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**7P-framework as a development tool for Fintouring's
summer cottage holiday product**

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Thesis abstract

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This thesis, concerning German summer cottage holidays in Finland, was assigned by German tour operator, Fintouring. The aim was to find out the expectations of German vacationers concerning summer cottage holidays in Finland; to discover whether Fintouring's products and services meet the expectations. In addition the aim of this study was to identify development needs and to propose Fintouring possible improvements.

The 7Ps marketing mix was adopted as the theoretical framework for the study in accordance with a suggestion from Fintouring and was used to review Fintouring's products and services and possible development needs. In addition to the 7Ps, also quality, customer behavior and generally tourism are discussed in the theory section of this study.

This study was conducted as a quantitative study, with half-structured questionnaire. The study was conducted in three parts. The first part was conducted in Germany, Hannover, tourism fair which lasted for one day. The second part was conducted in Germany, Bremen tourism fair which lasted a weekend. The third part was conducted in internet, one part of Fintouring's newsletter included information about the possibility to participate in development of Fintouring's summer cottage holiday-product. The respondents were advised to follow the link, which was included in the newsletter, and answer to the questionnaire. That newsletter was sent to all Fintouring's customers, partners and all those who have ordered Fintouring's newsletter.

The results of the study show that Fintouring offers for their customers, with over 30-year experience, products and services which meet the expectations of the customers. No major needs for development for Fintouring's summer cottage holiday-product or for their services were discovered in this study. However, the average age among the Fintouring's customers is quite high. In order to attract new and younger target groups, there should be modified new products and especially to be thought pricing and new marketing channels.

Keywords: holiday, tourism, marketing, Germany, Finland

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Opinnäytetyön tiivistelmä

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Tämä saksalaisten kesämökkilomia koskeva opinnäytetyö toteutettiin saksalaisen matkanjärjestäjä Fintouringin toimeksiannosta. Tavoitteena oli selvittää, mitä odotuksia ja vaatimuksia saksalaisilla lomailijoilla on kesämökkiloman suhteen Suomessa, vastaavatko Fintouringin tarjoamat tuotteet ja palvelut näitä odotuksia. Lisäksi työn tavoitteena oli etsiä kehityskohteita sekä ehdottaa Fintouringille mahdollisia parannusehdotuksia näiltä osin.

Teoreettinen viitekehys, 7P-markkinointimix, otettiin käyttöön tässä tutkimuksessa toimeksiantajan toiveesta. Sen ympärille rakennettiin katsaus Fintouringin tuotteista ja palveluista ja mahdollisista kehitystarpeista. Teoriaosuudessa käsitellään myös 7P:n lisäksi laatua, asiakaskäyttäytymistä sekä matkailua yleisesti.

Tutkimus toteutettiin kvantitatiivisena tutkimuksena, puolistrukturoidulla kyselylomakkeella. Tutkimus toteutettiin kolmessa osassa. Ensimmäinen osa kyselystä tehtiin Saksan Hannoverissa, päivän kestäväillä matkailualan messuilla. Toinen osa toteutettiin Saksan Bremenissä viikonlopun kestäväillä matkailumessuilla. Kolmas osa toteutettiin internetissä, Fintouringin uutiskirjeen yhtenä osana lähetettiin Fintouringin asiakkaille, yhteistyökumppaneille ja kaikille muillekin uutiskirjeen tilaajille, informaatiota mahdollisuudesta osallistua Fintouringin kesämökkilomatuotteen kehitykseen. Vastaajia kehoitettiin menemään uutiskirjeessä kerrotun linkin osoitteeseen ja vastaamaan kyselyyn.

Tutkimuksen tulokset osoittivat Fintouringin tarjoavan asiakkailleen yli 30 vuoden kokemuksella tuotteita ja palveluja, jotka kohtaavat asiakkaiden odotukset. Tutkimuksessa ei esiintynyt suuria kehitystarpeita Fintouringin kesämökkilomatuotteen suhteen tai heidän tarjoamissaan palveluissa. Fintouringin asiakkaiden keski-ikä on tällä hetkellä suhteellisen korkea, joten uusien ja nuorempien kohderyhmien houkuttelemiseksi tulisi keksiä uusia tuotteita ja miettiä erityisesti hinnoittelua ja uusia markkinointikanavia.

