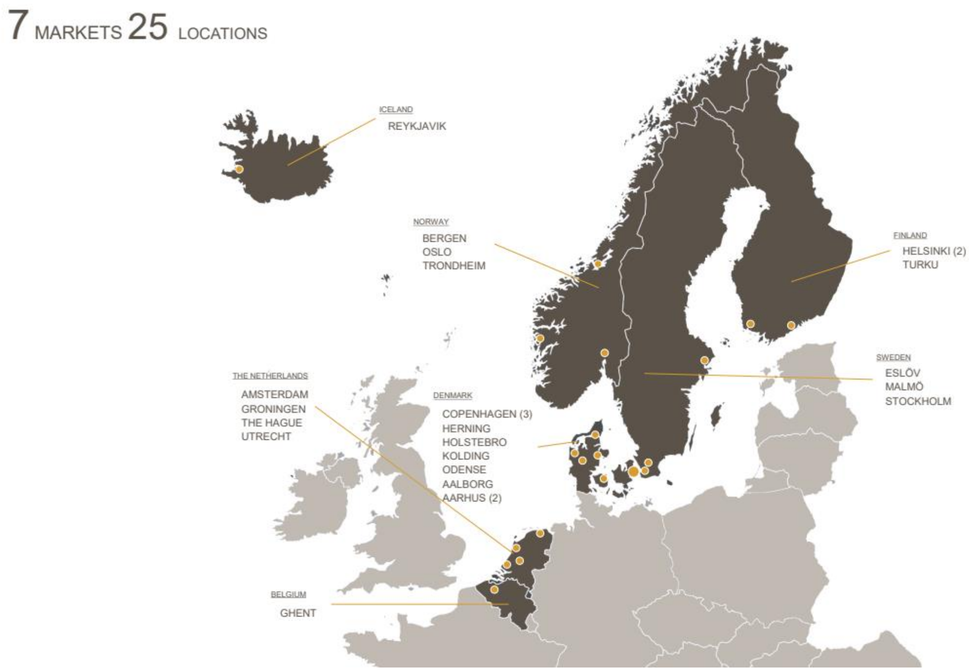

Figure 1. KILROY markets and locations (Kilroy 2019).

KILROY was owned since 1987 by HYY Group (Student Union of Helsinki University), today the main owner is Icelandic Investment company with the biggest stake share. In Finland, KILROY has ownership stake on Franks Students services (Frank is in charge of national student benefits) and holds ISIC (international student card) license for Finland (Kilroy 2019).

As a travel agency, KILROY Finland is customizing trips according to customers´needs in; backpacking (combined with activities and adventures), around the world trips, education abroad, work abroad (volunteering and internships) and educational group travels. Business Model Canvas in figure 2. shows a complete picture of KILROY Finland´s business model (Kilroy 2019).

DESIGNED FOR	DESIGNED BY	DATE
KILROY Finland	Pia-Noora Rautio	11.9.2020

KEY PARTNERS	KEY ACTIVITIES	KEY RESOURCES
• Suppliers (Adventure and Backpacking, Work and Learn, Cars and Campervans, Hotels and hostels, Insurance) • Airlines • Universities • ISIC (International Student Card) • Frank student services	• Backpacking combined with activities and adventures • Around the World – or other flexible multi-stop trips • Education abroad • Working abroad • Group Travel with an educational purpose	• Physical resources (Shops and shared resources according to cost structure) • Human resources (Sales Staff and management)
VALUE PROPOSITIONS	**CUSTOMER RELATIONSHIPS**	**CHANNELS**
• Strong brand creates long-term benefits for customers and company • Broadening knowledge and building competence to meet customers´ needs • High-value products and services • Affordable and competitive pricing • Long-term sustainability • The Youth and Student flight ticket	• Customers are able to use selection of niche competences: o Education o Individual Travel o Group Travel o Student Services • Personal counselling; before, during and after the journey	• Online (kilroy.fi) • Offline (Shops in Helsinki and Turku) • Phone • Chat • Social Media
CUSTOMER SEGMENTS	**COST STRUCTURE**	**REVENUE STREAMS**
• Students • Youth (12-26) • Backpackers in all ages	• Use of shared resources: o Finance o HR o Marketing o Products o Support o Systems • Salary and capacity costs	• % shares from partners • Service fee structure • Partner deals

Figure 2. Business model canvas KILROY (Kilroy 2019; smartsheet).

KILROY believes that all travelling is intended and has positive impact on communities and personal growth of the traveller. This is highlighted in KILROY manifesto in figure 3.

Our manifesto

The impact of traveling should never be underestimated. A journey isn't just "time off."

It's an experience. We believe that traveling the world and seeing different cultures makes for a better you, and thus, a better world.

Experience has taught us that the person who ends a journey is different from the one who started it.

Traveling is much more than just leaving home. It's meeting the world.

New people, new places, new perspectives.

As we see it, these elements can make a powerful force for good. They can shift mindsets and give us a new outlook on the world.

That's why we believe in the power of travel.

Figure 3. KILROY manifesto (Kilroy 2019).

1.2 Aim of thesis and demarcation

Aim of this thesis is to find out how generations Z and Y can be served best to fulfill their travel needs and what travel product categories they find most interesting. How they see the role of the travel agency today and in the future, will COVID-19 pandemic change attitudes towards travelling and are sustainability and environmental issues worth of paying extra money on travel products and services. Research to these topics are done through theory and built on existing researches, but also by making a quantitative and qualitative research survey among the target group.

This thesis concentrates on Finnish market and on Generation Y and Generation Z as consumers, who are the main target group of the commissioning company (presented in Business model canvas in figure 2.). It is strategically important that company defines its position in the market, what is the main target group and by market segmentation effectively knows the business-area and customers it strategically focuses. By effective market segmentation companies know their competitors, company´s advantages and its customers and their needs. Market segmentation helps company to do better marketing plans and allocate resources more effective. (Lancaster & Massingham 2018, 67). When marketing strategy is clear to all, and properly done also achieving goals is more possible. Knowing the role of the company in the market, customer profiles and competitors are in a key roles when planning marketing strategy. (Lancaster & Massingham 2018, 26).

The purpose of this thesis is to find a suggestion for a travel agency on how to develop its business to attract and fullfill the travel needs for next generations. Do it yourself (later as DIY), global situation and climate change affect strongly in travel business already but even stronger in the future (Booking.com 2019).

1.3 Frame of reference and research questions

Theory of this thesis will consist of three parts; understanding of the tourism industry, how trends and megatrends affect on consumer behavior and understanding Generation Y, also known as Millennillas (born between 1981-1996) and Generation Z (born between 1997-2012) as consumers of travel company (Kilroy 2019).

Research will be done by document analysis and via questionnaire to the defined target group in order to find answers for questions below:

- What is the role of the travel agency today and in the future?
- How big role climate change and sustainability plays in real?
- How much security, financial and physical, are thought when planning travels?

Today during the 2020´s, when COVID-19 has changed the world and pandemic will not only leave its marks in the world, but heavily into travel industry, this subject will be part of the research. The results that are obtained thru questionnaire with close ended and open questions.

1.4 Used research methodology and methods

Both qualitative and quantitative research methods will be used in this thesis. Systematic research plans are called as surveys, which is efficient and economical way to collect data when there are expected numbers of respondents (Heikkilä 2014, 17). Survey for purposes of this thesis is generated via program called SurveyMonkey. Via questionnaire, it is planned to reach into the core issue that is researched. The data will be gathered with a help of a survey, including also open questions. The results will be analysed with affinity diagrams and also pie charts as statistics will be presented. Questionnaire is created and modified in a brainstorming workshop with a group of commissioning company empolyees.

The planned questionnaire will have open questions for qualitative research purposes. These will be analyzed by using affinity diagram analysis tool. Affinity diagram helps to organize large amounts of data to smaller groups by themes. It makes easier to find connections between the issues, when it is complex. It can help to choose the direction, and cover hidden relationships (Design thinking methods n.d.).

Empirical research consists either theoretical or both, theoretical and observational studies. It can be used for example on behavioral research or to solve a phenomenon. To succeed in the research there should be chosen a relevant group to whom created research is targeted to. (Heikkilä 2014, 12.). This research is implemented according to commissioning company´s target group, Generation Y and Z. Research setting of empirical research consists of research problem, materials and choosing a research method (Heikkilä 2014, 21). Research approach can be qualitative, quantitatitve or both. Conclusions are made on the basis of the data collected. (Heikkilä 2014, 13-14). Quantitative research will be used in this thesis to get an bigger overview of behavior and opinions. Quantitative research can be called also as a statistical research, it is used to determine quantitative numbers and requires sufficiently large sample. Quantitative research describes of the phenomenon on the basis of numerical information (Heikkilä 2014, 15). Qualitative approach will be used to understand words behind the numbers. It means any kind of research method where the meaning is to find something else than only statistical phenomenon. (Golafshani 2003, 600).

Another approach of this study is content analysis, which means exploring scientific content of different sources and using these as reproducible, reliable, and valid references in research. Content analysis allows researchers to identify themes and meanings, provide new insights, and increase understanding of a particular phenomenon (Mihailescu 2019, 1-2). Content analysis can be quantitative, qualitative or both. Qualitative content analysis is based on having an comprehensive overall perception on analysing literature and theory. (Hakkarainen 2014). Qualitative content analysis in this thesis is conducted using secondary data collection from up to date tourism industry articles and already published researches on behavior of Generation Y and Z from 2018 and onward.

Brainstorming is a planning method that can be used a separate method when wanting to generate ideas with creative solutions. Brainstorming is an informal approach to solve problems by lateral thinking. The atmosphere is usually relaxed so people can come up with all ideas. Some of these ideas can end up with creative solutions when other ones are expanding even more. During brainstorming session the atmosphere should be open and developing. When brainstorming session is over, the ideas are evaluated and decided which ones are taken for consideration. Brainstorming is a good way to start a process, diverse views by team members can make it very fruitful. It is good for teamwork and makes the group members be more involved in the decision. An effective brainstorming session have three steps; preparing the group, presenting the problem and guiding the decision. (Servicedesigntools n.d.).

2 TRAVEL INDUSTRY AND TRENDS IN INTERNATIONAL TRAVELS

Travelling is a part of human nature, history is full of stories about persons who explored the world. Most famous ones are Marco Polo and Christopher Columbus who found new continents and countries during their explores (Husband 2017, 4). First travel related services that are registered, have been accommodation and restaurant services in the Middle-Ages to serve pilgrims during their travels (Kostiainen 2006, 8-9).

Tourism has taken vague steps during the decades. In 2020 there is talk about virtual travelling, use of artificial intelligence in travels and travel related services, just to name few future predictions. Tourism is main industry for several nations in the world and therefore it is an important source of income for people worldwide (Faktatietoja Euroopan unionista 2020).

In 2017 there were 1,32 billion registerd travellers in the world. Travel services are provided by millions of travel related companies like airlines, hotels, tour operators but some of these are also travel agencies acting as travel intermediaries between the supplier and customer. (Faktatietoja Euroopan unionista 2020). Travel agents provide information about travelling and arrange variety of travel sevices for consumers.

2.1 Travel industry in Finland

Turning point in Finnish travel history has been Helsinki Olympics in 1952 when Helsinki-Vantaa airport was built to serve this big historical event in Finland. The war debts had just been paid to Russia and prosperety in Finland began to be visible among the population. This made air travelling more common from Finland, and Aero (today as Finnair) started to operate domestic and international flights from Helsinki. Airpilots on that time were pilots who had served successfully Finland in the airforce during the war (Finavia 2017).

1960´s economy in Finland rised and air travel as a leisure became more popular than ever among middle class when people started to travel for beach holidays. Finns became as tourists in so called mass toursim destinations and the number of passengers abroad started to grow fast. In 1959 there were 35 000 travels outside Finland, when same number was 165 000 in 1966. Altough tourist numbers increased, there were no discussions about environmental impacts of tourism or airplanes. (Heinonen 2008, 21-22).

In 1970´s beach holidays became more popular among Finns and air travelling as leisure time was growing fast. Four weeks as paid vacation became mandatory for companies which helped this trend to grow. In 1973 oil crisis, and the subsequent rise in prices of oil, slowed this growth because airlines needed to cover the extra cost by themselves. It was not allowed to collect fuel surcharges in the price of flight tickets from the passengers. (Finavia 2018). As a consequence of the oil crisis, charter flights´ positive development in growth almost stopped for years. Also Finnish mark devaluation and different strikes in the country did harm in travel business. (Smal 2000).

Finland economics was growing fast in the 1980´s and this trend was also seen as growth in travelling when there were more Finns who wanted to travel abroad as they could afford on flying. Helsinki-Vantaa airport was expanded in 1983 to meet the needs of growing amounts of passengers and airlines. Main travel trends were active travels, combined tours and different kind of sport and culture travels. (Finavia 2018).

In beginning of the 1990´s economic in Finland began to decline and 1990´s recession started, due to changed political situation in the world. Air travel decreased first time after the 1960´s (Finavia 2018). In 1992 tour operators were obligated to collect and pay a travel-tax from the customers travelling abroad, and later in 1993 and in 1994 charter flight-tax. This tax was collected from all the passengers and the amount of them decreased due to higher prices of travels. In beginning of the 1990s there were done more than 1,170 million charter tours done by plane but during tax-collection and recession, these numbers dropped to 550 000. (Tui n.d.).

In 2018 travel industry employed 142 100 workers accross Finland. According to statistics, Finns have spent more than 15 billion euros for domestic and international travelling in 2018. (Businessfinland n.d.).

2.2 Travel agencies in Finland

First official travel industry companies have been serving customers in Finland since 1897. On that time travel business was more about international train ticket brokerage in Helsinki railway station. First travel agency in Finland was founded in 1909 which was called Suomen Matkatoimisto, as a result of growing need for travel abroad. It sold mainly international train tickets. Finns were travelling abroad mainly by using trains and ferries, until the first charter flight was operated from Helsinki to Madrid, Spain in 1951. After leisure air traffic started to grow, amount of travel agencies increased at the same time within the whole country. First travel agent course for empolyees in travel agencies in Finland was held in 1950 which was significant step moving forward in the travel industry (Smal 2000).

Many charter travel agencies started their businesses in 1960´s and who are still operating: Aurinkomatkat (1963), Vingresor former TUI (1964) and Tjareborg (1966) (Tui n.d.). Biggest ones were travel agencies called Area and Suomen Ulkomaanmatkat Oy (Heinonen 2008, 22). Also charter travelling pioneer, Keihäsmatkat was founded in 1965. Founder, Kalevi Keihänen, inspired Finns to travel abroad by attracting people with affordable alcohol, and making travelling available for people in all classes of society by offering cheap flight prices. (Tui n.d.). Kalevi Keihänen told that Keihäsmatkat took 100 000 Finnish citizens per year abroad. Altough there is no evidence about the exact numbers of passengers, there is no doubt that Keihäsmatkat had a big role for inspiring and bringing Finns for beach holidays in Europe. (Finavia 2017). Keihäsmatkat became one of the biggest charter travel agency in Finland less than in a decade (Heinonen 2008, 22), but as a consequence of the oil crisis and economical challenges in Finland, Keihäsmatkat went on bankruptcy in 1974 (Finavia 2018).

The 1980´s Travel agencies started to create more individualized tours for customers (Heinonen 2008, 16). Travel agencies advertised aggressively their travel services and tours, also first printed Finnish travel-guides were published. Competition between the travel agencies intensified due to oversupply, as there were more travel supply than demand in the Finnish market. (Finavia 2018). First international travel fair in 1987 was held in Helsinki, Finland Hall with 13 400 visitors (Smal 2000).

After recession on mid-1990´s travelling abroad recovered and passenger numbers started to grow again, in the end of the 1990´s there were again almost 1 million charter passengers. Europe was still popular but people started to be more interested in long-haul travels. Finns were searching mainly beach-holidays but also indipendent travellers and different kind of theme-tours became as a part of travel culture in Finland. (Heinonen 2008, 12.) Customers were making their travel bookings mainly via phone or visiting in travel agencies. End of the 1990´s first online booking systems became into market. (Tui n.d.). Growing competition in the end of the 1990´s opened the market for the low cost carriers (Finavia 2018). Today in Finland there are 180 official travel agencies with 250 different locations (Businessfinland n.d.).

2.3 Trends and megatrends in international travels

By analyzing ongoing trends and megatrends it is easier to predict the future. When these are continuously monitored, companies can gain valuable and important information about consumers´ past and present behavior and to use this information to predict future behavior to develop their business into the right direction. Differences between trends and megatrends are not always clear, because trends are affecting directly to megatrends (Tulevaisuus n.d.).

When phenomenon is developing in a longer term among population, it can be called as a trend. Trend has always a time-aspect, and it is something that effects on consumers´ decisions of buying products or services (Tulevaisuus n.d.). Different trends in fashion industry is an easy way to understand how trends are developed and affected in consumers´ behavior during the decades, and how companies have been developed along these trends.

Megatrends are recent changes that usually have long roots in history and affects globally, potentially transforming societies. Megatrends impacts many countries all over the world and therefore governments should be proactive in order to take advantages of possible opportunities and to avoid potential threats. (Oecd n.d.). The default is that reversal of trends will last unless something unexpected happens like sudden and big changes. These can be for example pandemic or super-volcanic eruption which reverses the trend. (Hiltunen 2019, 15.). Megatrends can be used when there is a need to make scenarios, learnings or visions of the future (Sitra 2020).

Sitra, Finnish independent fund and future research center, published predicted Megatrends for a new decade (2020) in 31.12.2019. These predictions are made to help government, communities and industries to focus on right things for better future to all. Megetrends for 2020 have been splitted into five themes, speeding up the ecological rebuilding is the main trend that all other predicted trends should be aligned with. Global warming and related crisis, should be reacted within governments and companies worldwide. Next ten years are in a key role on how societies will adapt on climate change and challenges it brings with. Predicted Megatrends by Sitra are presented in the figure

4. Power of networking means that importance of financial, technological and cultural networks will determine the power of society in future. Population will get older with multicultural backgrounds, which might bring tension among society. New direction for economy brings a challenge, can changes in economics being done focusing on environmental improvements instead of staying in used formats? Development of technology means that when technology will be part of all functions in society, will these be seen as opportunities or threats? (Dufva 2020, 9-10.)

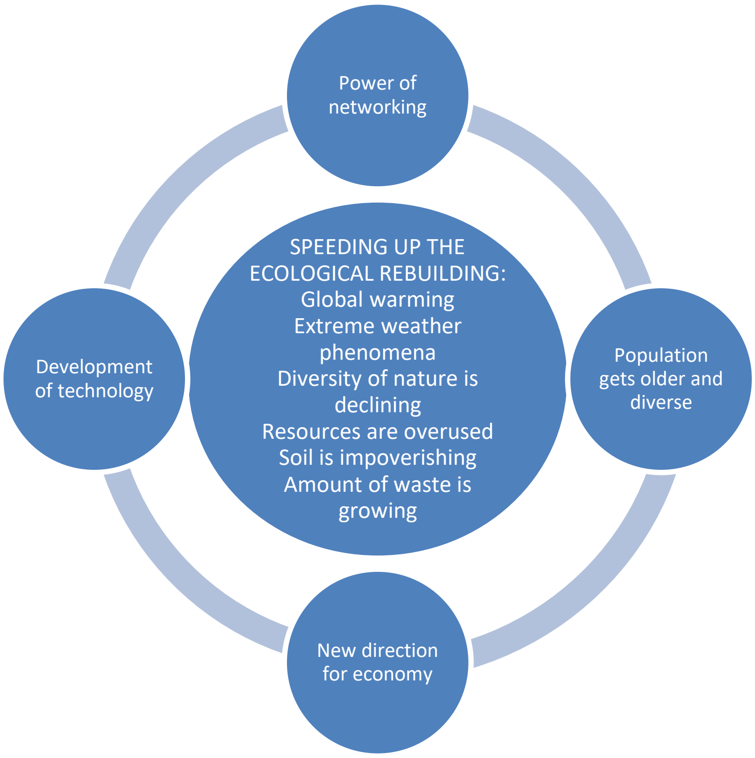

Figure 4. Predicted megatrends 2020 (Sitra 2020).

2.4 Trends in travel industry

Travel industry is dependent of global megatrends like economics, climatic and political issues as well as technology development. This makes the industry cyclical sensitive business area. Within these variables it is important to be able to anticipate the future and prepare on changes in customers´ needs and buying behaviors. (Kaksonen et al. 2012, 6.). Ongoing business development, and being in top of today´s trends, is a must to survive in a changing business area in a long term. Trends in consumer behavior affect more to leisure travel than to business travel, but global trends effect on them both.

According to predictions presented in OECD Tourism Trends and Policies for 2018, "*the future of tourism will be impacted by large-scale of changes, bringing new and often unseen challenges, threats and opportunities"*. There are four predicted megatrends that likely affects in tourism today, which are presented in the figure 5. (Oecd 2018).

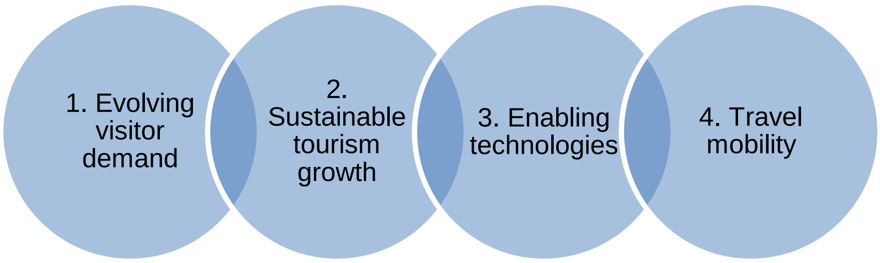

Figure 5. Four predicted megatrends for tourism (Oecd 2018).

1. Evolving visitor demand. Developing countries and their populations will become richer and their life cycle will increase. Middle-class become more common which allows people to travel more as leisure. Travel behavior of Generation Y and Z represent the direction and development of the tourism industry, consumer behavior will change in the future among these groups.
2. Sustainable tourism growth. Tourism is a big part of climate change and negative impacts of global biodiversity, when it uses natural resources, but is at the same dependent of them. Tourism is an important element in cultural and natural awareness among population, and it creates economic value for many people. It can play a role for more sustainable tourism and industry, when consumers are paying attention for these issues when making purchasing decisions.
3. Enabling technologies. New technologies such as virtual tourism and artificial intelligence, are creating possibilities for new innovations and opportunities for more effective and sustainable travelling in the future.
4. Travel mobility. Transport and tourism are closely linked together, which allows tourists to travel all over the world. When there will be growth in tourism, travel mobility for passengers to cross borders safely and freely would create new opportunities in the market. Some countries are threatened by terrorist attacks and geopolitical uncertainty, which may make it difficult for these countries, to prepare security of travel mobility in the future.

2.5 Changes in the world of travelling in the 21st century

The 2000s the world became more open than ever, and long-haul travelling came alongside to Europe and short-haul travels (Finavia 2018). Finns started to have a gap year and full-fill their travel dreams and spending more time in the destinations, travelling around a world, studying or working abroad became popular.

In the 21st century there have been many revolutionary events in the world that have impacted travelling negatively and brought uncertainty with. These events changed the picture of safe travels into a new today in the 2000´s.

When Al-Qaeda did terror attack in United States 9/11 in 2001 it was a shock to the whole world but also a big setback for travel industry worldwide. There were many scenarios on how travels will change in the future and there was a raised focus into security issues in all areas among tourism. (Finavia 2018). The threat of terrorism became a part of travelling, also in Europe. During these turbulentic times many airlines went to a bankruptcy, which opened new business opportunities for low-cost carriers. Cheap flights became big part of travelling and the world got smaller to all, when price of the flight tickets decreased. There has been a 300 percent growth in air travel in 1990 – 2019 and it is estimated (before COVID-19 pandemic) that in 2035 it will be a double (Hiltunen 2019, 18). 9/11 was followed by an terror attack towards tourists in Bali in 12th of October 2002 where two bombs killed 202 tourists from 21 countries (Bbc 2012).

Pandemics gave a foretaste, when SARS developed in China, became into knowledge of all in 2003. One Finnish traveller got infection in a plane after sitting next to a patient of SARS and he died after. SARS killed 800 people and infected 8000 in the world. Tourism in South-East Asia decreased for a while, and people awoke in the fact that serious infections are future. (Hs n.d.).

In 2004 Tsunami in South-East Asia affected the biggest evacuation flights in the Finnish history. Tsunami was caused by an earthquake in Indian Ocean in the 26th of December in 2004 and it killed totally 230 000 people in Indonesia, Sri Lanka and Thailand. Because of the high season, there were around 3600 Finnish travellers in these countries, and 179 of them were killed and 250 were injured. (Rantapallo n.d.). Tsunami affected also Finns´ will to travel into Asia for a while, and natural catastrophes were first time considered when choosing a travel destination.

2.6 Online business

One of the biggest changes in travel industry in the 2000´s is development of technology for travel and flight bookings (Kostiainen et .al 2004, 319), which allows for high volume in sales and creates less employee costs for airlines and travel agencies. This trend serves best Generation Y and Z who were born with computers and smart phones. In 2000 flight purchases increased in internet and people used less travel agencies´ personal services for flight bookings in Finland (Finavia 2018). In 2012 88 percent of the Finnish passengers booked their flights, 65 percent their boat trips and 61 percent their hotels via internet booking engines (Tilastokeskus 2013). When people get used on using more internet for their travel bookings, they also get familiar to search information in the internet and starts to plan their holidays more by themselves.

Even when online travel business is growing, people still value personal service and advise. There are complex travel bookings that booking engines are not capable to handle or the consumers want security for their money and for the value and quality of their travel purchases. This trend has changed the role of the travel agencies and their services. (Smal n.d.)

2.7 Climate change

Knowledge of climate change is putting pressure in travel industry in the 21st century. Awareness of the environmental impact of tourism affects consumers and their purchase decisions, they demand transparency within travel companies and are searching options for flying. There are new words like “flight shame” associated to gas emissions of the airplanes. (Hiltunen 2019, 18). International Civil Aviation Organization (ICAO) has developed a carbon dioxide calculator that allows passengers to calculate estimated emissions to their air travel (Icao n.d.). 2020´s many airlines offer their customers possibility to reduce their carbon-offset by paying a fee according to emission-calculation. These fees are supposed to be used for innovations which decrease carbon emissions like use of biofuel or projects like planting forests or supporting communities who suffers most about climate change. (Iata n.d.).

2.8 Travel package law

In 2017 it was launched EU directive to cover purchased travel packages, this law came into force in all EU countries, and therefore also in Finland, 1.7.2018. For travel industry this law, that provides very good consumer protection, gave historical big obligations towards consumers in travel industry. Travel agencies needed to pay security deposit to government based on their turnover, to cover possible bankruptcies. There was a new term, displeasure compensation, which could rise the coverages up to double. Travel agencies were obligated to cover costs that are caused by supplier or airline. (Kkv 2017). Due to deposit and too big obligations for some of the companies, smaller family-owned agencies stopped their operations.

This change in the law allows travel agencies to give security for the customers which they can not get when they book flights and hotels by themselves. With this in mind, the package law gives new opportunities in the market to compete between personal service and online booking engines.

2.9 Social media

When new generations started to be hard-users of social media channels, meaning of travel changed from experiences into a destinations where it is possible to have a great photo shoot that can be posted into Instagram or video in YouTube among youth and student travel segment.

Social media opened a new world for individuals to become, as a valued travel writers, today called as travel bloggers. A travel blog is a blog or a webpage in internet where writer tells for example about travel destination or own stories while travelling. Readers are able to comment the blog text. (Urbanex.ninja 2020).

3 TRAVEL TRENDS

Anticipation of travel behavior is important element when planning strategies or adjustments in current strategies in travel companies. There are statistics and different researches in the industry that are giving a perspective and scenarios where tourism is developing in the near future. By using these tools and own experiences, travel companies can anticipate when planning for example investments, future products and own activities. (Kyyrä 2017, 198-200). When tourism is an ever changing field of industry, predicted trends change yearly.

Booking.com announced 8 Travel Predictions 10th of October 2019 for 2020. These are conclusions by 180 million customer reviews, research from 22 000 travellers in 29 countries. The conclusions were made with a help of quantitative research method (Booking.com 2019). Because the volume is so high and booking.com is also actively used in Finland, it can be assumed that it covers certain trends for Finnish travellers. This research defined travel trends and consumer behavior in 2020. Conclusions made in this research are in the next paragraph.

The travel industry is going through a change and new ways of serving the travellers are being sought. People are more conscious than ever and want to take sustainability and environmental issues into consideration when travelling. Furthermore, 54 percentage of respondents wants to reduce over-tourism, 51 percentage is willing to change their original destination to a similar one if it has smaller environmental impact. 60 percentage of respondents were interested in travels that has a positive impact to local communities (Booking.com 2019).

When the travel industry moves to the new direction, it also opens innovation possibilities. Technologies like Virtual Reality will be part of the future in travel industry. In addition, the artificial intelligence is developing, which will help to create new ways of serving the future travellers, offering tailored suggestions in the destinations. 44 percentage of travellers preplan their activities before travelling to a destination and would be willing to use help of these technologies when planning their trip in advance (Booking.com 2019).

48 percentage of travellers plan to travel by train, boat, bike et cetera. “Slow travelling” is a new term, meaning minimizing environmental impact. Travellers also prefer destinations where they can do all activities they want and they prefer to do one long trip instead of shorter ones, which have positive climate impact (Booking.com 2019).

3.1 Megatrends in tourism for 2020

Predicted megatrends in tourism (international travelling) in Finland are presented in the figure 6. with explanations. (Hiltunen 2018, 38.)