Avainsanat: loma, matkailu, markkinointi, Saksa, Suomi

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Used terms and abbreviations

FTB	Finnish Tourist Board (MEK)
MEK	Matkailun edistämiskeskus (FTB)
VAT	Value-added tax (ALV)
ALV	Arvonlisävero (VAT)

1 INTRODUCTION

This introduction chapter gives a short, general presentation about tourism in Finland. Also it gives a picture about the backgrounds and objectives for the present study, as well as information about Fintouring¹ and their products. The second chapter gives theoretical information about tourism and the 7P- framework, which this study is based on. Third chapter describes the methods used and the actual study process. It is followed by the presentation of the results of the study in Chapter Four, divided into sub-chapters according to the 7P- framework. Finally, conclusions, based on the results, are given together with suggestions for future improvements.

At the end of the 1990's, the European Union was having strong years, and the economy was growing again after the big depression. Everything seemed possible and worth reaching for. People started to get bigger salaries and, in the meantime, more time for leisure. Domestic travel was having strong years but travel abroad started to find its place also among middle-class people. Before that, it was rich people's fun. The Canary Islands were a really popular destination for example among Finnish people. The economy grew until the depression in 2008. Nowadays, the line between the rich and the poor has become clearer, and changes in the economy have changed people's spending behaviour, and, of course, tourism is one of the more "luxurious" items people will spend less money on now and in future if the economic situation in Europe will not clear up.

In Finland, the Finnish Tourist Board makes efforts on improving the international tourism flow to Finland. The FTB works under the Ministry of Employment and the Economy and is financed by the Finnish government. The aim is to promote Finland's international tourism. In practice this means that the FTB supports actively companies and different groups of companies in developing and marketing tourism products and services in order to pass on an interesting and touristic image about Finland. (MEK, 13.04.2011.)

¹ Fintouring writes their name with small letters in their logo but in this study the normal writing instructions are followed because of the nature of the thesis.

Visit Finland is one of the best known “brands” of FTB. Visit Finland has marketing representatives all over the world (MEK, 22.09.2011). For example, in Germany, Visit Finland has an office in Berlin and it works actively with travel agencies and tour operators such as Fintouring in order to improve Finland’s image as a tourism destination country in Germany.

All this proves the fact that Finland is a successful area to do business. There are difficulties when marketing Finland as a tourism country, but there also unique aspects to use (Matkailustrategia 2020, 3). Finland differs from all the other countries by having some attractive, unique areas to visit, for example archipelago, Lake-Finland and Lapland. Nature is one of the keywords in the Finnish tourism. Finland is experienced as an exotic, Nordic country, where the nature and people are different from anywhere else in the world. Finland is a small country, where mass tourism does not exist, and that attracts also foreigners who do not want to spend their holidays with thousands of other tourists. (Harju-Autti 2010, 26.)

According to Jyrki Oksanen from Visit Finland’s Berlin office, (Groove, 9.3.2012) who also co-operates with Fintouring, the key words how Finland is now advertised are anti-stress, lake-Finland and slow-driver. All these terms tell that Finnish nature and culture help travellers to relax. At the moment Finland is a country that every traveller wants to see at least once in a lifetime, according to Jyrki Oksanen (Groove, 9.3.2012). What Finland is lacking is that it doesn’t have good accessibility, it is unknown for many people and because of the taxation the price level is high. The aim is still to increase foreign tourism demand. (Matkailustrategia 2020, 15.)

The Ministry of Employment and the Economy has created the “Tourism strategy 2020” for Finland. The aim of this strategy is to improve the strengths on Finnish tourism and give help for goal-driven companies to become successful by suggesting, for example, that VAT should be kept competitive, the railways should be improved and new air-lines should be opened. Also summer holidays in Finland are at different dates than in other European countries, and they are suggested to be moved two weeks forward. (Matkailustrategia 2020, 20-25.)

Finland raised interest as a travel destination in year 2011 compared to the previous year, 2010. In registered accommodation businesses, staying overnight grew from year 2010 by 3 per cent. The number of foreigners who stayed overnight grew almost 10 per cent, while domestic overnight grew only by 0.6 per cent. Most of the foreigners who stayed overnight came from Russia and increased their overnight stays in Finland by 19.2 per cent. The second biggest group of travellers were German and they increased their overnight stays by 4 per cent. (MEK. 20.06.2011.) Germans are the third biggest group which brings money to Finland (Harju-Autti 2010, 56- 57).

In April 2012 the new numbers of foreigners' overnight stays were published in Kauppalehti (Helmikuu käänsi yöpymiset kasvuun, 20.4.2012). When comparing the latest numbers for February 2011, the foreigners' overnight stays grew again with 22 per cent. In February 2012 the biggest group of travellers came from Russia and the second biggest group of visitors came from Great Britain. Both of these groups increased their amount of overnight stays in Finland when comparing the numbers for the previous year.