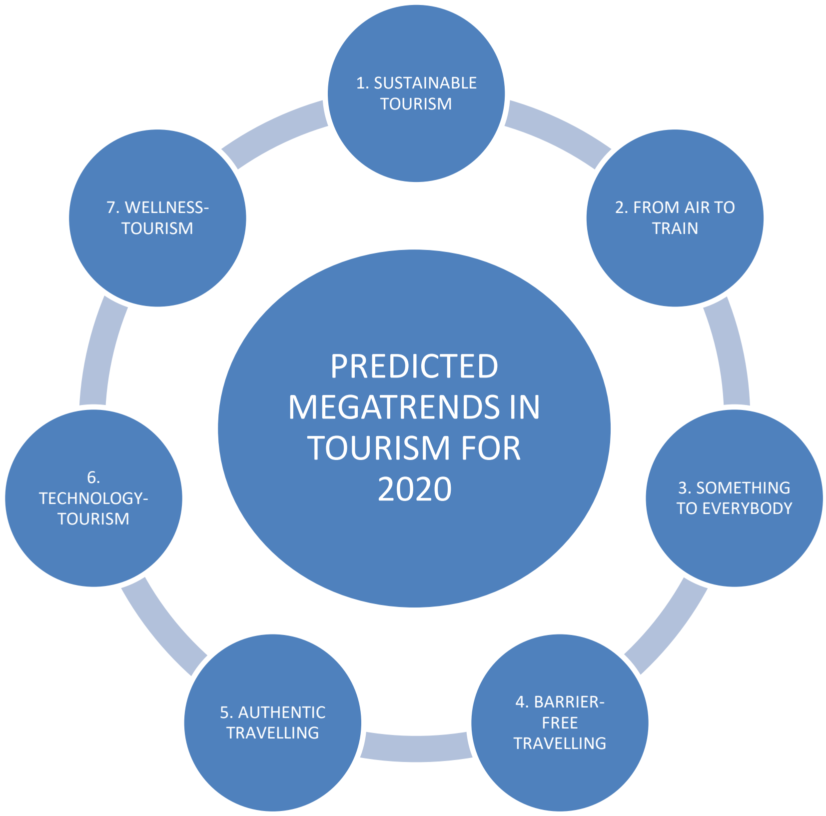

Figure 6. Megatrends for outbound travels 2020 (Hiltunen 2018, 38)

1. Sustainable tourism
   - Climate change and environmental issues will have more impact in the future for travelling.
2. From air to train
   - Because of the general negative atmosphere towards flying due to carbon emissions, other options will be used for travelling. First own fair for

travelling by land was held in Helsinki in January 2020 (Messukeskus 2019).

3. Something to everybody
   - There are demand for different areas in tourism, like gay-, senior-, a particular sports-travels et cetera. It is a new trend to travel alone as a woman (Seikkalijattaret 2019).
4. Barrier-free travelling
   - When population gets older in Finland, there will be demand for disabled travel options.
5. Authentic travelling
   - People want authentic destination and experience, where people can meet locals or even stay in their homes.
6. Technology-tourism
   - Technology will give new options for tourism, people are using applications to book their travels, WIFI-connection is a demand. AI (artificial intelligence), Virtual experiences may have a big role in the future.
7. Wellness-tourism
   - Wellness for body and mind is having a bigger role in society due to hectic worklife and its demands, different kind of wellness and trekking tours are getting more popular.

3.2 COVID-19 virus pandemic and tourism economy in 2020

COVID-19 pandemic year 2020 and its extend surprised the whole world and global unexpected impacts are not yet even possible to estimate. It has affected global economic crisis and has changed people´s lives in all over the world.

Travel industry was the first business area where the impact was clearly seen before others, travelling stopped almost completely already in between January and February 2020 (Oecd 2020). In Finland travel restrictions, to avoid all travelling, was published in March 14th and in other countries between March and April. On 1st of June there were 156 countries, which closed their borders for international tourism. Many countries that are dependent in tourism had a pressure to open borders for summer 2020 but the plan failed because virus was not beaten. Some countries made short-term agreements together to allow travelling only between certain countries, examples of these are Baltics (Estonia, Latvia and Lithuania) or Australia and New Zealand (Oecd 2020). Iceland was the first country, which opened the boarders already 15th of June to all, testing COVID-19 from all passengers entering the country.

Recovery in tourism industry is slower than expected in the beginning. There are still many countries with travel restrictions or borders fully closed, some of these are closed until December 31st in 2020. Finland is not suggesting citizens to travel abroad until further notice. Domestic trips are more popular than ever in Finland. Opening tourism sector will take much longer than closing it, and there might be a longer term travel behavior effect as a result.

3.3 Future predictions of travel industry after COVID-19 pandemic

Megatrends are changed by big events that are concerning the whole world, like pandemic. There is no doubt that COVID-19 pandemic would change entire world, but also travelling and travel industry. There are several airlines, tour operators, hotels, ferry and car rental companies, travel agencies and many other travel related suppliers in an economic disaster. It can not be estimated yet how long travel bans lasts in different countries and how much money these companies have refunded to customers from their own pocket due to package law obligations. It has been seen that governments and EU do not act as fast than it would be necessary to save travel industry. There are estimates done, that it will take years to get air travel in the situation it was in 2019. Many airlines, travel agencies and other travel related operators might be in a bankruptcy at the end of 2020, this trend can already be seen. It is estimated that the impact of pandemic and travel bans to numbers of passengers will be same than in the recession during the 1990s, and in 2021 amount of the passengers will be less than half compared to 2019. (Smal 2020). OECD estimated that there will be 60 percent decline in tourism, but if travel bans continue longer this might be even higher, to 80 percent. This means a risk of losing 29,5 million of work places within travel industry in EU. (Who 2020).

World Health Organization published instructions for aviation, airports, and to airport and aircraft operations. It is a general guideline about social distancing, hand hygiene, respiratory etiquette, cleaning and waste disposal instructions, how to use or guide using a mask and avoid contact with people who have symptoms. In general it means that air travelling has changed and masks are seen every-day basis and passengers are being tested by fever before take- off and after landing in the destination. (Who 2020). Airline crew members might face new challenges onboard with passengers not following rules, or if some of them begin pay too much attention to others and their behaviour using mask or wash their hands (Iata 2020).

It is recommended for airlines to leave middle seat empty, which means that one of the third of the seats are sold per flight. This means that in a longer run it is expected that plane tickets will be more expensive in the future. Will air travel go back in time when middle-class did not afford to fly and cheap flights are history? (Iata 2020).

Comfortable travelling might be disappearing for a while, at least before possible vaccination is developed. This might mean, that amount of travellers will drop even more dramatically. Physical health will be checked at the airports and in hotels. Access into country or even into hotel may be denied if there is a small chance customer is having COVID-19 suggestive symptoms. Destinations where citizens of certain countries could access without visa may no longer be available to all. Also meaning of travel insurance might be higher and people will pay more attention about the coverage of it. Hotels might not accept customers from the countries, which had most COVID-19 patients. Some travellers needs to stay 14 days self-quarantine when arriving to destination or after their travels when they arrive home. This means that many will choose their travel destination accordingly, so that they can minimize the effect of the travelling in their personal lives. (Lonelyplanet 2020).

Future is difficult to predict, but there are new opportunities that the new situation brings with. Business models and earning logic will change, travel companies may need to start from zero. This will allow companies to rethink their operations and build the business to meet better the new megatrends. There might come new travel related innovations, will virtual travelling increase or travelling be smoother by use of artificial intelligence? Business travel might move to digital platforms (Businessfindland n.d.). Some destinations that are dependent of tourists have already begun to create new ways of serving customers so that they can accept tourists and at the same time create the feeling of safety for them.

There are already seen that some of the areas where tourism has affected ecosystem negatively that nature has started recovering. Domestic travelling in Finland will increase during 2020 and this might open new possibilities for business and this way bring money and work places for Finnish domestic travel industry.

But before travelling can start in full again, there are things that has to be done: lifting travel restrictions with new health instructions, restoring traveller confidence focusing safety and clean labels and rethinking tourism sector in the future by new innovations and rebuilding the old destinations. (Who 2020).

3.4 Megatrends and COVID-19

Sitra has updated Megatrends compared to COVID-19 crisis, these might affect Megatrends for tourism as well. Questions that this research brings, are: How development of democaracy will continue in the world after the crisis? Are the decisions that are made in the light of COVID-19 taking into account environmental and climate issues, but also future generations? How to keep the operational models in technology that are working today? How economics will develop? Will people´s relationship with nature change? (Sitra 2020, 8).

European Commission organized European Toursim Convention in 12th of October in 2020. Meaning of this convention was to create a road map for "European Agenda for Tourism 2050". When predicting future Megatrends, conclusions of this workshop is worth of studying for the travel companies. There were three main themes in discussions: Safe and seamless tourism experience, Greener Holidays and Tourism powered by data. These and proposed action points are shown in figure 7. (Tourism-convention 2020).

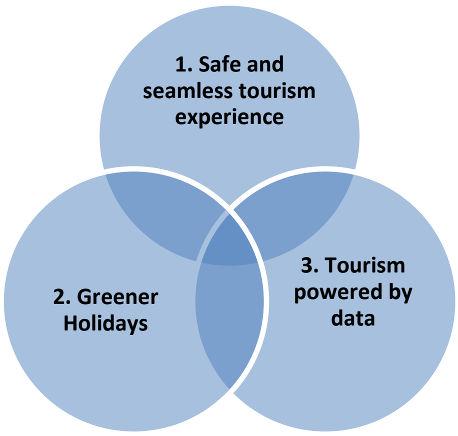

Figure 7. Most important action point proposals by the workshops in convention (Tourism-convention 2020).

Summary from the workshops on these themes:

1. Safe and seamless tourism experience: COVID-19 crisis is an opportunity to rethink tourism in EU. Supporting low carbon transport and connectivity between EU destinations. Implementation and harmonization of efficient health and safety protocols in EU. Smart management of tourism recovery development in destinations, focusing on quality instead of volume. Vision that Europe will be the safest travel region in 2040.
2. Greener holidays: Vision to minimize carbon footprint of travellers, by facilitating a decarbonized transportation options in EU. Adding focus on local societies and nature, rather than all-inclusive holidays. Tourism industry is excpected to be transparent towards customers in regards of sustainability and to offer carbon offset programs. Developed technology should allow to minimize environment impact of travelling.
3. Tourism powered by data: Seamless travel experiences and more efficient crisis management, based on development of real-time data.

3.5 Western Generations Y and Z

To help researchers understand behavior of different age groups, there are created generational patterns that can be used to observe these behaviors. These models are created by researchers to understand only generations, not individuals, and therefore these are general models for observations usage. There are three requirements in order to refer a certain age group as a generation, these are shared experiences, real cohesion, common attitudes and forms of behavior (Nagy & Kölcsey 2017).

There are small variations on how birth years by generations usually are splitted, in figure 8. are the attributes on how these generations are handled in this thesis.

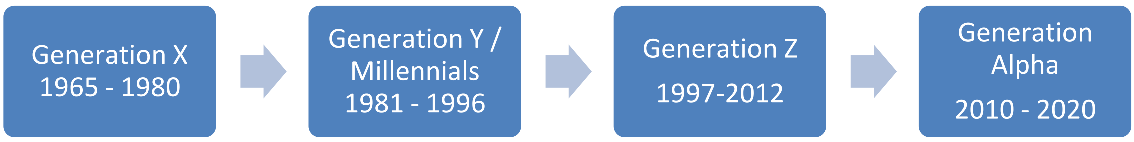

Figure 8. Timeline of Western Generations X, Y, Z and Alpha by year of birth (Bergh & Behrer 2016, 6-11)

Generation Y, known as Millennials, (digital natives, information society), born in 1981-96 (Bergh & Behrer 2016, 6). Generation Y is familiar with internet and technology, they are heavy users of digital media and they adapt easily technological changes. Generation Y has grown in the world of attractive brands and use of media. (Nagy & Kölcsey 2017). They have been able to educate themselves and experience different things (Bergh & Behner 2016, 7.). Social life for this generation happens in real but also in digital world through mobile and online communities. They follow global trends and people on this generation usually learns digital world and its´ benefits much better, than previous generations. (Nagy & Kölcsey 2017). Generation Y is the largest generation among the world´s total population, which means they will make a huge impact on societies and economics in the future (Bergh & Behrer 2016, 6).

Generation Z, known as Zoomers (Facebook generation), born 1997-2012 (Bergh & Behrer 2016, 11). Generation Z has lived along social media and can not imagine life without internet, wireless network or smartphones (Nagy & Kölcsey 2017, 108-109).They are very aware of brands and commercial medias (Bergh & Behner 2016, 7.). Main communication channels for them are different social media providers. It is not only about searching information in media but to share and generate it. Generation Z´s social environment is radically different than it has been with previous generations, they can have in use several social media channels at the same time. They feel emotionally strong changes that are happening in the world, like climate change et cetera. (Nagy & Kölcsey 2017, 108-109). Generation Z are a quarter of all population and they will have more influence as consumers when they will be in the worklife (Bergh & Behner 2016, 11).

Customer understanding is the best way to develop the business and there are several reports on how to understand these generations and their behaviors. Kleiner Perkins is an investor company in the US, which has made internet trends report in 2016 of thousands of responses. In this report they presented differences between Generation Y and Generation Z as in figure 9.

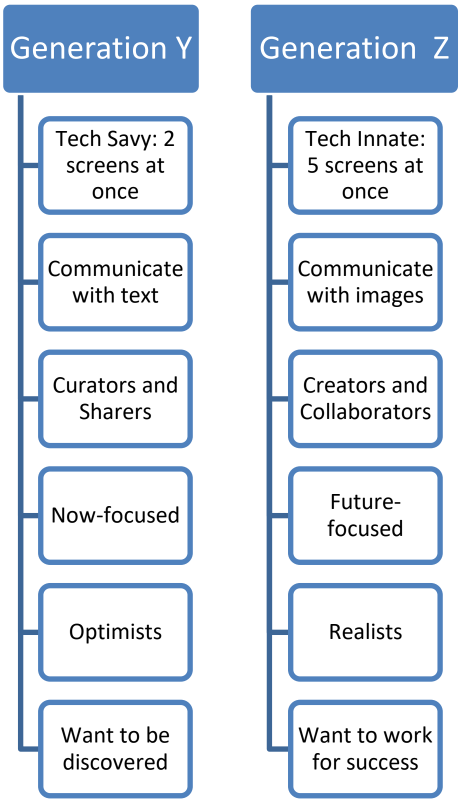

Figure 9. Attributes – Generation Y vs. Generation Z (Kleineperkins 2016).

3.6 Use of Social Networks among Generation Y and Z

In 2019 Ebrand Group conducted a research together with city of Oulu where 6247 13-29 year old young Finnish citizens were as a target group. The purpose of this study was to find out how social media is used and how much time is spent there among this age group. Here are some findings on that report: Social Media channels are used for three main purposes; reading the contents, browsing and liking the content. Average time spent per day is 2,5 hours and 97% the respondents used mainly smartphones. Main usage time is between 15:00 to 21:00. (Ebrand 2019).

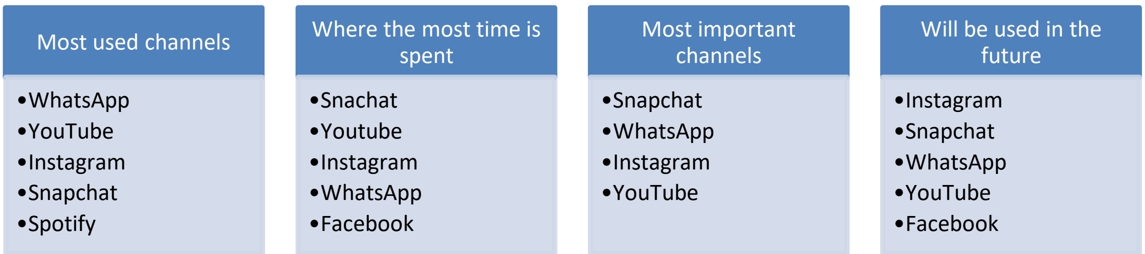

Figure 10. Social Media usage (ebrand 2019).

Different social media channels allow both generations to express themselves through these plattforms by using videos, pictures and stories (Srivastava 2019). Both generations, especially Generation Z feels these changes emotionally strongly and this will affect their consumer behavior in the future (Nagy & Kölcsey 2017, 107-109)

3.7 Generation Y and Z as travellers

Both Generations, Y and Z, have had a strong aspiration for travels and they travel more than other generations. European Millennials travelled abroad an average four to five times in a year. (Ketter 2019). They are most globalized of all generations (Bergh & Behrer 2016, 4). In the research of Deloitte Global Millennial Survey 2019 with 16 425 respondents "see and travel the world" was the most important aspiration and priority factor, before any other life ambitions. Generation Y and Generation Z as a digital natives, use new technology as benefit while travelling or planning their travels. The World Tourism Organization (UNWTO) has announced that in 2018 arrivals of international tourists reached the estimate two years before, and these two attributes of these generations are the main driver for this trend. (Srivastava 2019)

These generations have enabled new business innovations in travel industry and also growth in online travel business. Travel blogs, virtual guide books, booking engines et cetera are part of travel experience for Generation Y and Z. (Srivastava 2019). Travel technological development has grown with Generation Y, that are the first generation, which has demonstrated fully digitalized travel journey all the way from searching information digitally to online bookings and digital travel services (Ketter 2019).

Both generations are liberal and they share common values and behavior together when it comes to travels. During their travels they search new places, new experiences and seek personal growth. As travellers they are independent, open for new creative travel experiences and most likely plan their own travels. They perefer off-the-beaten-track tourism, which means travelling into destinations that are more authentic For them it is important to avoid mass tourist destinations due to environmental awareness and -values they share. (Ketter 2019).

4 RESULTS

The qualitative and quantitative research questionary was created by using SurveyMonkey analysing tool. Research period was 4 weeks between October and November in 2020. Intension of the questionary was to collect data from Generation Y and Z but also include other generations, for commissioner´s usage and comparisation purposes. No personal or sensitive data were collected. Average response time was 11 minutes, and response percentage was 100%, which means that all who responded also finished the survey. This survey was decided to be made in Finnish, to enable to get more responses.

Questionary was created taking into account the feedback from the commissioning company and aim of this thesis. It was brainstormed in beginning of October 2020 by employees in the commissioning company.

4.1 Respondents

Total amount of respondents were 268 by 105 Generation Y (39% of total) and 46 Generation Z (17% of total) representatives. The questionary link was shared in LinkedIn and Facebook to thesis author´s connections. These sources gave 192 answers. 76 respondents were students from Turku University of Applied Sciences, Satakunta University of Applied Sciences, Education and Exam Perho, Turku Vocational Institute and Salo Region Vocational College.

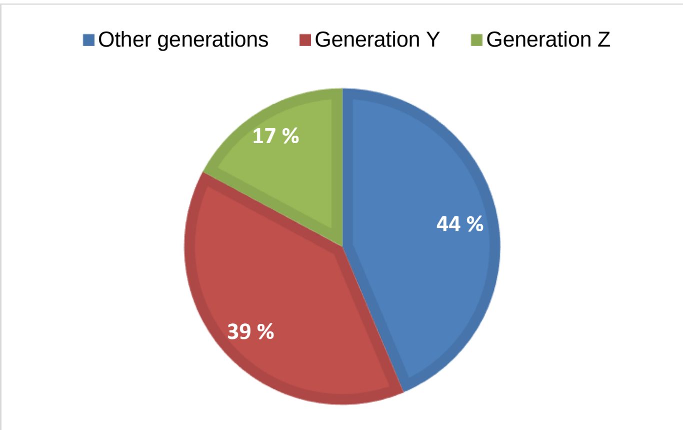

Figure 11. Generational contribution of 268 respondents.

4.2 Travelling and travel booking preferences

Purpose of these questions were to understand respondents´ background and history of travelling and planning their travels.

22 respondents of Generation Y (21% of 105), travel more alone (later as solo) than Generation Z. Otherwise there were not big differences between these generations and travelling with a family is most common as in the figure 12.

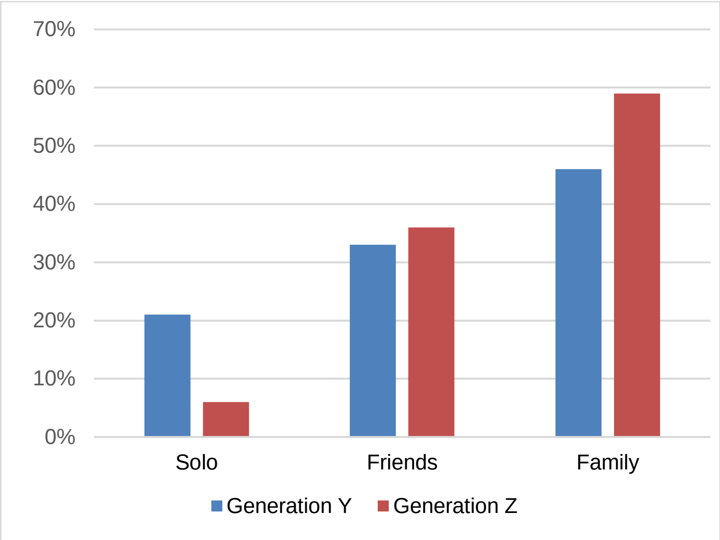

Figure 12. Travel companion, percentages of 105 Generation Y and 46 Generation Z respondents.

Both generations travelled most in Europe, figure 13. presents that most, 107 of all 151 respondents in both generations do travel more than once or more in a year either in to Europe or in to a Long-Haul destination. Compared to studies presented in chapter 7.2 respondents travel less than an average european Generation Y and Z.

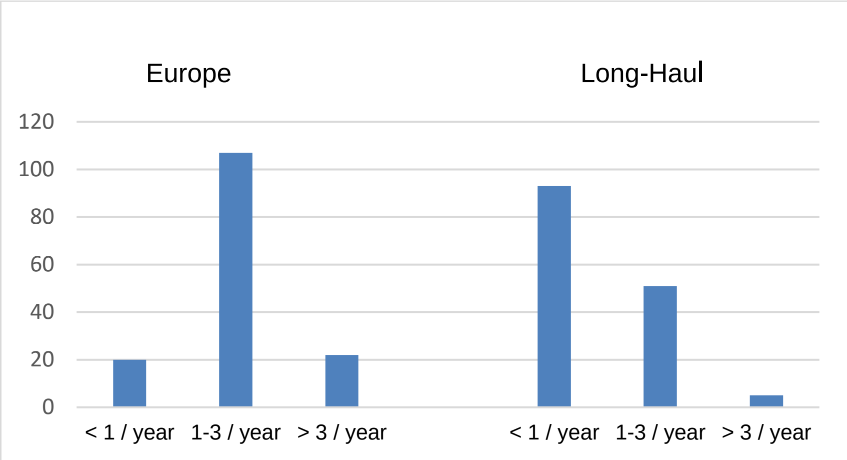

Figure 13. Travel frequency of 153 respondents per year before Covid-19.

Figure 14. presents that most of both generations, with Generation Y by majority of 96% of 105 respondents, book their travels by themselves (I do it myself). This is aligned with the previous research in Deloitte Global Millennial Survey, where online booking sources like airline websites and hotel suppliers are used separately for travel booking purposes.

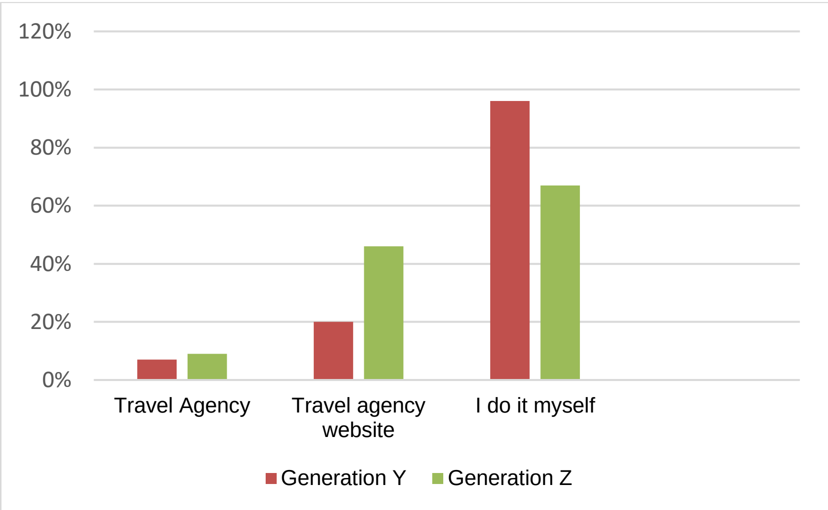

Figure 14. Source of travel bookings, percentages of 105 Generation Y and 46 Generation Z respondents.

4.3 Travel Inspiration

Related to previous studies by Ebrand, it is no surprise that Social Media is the biggest source of inspiration. Also Generation Y is more interested (54% of 105 respondents) in travel bloggers and their recommendations, than Generation Z (28% of 46 respondents), when searching travel inspiration. Veera Bianca (Travel and Wellness blog) and Adalmina´s Adventures (Travel blog) were the most popular ones. Other categories did not have that much differences.

Recommendations by friends and family are in a key role when searching inspiration, by results of 68% of 105 Generation Y and 57% of 46 Generation Z respondents. Travel agents are not used that much for inspirational purposes but travel agencies´ websites are. These numbers are seen in figure 15.

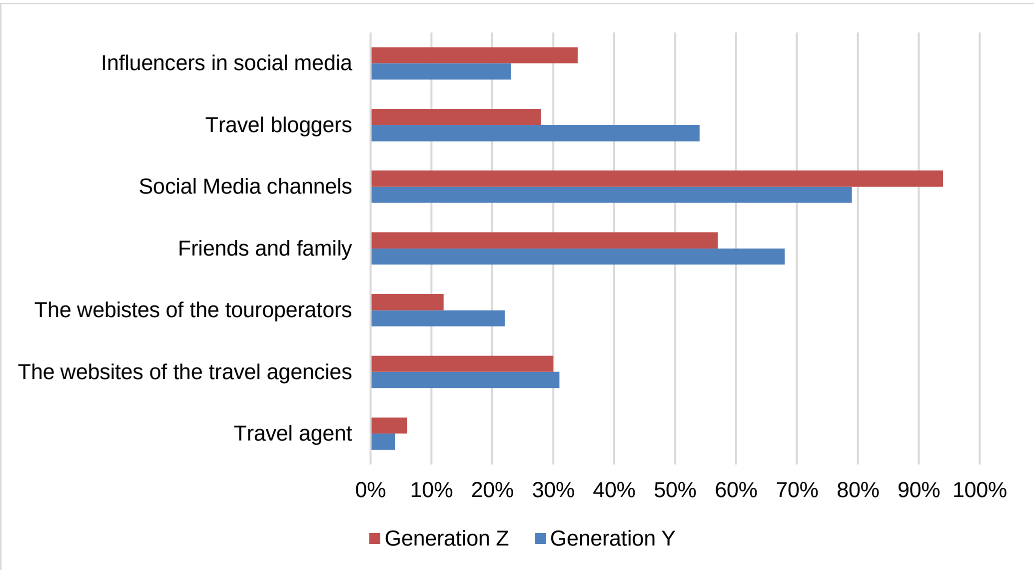

Figure 15. Travel inspiration sources, percentages of 105 Generation Y and 46 Generation Z respondents.

4.4 Expectations for travel agencies

Most of the respondents agreed that destination knowledge and activities, which are not bookable online are the main driver when to use travel agency. This is seen in figure 16.

Generation Y had a stronger need to make booking arrangements by their own, this was 50% of 105 respondents compared to 28% of 46 respondents of Generation Z.

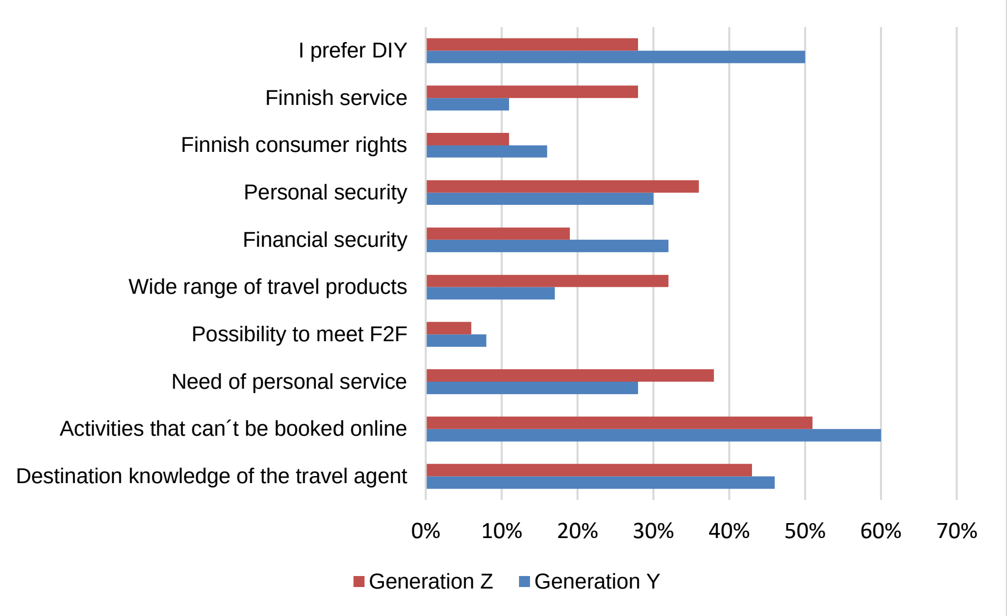

Figure 16. When services of travel agency are needed, percentages of 105 Generation Y and 46 Generation Z respondents.

When analyzing open question ”What kind of knowledge you expect from a travel agent?” 104 of the respondents wrote comments about their expectations of destination knowledge and travel agent´s own travel experiences, incuding culture and security situation whithin the country when they contact a travel agency.

It was specified that they do expect recommendations about activities in the destinations and that travel agent knows their products, give options and recommend suitable ones to the customer. Practical information was mostly asked about flights (flight routes, flight changes, flight details), hotel locations and ratings, visa info and insurance details.

Good customer service level is reached when customers are advised about all necessary details, they get quick responses and professional help in all matters, but also get tailored travel experiences that meet the hidden needs of the customers. Aspect, trust, came up because of bad experiences in COVID-19 related refund handlings (most of the comments were about specific airlines). Sustainability knowledge was specified with ability to be transparent, recommend eco-friendly options and volunteering. There were no big differences between the genders, the compilation of the answers are shown in the figure 17.

Figure 17. Knowledge expectations of travel agents by number of votes of respondents.

In figure 18. it can be seen that preferences of being in contact with a travel agency, face to face 31%, by phone 33% and via chat 35% of 151 respondents, were evenly popular contact channels in this research. Open questions gave comments that willing to use email was because of possibility to document conversations. When comparing previous studies, and predictions by booking.com, usage an app was not very popular among respondents. There were no differences between responses of Generation Y and Z.