The most visited and popular areas in Finland are East- and Central Finland, and Lapland. East- Finland attracts Russian visitors through the year, but in summer all foreign visitors find the Lake- Finland to be the most beautiful area to visit. In winter, Lapland is the most popular place to visit, because of the unique offering of experiences for example with reindeers, huskies, igloos and Santa Claus. (Harju-Autti 2010, 23.)

The only problem with measuring overnight stays in Finland and in every country, is that there are also small private companies or private people who organize overnight accommodation services for foreigners. These numbers are not necessarily included in any statistics, because private people do not probably know that they could give this information somewhere and, on the other hand, researchers do not know how to reach them.

1.1 Research backgrounds

Fintouring arranges trips and holidays to Finland mainly from Germany but works also together from time to time, for example, with Spanish travel agencies. Germans were in 2011 the second biggest group who visit and spend their time in Finland, which makes them really important for Finland. Finland works hard in order to increase its attraction for tourists and invests a lot of money and effort on it.

Most of the people in the world may think Finland as a really cold and boring country. Fintouring, and for example Visit Finland, are working hard to improve the image of Finland. Also, the aim is to improve their business. Finland has good arguments to be a holiday country because it is different from sunny beach holiday centres. In Finland one can find something different. Summers can be as warm as in the Canary Islands and, for an active vacationer, options are almost limitless. The situation is the same in winter. A vacationer can experience something totally different and exotic for example in Lapland with reindeers and winter activities. The variety that Finland offers is quite wide.

Fintouring organizes for their customers almost anything that Finland can offer. Customers can book trips, accommodation, activities, and opera tickets, almost anything they want to experience. Summer cottage holidays are just one part of the supply. Lang (2011) has evaluated that 35 per cent of Fintouring's customers focus mainly on the summer cottage holiday product. When the winter season is also included, 50 per cent of Fintouring's customers focus on cottage holidays. Summer is the main season in cottage holidays, which drives Fintouring to improve their summer cottage holiday product even more.

Visit Finland made a market study in May -June 2010. 301 German people answered the questionnaire about cottage holidays and whether they had been on a cottage holiday in the last three years. Of the 301 respondents, one third (111) had been on a cottage holiday in the last three years. Also, they found out that 54 per cent are 40 -years old or younger and that cottage holidays suit mainly families with children or couples with no children. In Germany, the main area where cot-

tage holidays are popular among Germans is the province of Nordrhein-Westfalen, the areas of Ruhr, Köln, Düsseldorf and Bonn. (Visit Finland 2010.)

Also, Visit Finland's study shows that Germans, who attend cottage holidays, are more active vacationers than other people who took part into the study. Cottage holiday vacationers have more different holidays all around the year. What attracts most German people, according to Visit Finland's study, are cottage holidays, ski holidays, various action holidays and spa/wellness holidays. 71 per cent of people, who participated in the study, would like to see and visit Finland on their holiday and think of Finland as an interesting holiday destination. (Visit Finland 2010.)

The Internet is a very important tool for any vacationer. Visit Finland's study showed that the Internet is as important for cottage holiday vacationers as for other vacationers. 40 per cent of the cottage holiday vacationers gave grade 5 (on a scale of 1 to 5 where 5= very important) to the Internet as a source of ideas and information. Cottage holiday vacationers consider price comparing sites, communities of the theme of holiday, pictures, videos, weather forecasts and maps from the travelling destination extremely important. (Visit Finland 2010.)

The future of tourism is as uncertain as that of any other business. Studies and conclusions about the future of tourism have been made. According to the Finnish Centre for Economic Development, Transport and the Environment, the future challenges for tourism are generally the climate change, environmental issues and sustainable development (Harju-Autti 2010, 33). As a consumer, the author also would like to bring up the economic situation in the world. The gap between poor and rich people has become wider and the unemployment rate has grown remarkably in recent years. Will tourism become again a privilege for only the rich?

The Internet and other media have a growing role in the tourism business but it does not remove the need for personal sales and guidance, especially when dealing with new areas or with exotic products. The Finnish Centre for Economic Development, Transport and the Environment, forecasts that demand in tourism will grow but it will change its form; more active holidays than just lying and relaxing-type of holidays are wanted. (Harju-Autti 2010, 43-45.)

Amadeus (23.11.2011) researched in 2010 the development of tourism and what the major trends now are. Almost 3,000 professionals from the tourism sector all over the world participated in the study. At the moment the increasing importance of social media, the increasing number of travellers from Brazil, Russia, India and China, the fast development of technology, depression and the power of the Internet, are influencing the development of tourism.

These five issues cause the future trends in tourism; travellers are using the Internet as far as they can and booking their own holidays directly online. What vacationers are going to do in the future, according to Amadeus' study, is that in the future they are not only concentrating on booking the trip but also everything that they want to do on their holiday for example activities in the destination. They will arrange everything by themselves with the help of high technology. (Amadeus, 23.11.2011.) And in the future, people will not want any more mass products; they want specialization and individually planned, high-quality holidays and trips. Adventure trips, religious trips and wedding trips, for example, are the types of trips that are going to be popular in the future. (Singh 2008, 6.)

Also holidays will be shorter and travellers' average age and number will rise. Energy consumption will be paid more attention to and companies start to advertise their businesses as green businesses because of the climate change. (Harju-Autti 2010, 45.) Businesses have already started to pay more attention to the environment. For example, on some airlines, customers can pay an environment fee, if they want to, in order to improve the condition of nature and also in order to relieve their conscience.

The right response to these situations is change. Tourism is a business area that changes all the time; customers' demand, available targets, available routes, everything can change overnight and companies have to be ready to change their style, also.

1.2 Fintouring GmbH

Fintouring GmbH is a small family business founded in 1973 by Regine and Sven Fritsche. Today, the company is owned and led by the second generation, the daughter of Regine's and Sven's, Tina Lang and her husband Daniel Lang. The business idea of Fintouring started with organizing holidays in Finnish cottages for German customers. The basic idea in the old days was to offer a holiday in a cottage that had its own peace, was situated near a lake and had its own boat and sauna. (Fintouring Geschichte, [referred 02.11.2011].)

These principles are still valid today and for summer 2012, Fintouring has approximately 150 cottages to choose from (Paesel 2012). Fintouring accepts in their assortment only cottages that they have seen themselves or the quality of cottages has been ensured by their trustworthy quality inspector. The level of cottages is ensured by doing also quality control on the cottages that Fintouring offers for their customers. (Fintouring, Unsere Philosophie für Ihren Finnland Urlaub, [referred 02.11.2011].)

Product: Nowadays, Fintouring also offers a lot more than just cottage holidays. In accommodation, Fintouring co-operates also with hotels and entrepreneurs. In holiday types, their assortment is divided into summer and winter holidays. In both seasons, customers can choose from individual and group holidays. In summer, Fintouring offers a variety of holidays from fishing to cycling packets, interesting city holidays or whatever the customer wants to, not forgetting cottages. In winter-time, Fintouring's holidays concentrate mostly on Lapland. The most popular activities there are husky-rides, meeting reindeers, snowmobiling, meeting the Santa Claus or sleeping in an igloo.

When booking with Fintouring, customer gets more than just a trip. When the customer has booked a trip, Fintouring sends the customer an information package with all the information about accommodation, instructions about how to get there, maps, information about the destination country and region, tips for free-time, basically all the information that the customer needs for a holiday (Fintouring, Unser Service für Ihren Finnlandurlaub, [referred 02.11.2011]). Individual, high- quality

customer service is one really important aspect when thinking of Fintouring. They do not just sell trips and after the transaction forget the customer on their own. They do their best in order to make sure that their customers have a great holiday, are satisfied after the holiday and will book another trip with Fintouring also later on.

Price: Fintouring invests in quality, not being a tour operator which offers trips at the lowest price. In their pricing, Fintouring uses customer-segment pricing, location pricing, and time pricing. Different customer segments have different prices; for example children get their seats on the plane at a lower price from Fintouring than adults. In a summer cottage holiday -product, there is usually no difference in prices between adults and children. Location matters, also. If the cottages are not popular in a certain area, the price there cannot be the same as in popular areas. Time pricing is really important for Fintouring when thinking of the summer cottage product. Holiday seasons are, for example, always more expensive than other seasons because then there is usually more demand than supply (Kotler, Armstrong, Wong & Saunders 2008, 665).

Discounts are also relevant in all business areas. Also Fintouring has special offers and discounts from time to time. The most general types of discounts for Fintouring are most probably a quantity discount and a seasonal discount. When someone books a holiday out of the high season, it can be offered at a lower price. Discounts are irrelevant with cottage holidays. Prices for cottages are fixed beforehand which does not give Fintouring that much space to move with prices, but at the moment they have a campaign with certain cottage owners that if a customer buys 7 nights, they get an extra three nights for free. So buying 7 nights, the customer gets 10 nights. Prices are fixed almost a year beforehand, for example the cottage prices for summer 2012 were fixed in autumn 2011 with the cottage owners. In the contracts, the seasons are divided into A -and B -seasons, low and high season and prices are, of course, different based on whether it is a low or a high season.