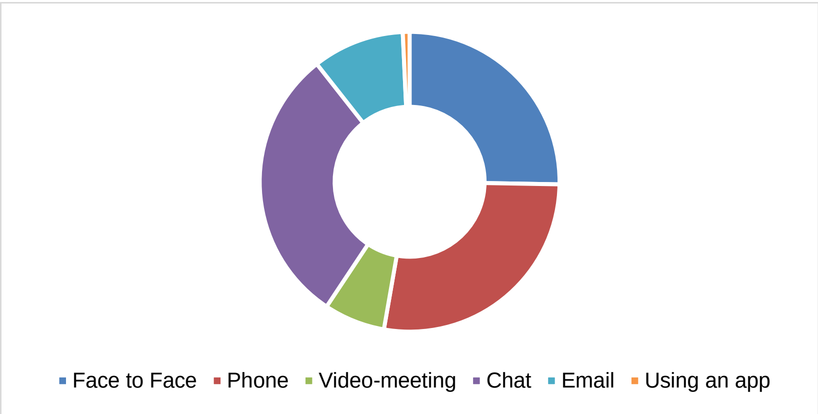

Figure 18. Contact preferences.

Brand with good reputation, simple and inspirational website were the most important elements when booking a trip of all options in figure 19. to both, Generation Y and Z. Possibility to use an app and book all in one place was more important than having a contact person. This means, that there is a difference on how respondents wants to be in contact with, but when they book a trip, they vague prefer to use an app whenever it is possible during the booking process. Figure 19. shows the averarage on scale from 0 to 5 what assumptions in the survey respondents felt that are not important at all (0) to most important (5).

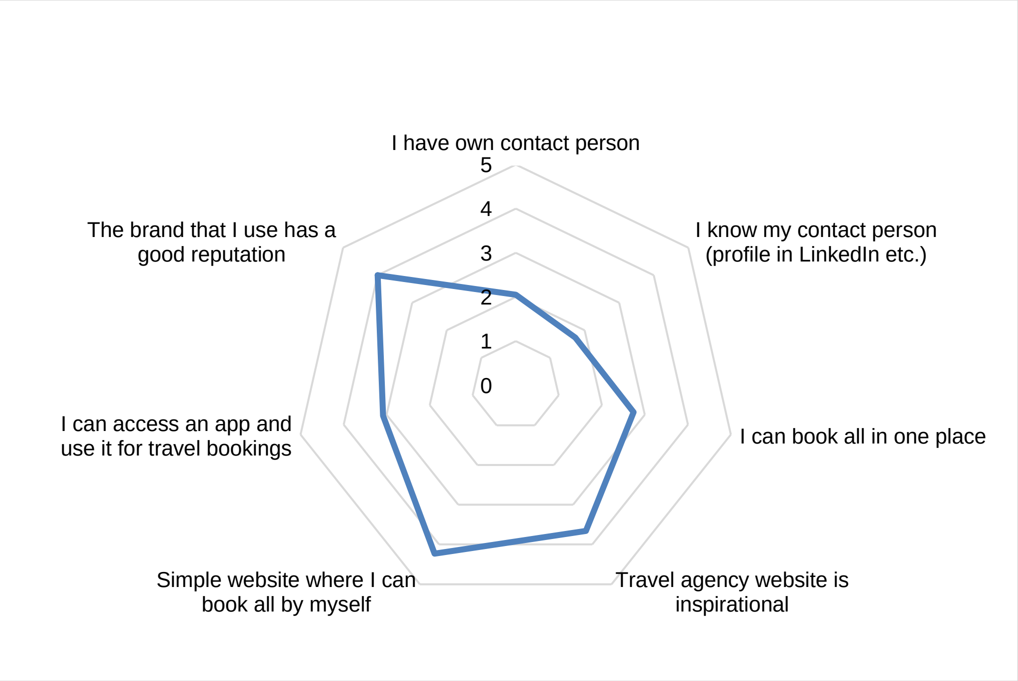

Figure 19. Important elements when booking a trip.

4.5 Sustainability, environment and security in travel related decisions

Sustainability and climate change have been on top of travel trends and predictions, but also seen in studies as an important value for Generation Y and Z. Safety, on the other hand, has a new meaning after COVID-19, but also importance of financial safety and safety (especially when travelling solo) in the destination were important according to comments of respondents.

Meaning of the figure 20., is to present, how much respondents pay attention into sustainability, environmental issues and safety, if it means more costs for consumers. It can be seen that 46-53% of 151 respondents are willing to pay 10% more of travels, if they know it will be more sustainable, environment friendly and safe. Average 30% of the respondents were willing to pay 20% more for sustainable or environment friendly travels, but only 15% of them would pay the same for safety issues. Same trend was in total responses of among 268 respondents in all generations.

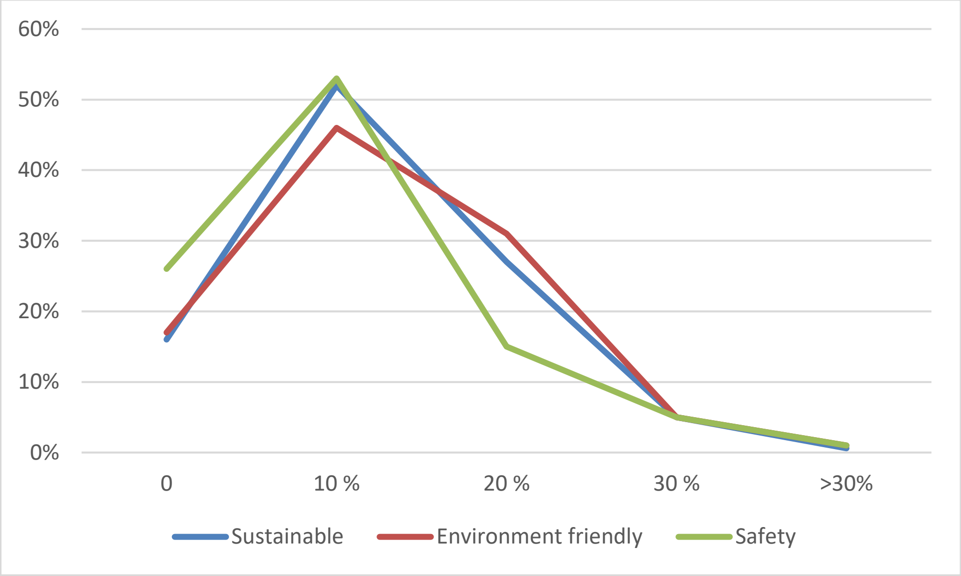

Figure 20. How much more (0, 10%, 20%, 30% or >30%) you are willing to pay for sustainable, environment friendly and safe travels?

Most of the respondents rated of all options, in figure 21. that most important sustainable action is to use local suppliers in the destinations who pay decent salary to their employees, average in scale between 0–5, is 4,13. Important element was also to secure that part of the payment of travels stays in local communities. Travel brand values, and how these meets own ones, were important.

Environmentwise, respondents chose most important actions to use a direct flight to a destination and use eco friendly hotel, with both having an average 3,29 among respondents. Airline carbon footprint program was chosen the most efficient way to compensate their travels. There were no differences in responses, regarding the generations. Figure 21. will present averages of respondents in scale 0-5, not important at all (0) to most important (5).

.

Figure 21. Respondents´ sustainability and environment actions.

In questionnaire, there was an open question on how respondents see, what is the best way to compensate their travels and carbon footprint. These responses were analyzed by using Affinity Diagram. Theme desing is presented in figure 22 and numbers of votes in figure 23. According to respondents, the most efficient way to do compensation, was paying attention on own actions in daily life not only while travelling. Carbon footprint compensation programs were seen as an effective way to do compensation, but there were also comments about transparency and can these programs be trusted. Some of the respondents felt that they would prefer doing volunteering in the destinations, instead of paying compensation, ensuring by themselves that environmental actions are done.

Using trains or busses instead of flying, public transport in the destinations and favor airlines with biofuel were ways many respondents felt they could less their carbon footprint. This goes hand in hand with booking.com predictions about slow travels.

Figure 22. Affinity diagram themes on what is the best way to compensate carbon footprint?

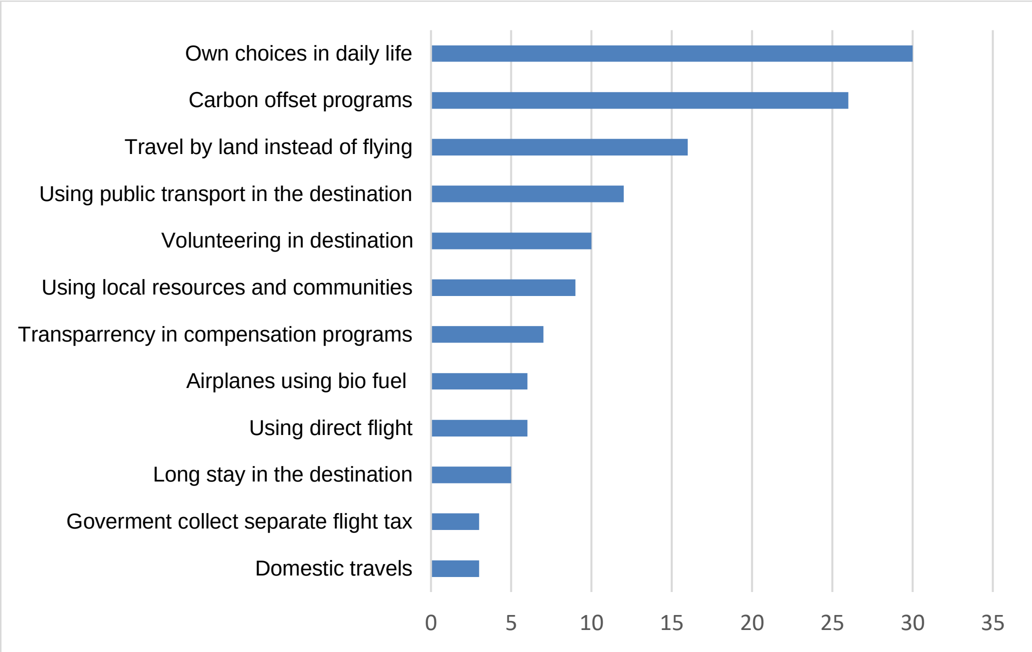

Figure 23. What is the best way to compensate carbon footprint by amount of votes by respondents?

Actions for safety issues are presented in figure 24. where comparisation scale is between 0 to 4. Respondents chose most important safety elements of presented ones “I choose travel supplier according to customer ratings” (average 3,61) and “I choose my travel destination according to recommendations by others” (average 3,42). This supports the answers presented in figure 15. where social channels was the most used source for inspirations.

In questionnaire, health regulations were asked to think as before COVID-19. Nevertheless, health issues were the third important element, when thinking of safety issues in the destinations. In this question, the responses were quite similar between the generations.

Figure 24 Choises of security.

4.6 Usage of travel agency.

Most of the Generation Y, 81%, had used a travel agency, when only 51% of Generation Z. The meaning of this question was to find out, how familiar these respondents are with services of the travel agency. Numbers are seen in figure 25.

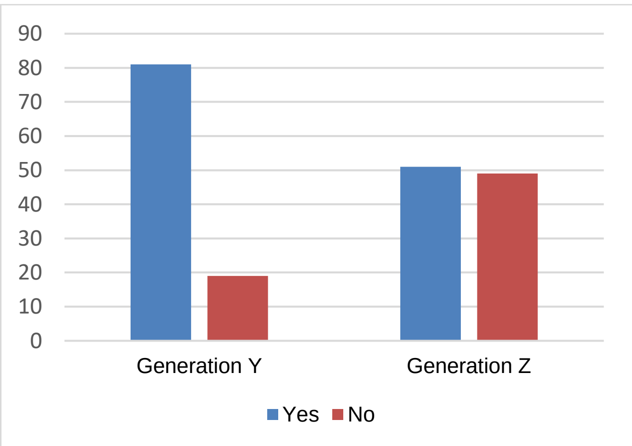

Figure 25. Numbers of respondents who have used services of a travel agency

Complicated flight bookings were the most common situation, when respondents were thinking when they could use services of a travel agency. Otherwise simple flight bookings were preferred to make via online booking channels. Travel package- and trainbookings were another situations when travel agency were seen useful.

In a questionnaire, this question had an open question, if there were another situations, which were not listed. Comments regarding this were about boat trips. In the figure 26. “I prefer DIY”, means that respondents rather plan and book their travels by themselves. More detailed responses are found in figure.

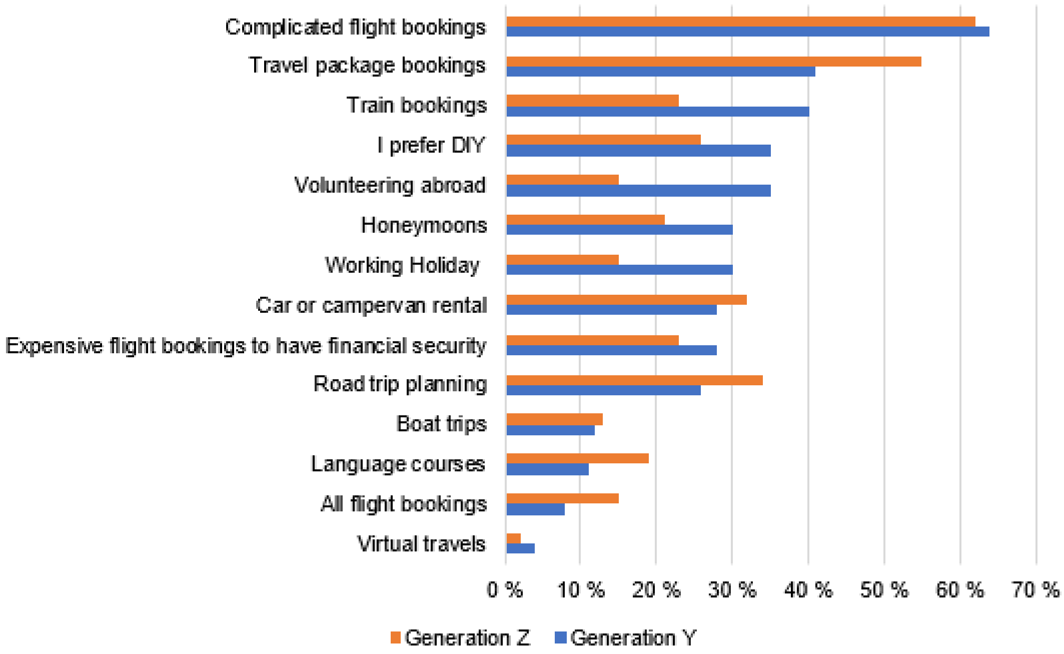

Figure 26. Situations when services of a travel agency are needed, percentages of 105 Generation Y and 46 of Generation Z respondents.

Online bookings and planning travels oneself are, according to researches presented in this paper, popular among these generations. Meaning of figures 27., 28. and 29., were to find possible difficulties with travel bookings in these situations. In these situations, there were no decisive differences in responses of the generations Y and Z. 115 of 151 respondents answered they have no difficulties when planning or booking travels by themselves.

Figure 27. Is something difficult when planning and booking travels by yourself?

Possible difficulties were asked as an open question and Affinity Diagram used for analyzing purposes. Theme desing is presented in figure 28 and numbers of votes in figure 29. Most difficulties were with complicated flight bookings, which could also seen in responses, where travel agency services are needed. Same amount of responses were given to difficulties on how to find trusted booking sources and suppliers with good quality. Problems with practical things like visas, luggages, vaccinations et cetera. together with time consume and price comparisation problems, were also a common theme in responses. Some of the respondents had never travelled, and they felt that they need help with everything.

Figure 28. Affinity diagram themes on what is difficult when booking and planning a trip by yourself ?

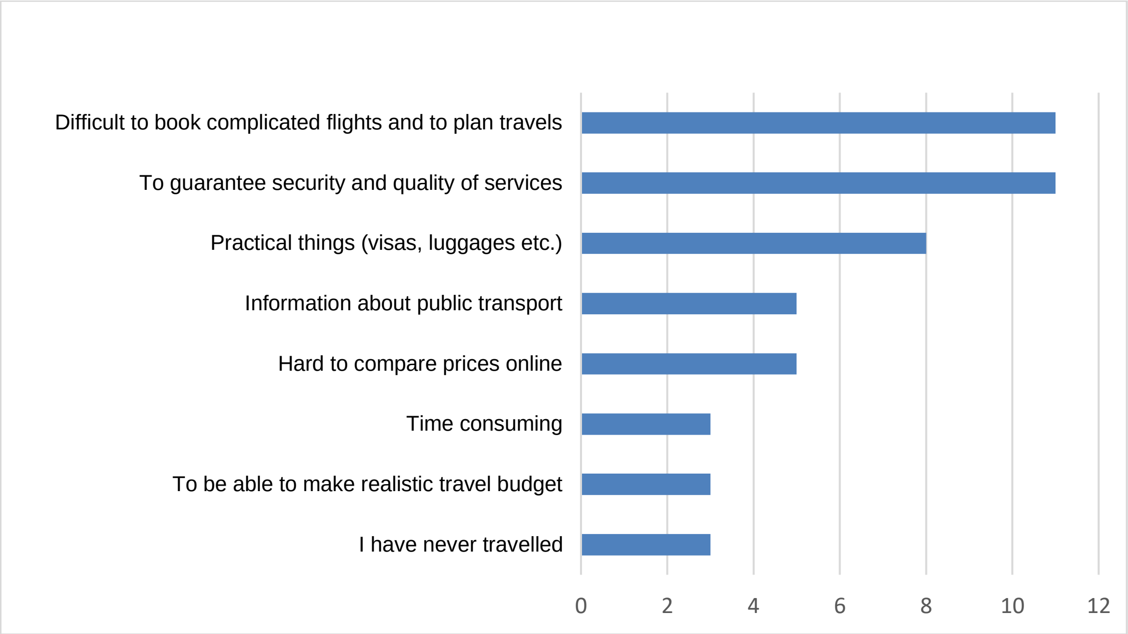

Figure 29. What is difficult when booking and planning a trip by yourself by amount of votes by respondents?

4.7 Future themes

The aim of the question in figure 30., was to find out how these generations see travel agencies today and especially in the future, numbers in parenthess are amount of votes. Travel agency that concentrates on eco-travels only, got the biggest popularity. Travel community or a travel agency, which is specialized on different themes were also seen as a potential business model.

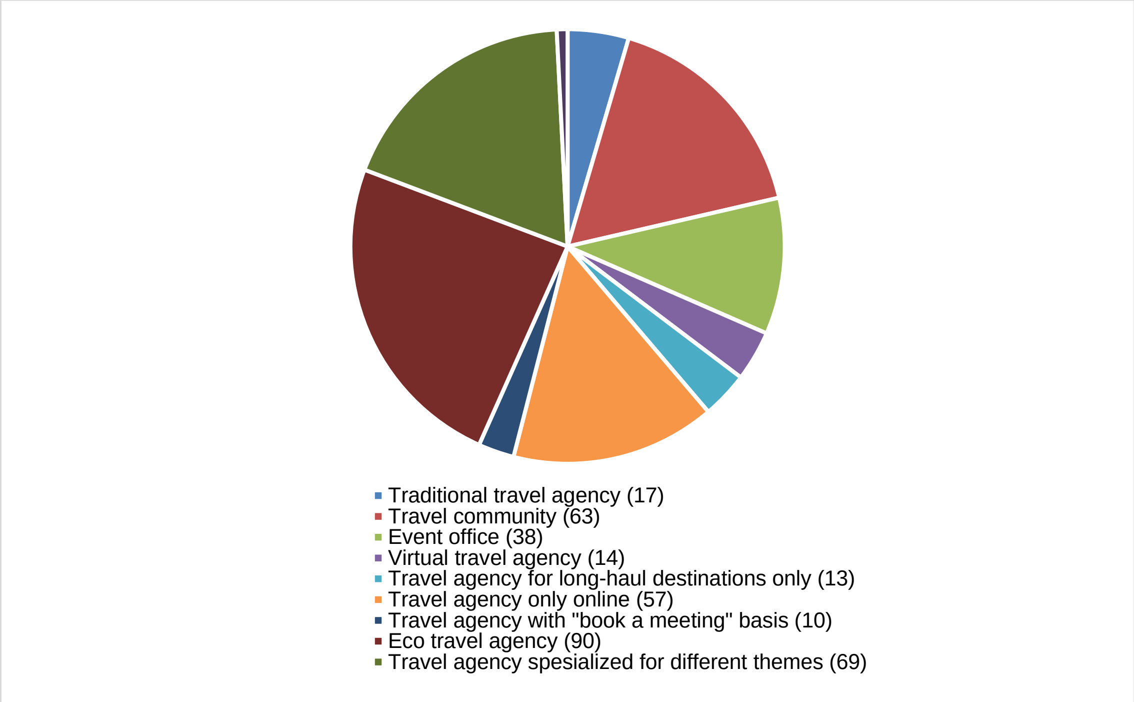

Figure 30. How you see the role of the travel agency in the future?

As stated in this thesis, COVID-19 affected massive decrease in travels in 2020. By this question in figure 31., it was aim to get a prognose when people will start planning their travels in the future. Most of the respondents, 65%, were still thinking that they will travel in 2021. Average year on comments “beyond 2022” was 2025. In figure 31., all responses in all generations, are taken into account.

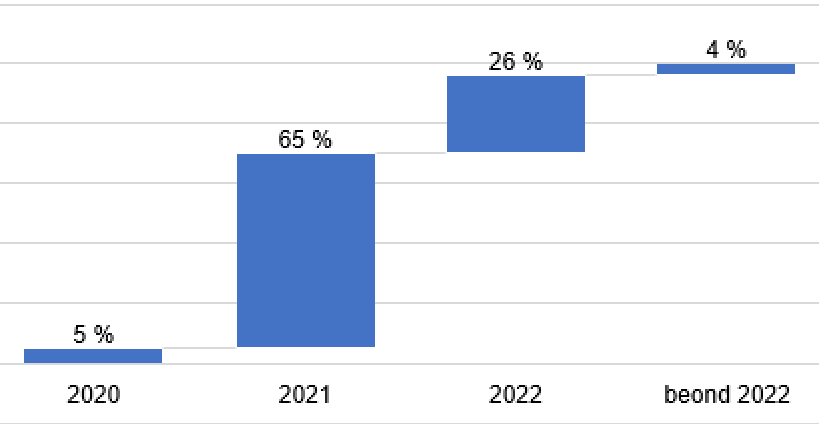

Figure 31. When you will travel beyond 2020?

90% of all respondents of 268 believed that travelling will be changed in the future. Travel insurance coverage was the main issue (66% of respondents), which they will pay attention to, when respondents will travel again, 44% will check better terms and conditions of their travel booking and 35% of respondents will try to support local communities better and check health care quality in the destination. The distribution of these factors are shown in figure 32. Only relevant difference between responses was that consumer rights was important for 25% of Generation Z and Y compared to 17% (117 respondents) of other generations.

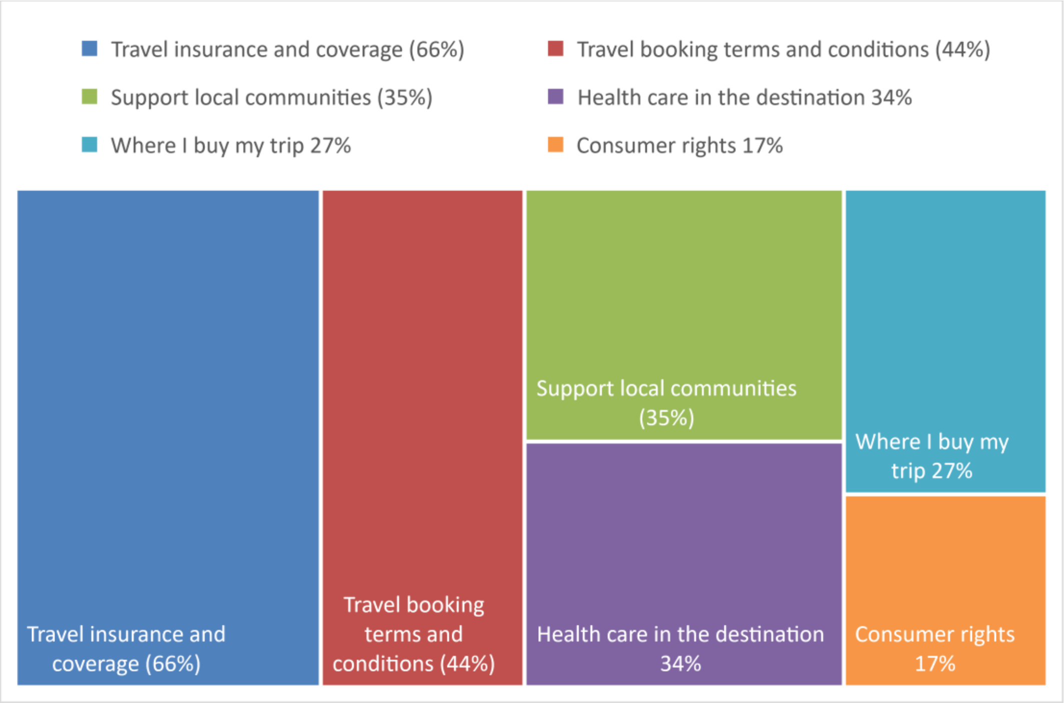

Figure 32. Which matters to focus when buying travels next time?

Final question in the survey was an open question on how respondents sees that travel trends are in the future. There were some similarities with travel trends in chapter 6.1. Sustainable tourism, from air to train, authentic travelling and technology tourism were same, but something to everybody, barrier-free travelling and wellness tourism were replaced with short distance tourism, less travelling with better quality and theme tourism. Figure 33. show the results by all 268 respondents. There would not be any differences in travel trends in figure 33. according to survey, if sampling was done per generation or all respondents.

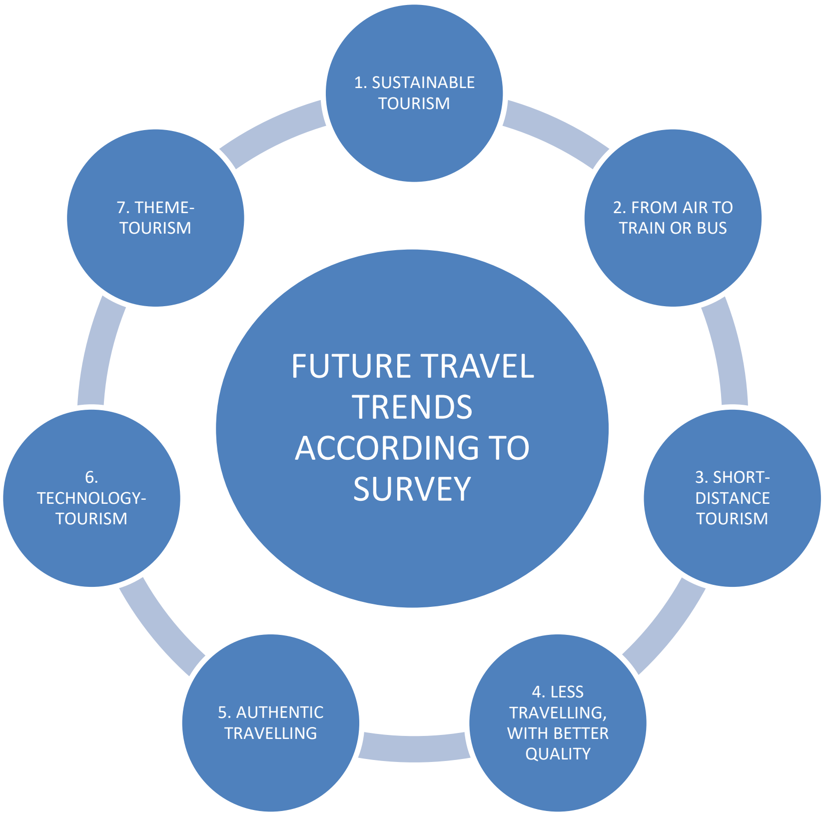

Figure 33. Travel trends according to survey.

1. Sustainable tourism
    - Supporting local communities and environmental issues will have more focus in travel decisions.
2. From air to train or bus
    - Because of the general negative atmosphere towards flying due to carbon emissions, other options will be used for travelling. Short-distance travelling attracts both, train and bus options.
3. Short-distance tourism
    - Attraction on domestic travels but also travels to Europe will have a bigger role in the future.
4. Less travelling, better quality
    - There will be less travelling, but focus will be in quality (sustainable, luxurious or staying a longer time in a destination) instead.
5. Authentic travelling

- People want authentic destination and experience, where people can meet locals or even stay in their homes. Authenticity creates a feeling that it supports local communities and small tour operators.

6. Technology-tourism
    - Virtual travels will have a big role in the future.
7. Theme-tourism
    - Different kinds of theme-travels will be more popular, traveles will be tailored according to travellers and their needs. Themes can vary between activities to food, wellness or volunteering.

4.8 Questionnaire feedback

The feedback that was received was mostly positive, about relevant questions, interesting content, which supported to finalize the questionnaire. Development areas that were given was about delimitation of birth year. It was not explained to respondents who were the subject of this study, because larger sample was also needed to get an larger overview.

4.9 Research reliability and validity

Reliability in research can be improved by using different methods. Metheodological triangulation means using different methods in the research. *Material* triangulation is approaching the phenomenon from the perspective of different research materials. (Hirsijärvi et. al. 2007, 228). In this thesis, both different methods and research materials have been used. Sources for materials have been carefully selected and the basic rule has been that materials 2007 and beyond are preferred. Saturation means, that information needed to solve a phenomenon has been reached using current research materials and new materials would not give new information (Hirsjärvi et. al. 2004, 171). Saturation is difficult to define by a researcher, but at some point decision needs to be made that all needed material has been used for the research. Researcher´s point of view is that there were enough research material used in this research in order to be able to make conclusions.

According to Joppe (2000) reliability of research is “The extent to, which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable" (Golafshani N. 2003, 598). This means that if this research methodology would be reused, the findings would be same. Credibility of quantitative research depends on researcher (Golafshani 2003, 600). This research is affected by the design of the survey by pre-given options in some part of the given questions. Pre-given options were used in multiple selection questions, where respondents could use scale from 0 to 5 to express on how important they feel the assertion of the question.

It has been researched that in order to establish an average, the lowest limit of sample is 30. If there are different groups in the research, amount of population in each group should be minimum 30. If there are respondents who has not finished the questionnaire, they are considered as disappearance and it might effect in results negatively. (Tilastoapu 2012). Research in this thesis had totally 268 responses, and research groups (Generation Y and Z) had 105 and 46 responses. 100 percentage of respondents finished the questionnaire. Based on these facts, results of the questionnaire can be assumed to be valid.

As responses are analyzed within a month after closing the questionnaire, the results presented in this paper are reliable at the time of writing this thesis. Also similarities with measurements in other studies presented in this thesis relates in reliability and validity of the research, like travel trends comparisation in figure 6. and 33 or behavioural similarities presented in Chapter 3.

According to Joppe (2000) "Validity determines whether the research truly measures that it was intended to measure or how truthful the research results are". (Golafshani 2003, 599) This reserach replied to questions presented in Chapter 1.3 and is therewhore valid. In Summary Chapter 6. will be presented discussions on how these research questions were solved.

5 RECOMMENDATIONS TO COMMISSIONING COMPANY

Commissioning company has a strong knowledge about its target groups and their needs. It has a clear strategy, relevant products and a vision on how to lead the youth and student market (Business model canvas KILROY in figure 2.). These recommendations are made by knowing these facts and are concentrating on things that may not be implemented yet. It has not taken into consideration, if this questionnaire would have done in any other KILROY markets, would the results be same.

5.1 Inspiration

According to survey in Chapter 4, 100 percentage of both generations search recommendations and inspiration using Social Media channels. As in previous studies (Ebrand 2019) the most used and important channels, that can also be used in marketing and inspiring purposes, for Finnish Generation Y and Z are YouTube and Instagram. Therefore it would be recommended for commissioning company to focus on these channels when trying to influence its target groups.

For 100% of respondents in survey, both social media influencers and travel bloggers were important sources for travel inspirations. If commissioning company would think about co-operation with any of these, suggested partners could be according to survey Veera Bianca (Travel and Wellness blog) and Adalmina´s Adventures (Travel blog).

5.2 Technology

In the studies and travel trends presented in this research, both generations believes in technology and are willing to use it. Virtual travels were presented in the sources in this study, but also seen as a future trend in the survey. It would be recommended for the commissioning company to make a plan on how virtual travels could be part of the travel experiences in the future. Unlike pre-expectations, using an App for travel bookings was not popular in the survey.

5.3 Products

According to survey, one of the new trends would be short distance travels. Among the respondents, domestic travels was the most popular as a short distance destination because of sustainability, possibility to travel by bus or train, COVID-19 situtaion and safety. When according to studies presented in this research, both generations experience emotionally strong climate change, also COVID-19 crisis may affect their emotions and consumer behavior.

Today, domestic travels is not part of the strategy in the commissioning company. It would be recommended to take domestic travels into future consideration of the company. Commissioning company has launched interrail program, but it would be suggested based on this survey, to put even more focus on other land products where trains and busses are replacing flights in full.

5.4 Quality

Less travels with better quality was one of the trends in this study for the future. Not only respondents, but results in studies presented in this thesis believes that travels will have a purpose in the future and pure beach holidays would be history. It would be recommended for the commissioning company to pay even more attention on better quality holidays with a theme, which can be anything from a cooking course to active or wellness travels. According to respondents they are willing to spend more money in their travels, but they will plan and consider those better.

5.5 Transparency

In the survey, many respondents were worried about transparency of the climate compensation programs. Suggestions received in the survey, that the commissioning company could find useful, were the demand for options to offer these programs to travellers directly. Idea was that travellers could join these programs in the destinations by themselves. Suggested programs according to survey, were planting a tree or collecting plastic bags on the beach in the destination or either donating funds for the projects, which customers can choose by themselves.

5.6 Sales service

Commissioning company has always believed in tailor made tours and making personal travel plans. According to survey, it was exactly what these generations were expecting:

- Knowledge about activities in the destination
- Knowledge about products and activities the travel agency can sell
- Solutions for travels, which the customer could not expect or invent
- Use of own experiences
- Destinaton and culture knowledge
- Information about visas, flight options and flight regulations, local transport et cetera.
- Genuine interest and trust

This knowledge is important when developing customer service in the company, and to bring value for customers, who want to use services of a travel agency.

5.7 Brand values and reputation

According to survey and presented theory, opinions of others are important for these generations. They do search customer ratings and are reading customer feedbacks. It would be recommened to collect these actively and use these as a customer reference. It is important that the values of the brand meets the values of the generations. The commissioning company could use its own values more actively and try to bring these to light for its target groups.

5.8 Future after COVID-19

According to the previous studies, both generations has a strong aspiration of travels. There are no signs that they would stop travelling after pandemic. Most of the respondents believed that they will travel in 2021, which creates hope for the future.

In the survey there was a high demand for a travel agency, which concentrates only in eco-friendly travel products. Could this a part of the commissioning company´s future plans?

6 SUMMARY

This thesis was made to a commissioning company in a travel industry who serve youth and students to fill their all needs in travels and experiencing the world. In 2020 company´s target group are mainly Generation Y (born between 1981-1996) and Z (born between 1997-2012). Theoretical frame work consisted understanding of tourism industry in general, how trends and megatrends affect on consumer behavior and understanding Generation Y and Z as in general and as travellers. Due to COVID-19 pandemic and its enormous effects on travels in 2020 and near future, these effects were taken under review in this thesis.

Finnish travellers have become, during the decades, from safe charter tour travellers into independent travellers, who seek experiences and book their travels often via online. This trend has changed the meaning of travel agencies, creating new challenges for offering value to the customers who are used to digital travel platroms. Trends and megatrends are affecting on cosumer behavior, also in travel business. These are creating challenges, but also opportunities in travel industry and are important to knowledge and understand for business development purposes. In 2020 travel trends are sustainable choices, changing travelling from flying to trains, there are something to everybody, barrier-free travelling, authentic travelling, technology-tourism and wellness tourism.

Generations Y and Z are grown using digital platforms and they are more considered in climate change and environmental issues than generations before them. They have a strong aspiration to travel, but are searching alternatives for flying and are familiar using digital platforms when planning, booking and doing their travels.

Aim of this thesis was to find answers to questions below and help commissioning company to find ways to attract its target goup.

- What is the role of the travel agency today and in the future?
- How big role climate change and sustainability plays in real?
- How much security, financial and physical, are thought when planning travels?

Approach to find answers in these questions was a survey with closed and open questions for research purposes. A survey was generated by brainstorming with employees of the commissioning company and with a survey tool called SurveyMonkey.

Open questions were analysed using affinity diagram-tool and results were presented by using charts as statistics. Unfortunately it was not possible to define with special repeating color in charts which one is Generation Y and Z, due to technical issues between linking charts Excel to a Word document.

According to results from the survey the role of the travel agency today and in the future is to get help on difficult flight bookings, products that can not be booked online and to have tailored travel experiences with expectations of good customer services and good knowledge in all travel related things. The brand with a good reputation, values to believe in and a brand that can be trusted where the most important factors when choosing travel service provider. Future travel agency would be eco-, theme- or online travel agency.

Climate change, including sustainability and environment issues, were important for respondents as assumed in beginning. The best way to compensate own carbon footprint due to travelling were choices made in daily life, different reducing programs offered by airlines or travelling using trains, busses and public transport. By choosing to use eco-friendly hotels, travel suppliers who secure that the money stays in local communities were seen to fit in sustainable travelling. Most of the respondents were willing to pay 10 percentage more if they can quarantee their travels to be more sustainable and environment friendly.

COVID-19 pandemic has remined importance of travel insurance, and in the future according to respondents, it will be paid more attention into insurance´s terms and conditions. Also healthcare possibilities in the destination, situation of diseases in general will have more focus when planning travels. Financial security and travel package law in securing it, were seen important in future. Most of the respondents were willing to pay 10 percentage more to secure financial and physical safety.

For future research suggestions it would be recommended to focus on travel trends after COVID-19, how a role of travel agencies could be made stronger as a reliable partner for consumers during their travels and how sustainable travels can be made transparency. Similar research could be done in all KILROY markets in order to have a bigger overview.

REFERENCES

BBC 2012. The 12 October 2002 Bali bombing plot. Referred 25.11.2020.
Available: https://www.bbc.com/news/world-asia-19881138.

Bergh J., & Behrer M. 2016. How Cool Brands Stay Hot. Kogan Page Limited. GB.

Booking.com 2019. Predicts the Top Travel Trends for 2020. Referred 28.8.2020
Available: https://globalnews.booking.com/bookingcom-predicts-the-top-travel-trends-for-2020/.

Design Thinking Methods: Affinity Diagrams. Referred 17.11.2020.
Available: https://uxdict.io/design-thinking-methods-affinity-diagrams-357bd8671ad4.

Dufva, M.; Hellström E.; Hietaniemi, T; Hämäläinen T.; Ikäheimo H.; Lähdemäki-Pekkinen J.; Poussa L.; Solovjew-Wartiovaara A.; Vataja K.; Wäyrynen A. 2020. Megatrendit koronan valossa. Referred 18.11.2020. Available: https://media.sitra.fi/2020/10/02085411/megatrendit-koronan-valossa.pdf.

Ebrand 2019. SoMe ja Nuoret 2019 – katsaus nuorten sosaalisen median käytöstä. Referred 11.9.2020.
Available: https://wordpress.ebrand.fi/somejanuoret2019/.

Edelheim J. and Ilola H. (TOIM.) Matkailututkimuksen avainkäsitteet. Turenki: Hansaprint Oy.

European Tourism Convention, 2020. Plenary session 2020. Referred 24.11.2020.
Available: http://www.tourism-convention.eu/plenary-session/#pos_1969.

Faktatietoja Euroopan unionista 2020. Matkailu. Referred 28.5.2020.
Available: https://www.europarl.europa.eu/ftu/pdf/fi/FTU_3.4.12.pdf.

Finavia 2017. Suomalaisten lentämisen historia 1950-luku. Referred 26.5.2020.
Available:https://www.finavia.fi/fi/uutishuone/2017/suomalaisen-lentamisen-historia-1950-luku-helsinki-vantaan-lentoasema-avataan.

Finavia 2017. Suomalaisten lentämisen historia 1960-luku. Referred 27.5.2020.
https://www.finavia.fi/fi/uutishuone/2017/suomalaisen-lentamisen-historia-1960-luku-koivulahden-lento-onnettomuus-jarkyttaa.

Finavia 2018. Suomalaisen lentämisen historia 1970-luku. Referred 30.5.2020.
https://www.finavia.fi/fi/uutishuone/2018/suomalaisen-lentamisen-historia-1970-luku-lentokonekaappaukset-herattavat-huomiota.

Finavia 2018. Suomalaisen lentämisen historia 1980-luku. Referred 30.5.2020.
https://www.finavia.fi/fi/uutishuone/2018/suomalaisen-lentamisen-historia-1980-luku-nousukausi-lisaa-matkaintoa-ja-finnairin?navref=siteSearch.

Finavia 2018. Suomalaisen lentämisen historia 1990-luku. Referred 31.5.2020.
https://www.finavia.fi/fi/uutishuone/2018/suomalaisen-lentamisen-historia-1990-luku-lamavuodet-hidastavat-kasvua-ja-lentoala?navref=siteSearch.

Finavia 2018. Suomalaisen lentämisen historia 2000-luku. Referred 26.8.2020.
Available:https://www.finavia.fi/fi/uutishuone/2018/suomalaisen-lentamisen-historia-2000-luku-terroriuhka-kiristaa-turvatoimia-ja?navref=siteSearch.

Golafshani, N. 2003. Understanding Reliability and Validity in Qualitative Research. Referred 24.11.2020.
Available: https://core.ac.uk/download/pdf/51087041.pdf.

Heikkilä T. 2014. Tilastollinen tutkimus. Helsinki: Edita

Heinonen V. 2008. Kulutustutkimus. Referred 1.6.2020
http://www.kulutustutkimus.net/nyt/wp-content/uploads/2008/11/kts2008heinonen.pdf.

Hiltunen, E. 2019. Matkailun tulevaisuus raportti. Referred 27.8.2020.
Available:https://hallinta.hurja.fi/files/helsinginmatkailu/media/2FINAL_hki_matkailusaatio_matkailun_tulevaisuus_raportti_V211019_SIVUT.pdf.

Hirsjärvi, S., Remes, P. & Sajavaara, P. 2007. Tutki ja kirjoita. 13. osin uudistettu painos. Helsinki: Tammi

HS n.d. Suomi havahtui sars-kuumeeseen vuonna 2003. Referred 26.8.2020.
Available: https://www.hs.fi/kotimaa/art-2000006380268.html.

Husband Tom 2017. The chemistry of human nature. Great Britan: Royal society of Chemistry.

IATA 2020. Air transport & COVID-19 Coronavirus 2020. Referred 27.8.2020.
Available: https://www.iata.org/en/programs/safety/health/diseases/#tab-2.

IATA n.d. Enabling Voluntary Carbon Offsetting. Referred 26.8.2020.
Available: https://www.iata.org/en/programs/environment/carbon-offset/.

IATA 2020. Urgent implementation of ICAO COVID-19 Guidelines Needed. Referred 27.8.2020.
Available: https://www.iata.org/en/pressroom/pr/2020-06-01-01/.

ICAO n.d. Carbon Emission Calculator. Referred 27.8.2020.
Available:https://www.icao.int/ENVIRONMENTAL-PROTECTION/CARBONOFFSET/Pages/default.aspx.

Kaksonen, T.; Ojuva, J. & Ouallen, P. (toim.) 2012. Minne menet matkailu? – Näkökulmia matkailun ennakointiin, osa 1. Rovaniemi: Matkailualan tutkimus- ja koulutusinstituutti.

Ketter E. 2019. Millenial travel: toursim micro-trends of European Generation Y. Referred 22.9.2020.
Available:https://www.emerald.com/insight/content/doi/10.1108/JTF-10-2019-0106/full/pdf?title=millennial-travel-tourism-micro-trends-of-european-generation-y.

KILROY 2019. Annual Report 2019. Referred 30.8.2020.
Available: https://www.kilroy.fi/media/32230/2019-kilroy-annual-report.pdf.

Kleine Perkins 2016. Internet Trends Report. 11.9.2020.
Available:https://www.slideshare.net/kleinerperkins/2016-internet-trends-report/78-KPCB_INTERNET_TRENDS_2016_PAGE.

Kostiainen, A. 2006. Yksilöitä ja suuria joukkoja: matkailun historialliset muutostekijät. Muuttuva matkailu. Referred 27.8.2020.
Available: https://epublications.uef.fi/pub/urn_nbn_fi_uef-20100069/urn_nbn_fi_uef-20100069.pdf.

Kuluttaja ja kilpailuvirasto 2018. Uusi matkapakettilaki 2018. Referred 27.8.2020.
Available:https://www.kkv.fi/Tietoa-ja-ohjeita/Matkustaminen-ja-matkan-jarjestaminen/ohjeet-matkapalveluyhdistelmien-tarjoajille/uusi-matkapakettilaki-2018/.

Lancaster, C. Massingham, L. Essentials of Marketing Management 2018. New York: Routledge.

Lonelyplanet n.d. Getting back on the road. Referred 28.8.2020.
Available: https://www.lonelyplanet.com/landing/covid-19.

Matkablogit & matkabloggarit 2020. Referred 27.8.2020.
Available: https://urbanex.ninja/matkablogit-ja-matkabloggarit/.

Matkailun taloudelliset vaikutukset. Referred 27.8.2020.
Available:https://www.businessfinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/tutkimukset-ja-tilastot/tutkimukset-ja-tilastot-lyhyesti/.

Mihailescu M. Content Analysis 2019. Referred 25.9.2020.
Available: https://www.researchgate.net/publication/333756046_Content_analysis.

Nagy Adam and Kölcsey Attila 2017. Generation Alpha: Marketing or Science? Acta Technologica Dubnica volume 7.

OECD 2020. Covid-19 Tourism Policy Responses. Referred 27.8.2020.
Available:https://read.oecd-ilibrary.org/view/?ref=124_124984-7uf8nm95se&title=Covid-19_Tourism_Policy_Responses.

OECD Tourism Trends and Policies. Referred 27.8.2020.
Available:https://www.oecd-ilibrary.org/urban-rural-and-regional-development/oecd-tourism-trends-and-policies-2018_tour-2018-en.

Rantapallo n.d. Tsunami. Referred 26.8.2020
Available: https://www.rantapallo.fi/mondemap/tsunami.

Service design tools n.d. Brainstroming. Referred 29.11.2020
Available: https://servicedesigntools.org/tools/brainstorming.

Sitra 2019. Megatrendit 2020. Referred 30.11.2020.
Available: https://media.sitra.fi/2019/12/15143428/megatrendit-2020.pdf.

Sitra 2019. Megatrendit 2020. Referred 6.11.2020.
Available: https://www.sitra.fi/tapahtumat/megatrendit-2020/.

Smartsheet n.d. Business Model Canvas. Accessed 11.9.2020
Available: https://www.smartsheet.com/business-model-canvas-templates.

SMAL 2020., lehdistötiedote. Referred 27.8.2020.

SMAL n.d. Matkailun ja matkatoimistojen historiaa. Referred 26.8.2020
Available: https://www.smal.fi/fi/SMAL/Historia.

Srivastava S. 2019. Gen Z and Millenial travel: The wanderlust generations. Referred 22.9.2020.
Available:https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/gen-Z-and-millennial-travel-the-wanderlust-generations.html
Seitanmaa-Hakkarainen P. (2014). Kvalitatiivinen sisällön analyysi. Referred 8.12.2020.
Available: https://metodix.fi/2014/05/19/seitamaa-hakkarainen-kvalitatiivinen-sisallon-analyysi/.

Tilastoapu 2012. Otoskoko. Referred 8.12.2002.
Available: https://tilastoapu.wordpress.com/2012/03/01/otoskoko/.

Tilastokeskus 2012. Laatuseloste: Suomalaisten matkailu 2012. Referred 26.8.2020.
Available: https://www.stat.fi/til/smat/2012/13/smat_2012_13_2012-06-08_laa_001_fi.html.

Tui n.d. 1970-luku Suomen matkailun historia. Referred 2.5.2020. https://www.tui.fi/inspiration/1970-luku-suomen-matkailun-historia/.

Tulevaisuuden tutkimuskeskus, Turun kauppakorkeakoulu, Turun yliopisto n.d. Topi - Tulevaisuuden tutkimuskeskuksen oppimateriaalit. Referred 26.8.2020
Available: https://tulevaisuus.fi/.

WHO 2020. Operational considerations for managing COVID-19 cases or outbreak in aviation. Referred 7.6.2020.
Available:https://apps.who.int/iris/bitstream/handle/10665/331488/WHO-2019-nCoV-Aviation-2020.1-eng.pdf.

Questionnaire

MITÄ ASIOITA HUOMIOIT ULKOMAAN MATKAA VARATTAESSA?

Mitä asioita huomioit ulkomaan matkaa varattaessa?

Tämän kyselyn tarkoitus on selvittää matkatoimiston roolia matkaa varattaessa, sekä minkä verran ostopäätöksiin vaikuttavat esim. vastuullisuus- tai turvallisuuskysymykset. Lisäksi kartoitan matkailun tulevaisuuden näkymiä COVID-19 pandemian jälkeen.
Kysely on osa Turun Ammattikorkeakoulun opinnäytetyötäni, jonka teen KILROY Finlandille. (*-merkityt kysymykset ovat pakollisia)

Kyselyyn vastaamisessa menee n. 10minuuttia.
Kiitos ajastasi!

* 1. Syntymävuosi

- [ ] 1980 tai aiemmin
- [ ] 1981 - 1996
- [ ] 1997 - 2012
- [ ] 2013 tai myöhemmin

* 2. Kenen kanssa matkustat useinmiten?

- [ ] Yksin
- [ ] Ystävien
- [ ] Perheen

* 3. Ennen koronatilannetta, montako kertaa matkustit Euroopassa?

- [ ] Vähemmän kuin 1 kerran /vuosi
- [ ] 1-3 kertaa /vuosi
- [ ] Ennemmän kuin 3 kertaa /vuosi

* 4. Ennen koronatilannetta, montako kertaa matkustit Euroopan ulkopuolella?

- [ ] Vähemmän kuin 1 kerta /vuosi
- [ ] 1- 3 kertaa /vuosi
- [ ] Enemmän kuin 3 kertaa / vuosi

* 5. Miten/mistä yleensä varaat matkasi?
Voit valita useamman vaihtoehdon.

- [ ] Asioimalla matkatoimistossa
- [ ] Matkatoimiston kotisivujen kautta
- [ ] Hoidan itse (esimerkiksi lentoyhtiön sivuilta)
- [ ] Jokin muu?

* 6. Mistä etsit matkainspiraatiota?
Voit valita useamman vaihtoehdon.

- [ ] Matkatoimisto (matkamyyjät)
- [ ] Matkatoimiston kotisivut
- [ ] Matkanjärjestäjien (esimerkiksi seikkailumatkat) kotisivuilta
- [ ] Ystävät ja perheenjäsenet
- [ ] Sosiaalinen media
- [ ] Matkabloggaajat
- [ ] SoMe-vaikuttajat
- [ ] Jos seuraat tiettyä henkilöä / SoMe kanavaa, kommentoi keitä ja mitä.

* 7. Mihin asioihin käytät/käyttäisit matkatoimistoa?
Voit valita useamman vaihtoehdon.

- [ ] Matkamyyjän kohdetietous ja osaaminen esimerkiksi monimutkaisten lentojen varaamiseen
- [ ] Aktiviteetteihin, joita en pysty varaamaan itse
- [ ] Asiakaspalvelu (saan apua ennen matkaa, matkan aikana ja matkan jälkeen)
- [ ] Mahdollisuus tapaamiseen, jossa voin keskustellla matkasuunnitelmistani
- [ ] Laaja tuotevalikoima, saan kaikki palvelut samasta paikasta
- [ ] Saadakseni taloudellisen suojan (matkapakettiasetus)
- [ ] Turvallisuusasiat (kohdetuntemus, turvalliset yhteistyökumppanit jne.)
- [ ] Saan suomalaisen kuluttajasuojan matkalleni
- [ ] Matkatoimisto sijaitsee Suomessa ja voin asioida omalla kielelläni
- [ ] Suunnittelen mielummin kaiken itse
- [ ] Jokin muu?

* 8. Minkälaista osaamista ja tietämystä odotat matkatoimistolta?

* 9. Kun asioit matkatoimiston kanssa, miten haluat olla yhteydessä?
Voit valita useamman vaihtoehdon.

- [ ] Kasvotusten (tapaaminen)
- [ ] Puhelimitse
- [ ] Video-tapaaminen
- [ ] Chat-palvelun kautta
- [ ] Jokin muu?

* 10. Arvioi kuinka tärkeää sinulle on matkaa varattaessa seuraavat asiat:

	Ei ole tärkeää	On vähän tärkeää	En osaa sanoa	On tärkeää	On erityisen tärkeää
Minulla on oma kontaktihenkilö kaikissa matka-asioissani	○	○	○	○	○
Minä tunnen oman kontaktihenkilöni (profiili LikedIn:ssä, esittely yrityksen kotisivulla ym.)	○	○	○	○	○
Voin varata kaikki matkapalvelut yhdestä paikasta	○	○	○	○	○
Matkailuyrityksen kotisivujen sisältö on inspiroiva	○	○	○	○	○
Selkeä ja yksinkertainen kotisivu josta voin varata itse mitä haluan	○	○	○	○	○
Minulla on käytössä sovellus jota voin käyttää kaikkiin matka-asioihin	○	○	○	○	○
Brändillä, josta varaan matkan, on hyvä maine	○	○	○	○	○

* 11. Vastuullisuus on meille jokapäiväisiä valintoja. Paljonko olisit valmis maksamaan enemmän jos tiedät, että matkasi on vastuullisempi (esim. paikalliset palvelut ja työvoima, huomioidut ympäristöasiat)

- [ ] En olisi valmis maksamaan enempää
- [ ] 10% enemmän
- [ ] 20% enemmän
- [ ] 30% enemmän
- [ ] > 30%:ia

* 12. Arvioi kuinka tärkeää sinulle on seuraavat vastuullisuuteen liittyvät asiat.

	Ei ole tärkeää	On vähän tärkeää	En osaa sanoa	On tärkeää	On erityisen tärkeää
Lentoyhtiö tarjoaa mahdollisuuden hyvittää hiilijalanjälki	○	○	○	○	○
Matkatoimisto tarjoaa mahdollisuuden hyvittää hiilijalanjälki	○	○	○	○	○
Matkakohteessa palveluntarjoaja tarjoaa mahdollisuuden hyvittää hiilijalanjälki	○	○	○	○	○
Hotellini on eko-ystävällinen	○	○	○	○	○
Osa matkastani on maateitse	○	○	○	○	○
Pääsen matkakohteeseen suoralla lennolla	○	○	○	○	○
Matkallani on muu tarkoitus kuin vain lomamatka (esim. vapaaehtoistyö, opiskelu tms.)	○	○	○	○	○
Matkakohteessa palveluntarjoaja tukee paikallisyhteisöjä esim. vierailuilla	○	○	○	○	○
Matkakohteessa palveluntarjoaja käyttää paikallista työvoimaa ja maksaa tästä asiaan kuuluvan palkan	○	○	○	○	○
Kohteessa voi tehdä vapaaehtoistyötä	○	○	○	○	○
Matkatoimistoni arvot kohtaavat omani	○	○	○	○	○
Tiedän, että osa matkan maksusta jää paikallisille yhteisöille	○	○	○	○	○

* 13. Paljonko olisit valmis maksamaan enemmän jos voit taata, että matkasi on ympäristöystävällisempi?

- [ ] En lainkaan
- [ ] 10% enemmän
- [ ] 20% enemmän
- [ ] 30% enemmän
- [ ] > 30%:ia

* 14. Mikä on mielestäsi paras mahdollinen tapa kompensoida matkailun hiilijalanjälkeä?

* 15. Turvallisuus voi koskea monia asioita; matkakohteen turvallisuutta, rahallista turvaa (peruutussuoja, vakuutus) ym.
Paljonko olisit valmis maksamaan enemmän, jotta sinulla olisi parempi kuluttajasuoja?

- [ ] En lainkaan
- [ ] 10% enemmän
- [ ] 20% enemmän
- [ ] 30% enemmän
- [ ] > 30%:ia

* 16. Arvioi kuinka tärkeää sinulle on seuraavat turvallisuuteen liittyvät asiat.

	Ei ole tärkeää	On vähän tärkeää	En osaa sanoa	On tärkeää	On erityisen tärkeää
Kun matkustan uuteen paikkaan, voin matkustaa ryhmässä, jossa on mukana muita suomalaisia	○	○	○	○	○
Kun matkustan uuteen paikkaan, matkustan mielelläni osana kansainvälistä ryhmää	○	○	○	○	○
Valitsen matkakohteeni ulkoministeriön suositusten mukaan	○	○	○	○	○
Varaan matkapaketin, jotta saan paremman kuluttajasuojan ja turvan matkalleni	○	○	○	○	○
Valitsen palveluntuottajat asiakasarvostelujen pohjalta	○	○	○	○	○
Valitsen matkakohteen vallitsevien terveystietojen pohjalta (ennen koronaa) esim. kohteessa voi esiintyä malariaa, keltakuumetta tms.	○	○	○	○	○
Valitsen matkakohteen muiden suositusten perusteella (ystävät, tuttavat, perhe, matkatoimisto ym.)	○	○	○	○	○

* 17. Oletko käyttänyt matkatoimiston palveluja?

☐ Kyllä

☐ Ei

* 18. Missä asioissa matkatoimisto voisi auttaa sinua parhaiten?
Voit valita useampia vaihtoehtoja.

- [ ] Monimutkaisten lentovarausten kanssa
- [ ] Kaikkien lentovarausten kanssa
- [ ] Kalliiden lentovarausten kanssa, jotta saan paremman suojan rahoilleni
- [ ] Ulkomailla suoritettavan vapaaehtoistyön välittämisessä
- [ ] Matkapakettien varaamisessa (lento + aktiviteetti / hotelli)
- [ ] Auton tai matkailuauton vuorkaamisessa
- [ ] Kielikursseissa
- [ ] Road-trippien suunnittelussa
- [ ] Working-Holiday matkoissa
- [ ] Häämatkoissa
- [ ] Junavarauksissa (ulkomaille, esim. Trans Siberia)
- [ ] Laivamatkojen varaamisessa
- [ ] Virtuaalimatkoissa
- [ ] Teen mielummin kaiken itse
- [ ] Jokin muu asia?

* 19. Onko jokin hankalaa, kun suunnittelet tai varaat matkaasi itse?

- [ ] Ei ole
- [ ] Kyllä
- [ ] Jos vastasit kyllä, niin mikä?

* 20. Minkälainen on sinusta tulevaisuuden matkatoimisto?
Voit valita 1-3 vaihtoehtoa

- [ ] Perinteinen matkatoimisto
- [ ] Vain verkossa toimiva matkatoimisto
- [ ] Matkayhteisö, joka kerää samanhenkisiä matkailijoita yhteen
- [ ] Matkatoimisto, jossa voi sopia vain tapaamisia
- [ ] Tapahtumatoimisto, joka järjestää matkailuun liittyviä tapahtumia
- [ ] Ekomatkatoimisto, jossa asiakas tietää matkojen olevan vastuullisempia
- [ ] Virtuaalimatkojen järjestäjä
- [ ] Erilaisiin teemoihin keskittyvä
- [ ] Vain kaukomatkoihin keskittyvä matkatoimisto
- [ ] Jotain muuta, mitä?

* 21. COVID-19 on muuttanut meidän kaikkien arkea ja myös matkustustottumuksia. Koska uskot, että lähdet seuraavaksi ulkomaille?

- [ ] 2020
- [ ] 2021
- [ ] 2022
- [ ] Myöhemmin, koska?

* 22. Kun matkustus ulkomaille aukeaa jälleen, mihin seikkoihin kiinnität aiempaa enemmän huomiota? Voit valita useampia vaihtoehtoja (max. 3)

- [ ] Matkavakuutus ja sen kattavuus
- [ ] Oman matkavaraukseni matkaehtoihin
- [ ] Mistä ostan matkani
- [ ] Kuluttajan oikeuksiin
- [ ] Paikallisten yhteisöjen tukeminen
- [ ] Terveydenhuolto kohteessa
- [ ] Jokin muu?

* 23. Uskotko, että matkustaminen muuttuu tulevaisuudessa?

- [ ] Kyllä
- [ ] Ei

24. Mitkä ovat sinusta matkailun tulevaisuuden trendit?