Place: Fintouring's office is situated in Fuhrberg, about 30 km from Hannover, Germany. Normally, customers' do not visit so much at the office but they manage

their orders and questions via the Internet and by telephone. The location of the office limits the number of customers because Fintouring does not accidentally get customers from the street. But, on the other hand, Fintouring is a tour operator, so they do not compete with travel agencies which advertise their holidays with huge prospects and sales. Fintouring co-operates with them. If customers want to visit Fintouring, it is always possible during the opening hours and Fuhrberg is quite close to the big city of Hannover. Fintouring gets the benefits of the big city but also those of a smaller village; all services are quite close, but costs of the office, for example, are not as high as they would be if the office were situated in Hannover.

Fintouring sells their products via travel agencies and by themselves. They use for example catalogues, telephone and visits in trade fairs in order to sell their products. Internet is of course a big help in this and now also Fintouring has taken a new tool into use, their chat-channel on their web site, where customers can ask questions in real time or book a holiday from Fintouring's employees.

Promotion: In Fintouring, employees do their best with customers to keep them happy. Also the head of Fintouring keeps things rolling all the time. Development in Fintouring seems never-ending. There are always some new ideas on how to deal with some specific thing, new travelling possibilities, new holiday packets or some new campaign where Fintouring is involved. This keeps the whole company busy but it is also crucial for Fintouring. Fintouring is a small company with quite a small number of customers. They can't work with mass production and offer year after year the same holiday packet and sell it in a same style time after time. Their customers need variety and personal planning.

People: From Fintouring, customers get a personal service and personally made holiday with good quality. Customers can book a trip, accommodation and different kinds of activities, and all from the same place. (Fintouring, [referred 02.11.2011].) Lang (10.10.2011) clears up that Fintouring's customers can get service via post, e-mail, phone and chat. The office is open from Monday to Thursday 8.30-20.00, on Friday 8.30-17.00 and on Saturday 9.30-13.30.

The people who work for Fintouring are professionals and they have experience about Finland and are skilful in customer service. Fintouring offers and maintains their employees' skills and knowledge also by providing education and training for them. For example, before Christmas, Fintouring organized marketing training for their employees in Bremen free of charge for the employees. Everyone can speak English at the office so they can manage on telephone also with foreign customers. One special employee works in Fintouring who can speak Finnish and she takes care of the relations with the cottage owners. Also every employee in Fintouring works with a twinkle in their eye so the good work atmosphere helps to cope at work. Taking care of the employees' welfare is also crucial. Employer needs to take care that the work burden doesn't grow too big for the employees. The right amount of employees is really important in order to maintain the employees' coping at work.

Process: Fintouring doesn't focus on keeping the prices as low as possible. They focus on giving their customer quality and good service. Process is all about working systems and relationships. Fintouring develops for example their website so it would be easy for customer to use it. They focus on having everything on their website work properly, for example ordering catalogues and qualified customer service. When a customer wants more information about certain trip and leaves a request to Fintouring for it, they answer these questions as soon as possible and with high quality. Whatever the customer wants to know, Fintouring reacts as soon as possible.

Physical evidence: Mostly customers don't see Fintouring's premises but sometimes people visit there also. Especially partners from co-operating companies can visit Fintouring quite often. Fintouring's office is always tidy and the welcoming premises are kept in good shape. Every Friday a cleaner visits the office and cleans the whole office. Fintouring provides for their customers for example coffee, espresso, cappuccino or tea and naturally with some treats. Also catalogues and prospects are made with high quality.

1.3 Research objectives

The reason why Fintouring wants to implement this study is simple. Lang (2011) clarifies that Fintouring wants to know if their products and services, what they offer to their clients, are properly implemented and valued or is there something to improve. On chapter three will be presented more specifically what are the meanings behind questions in this study.

Fintouring wants to know whether the cottages, which they rent, correspond to the requirements of the customers or does Fintouring need to focus on renting different kind of cottages. The second aspect which Fintouring wants to know is which are right places to advertise and where people get most likely their ideas to travel nowadays. The third aspect concerns Fintouring's service and whether they are corresponding to the demands of customer in service or could something be made differently or in a better way.

2 7Ps AS FINTOURINGS DEVELOPMENT TOOL

7P-theory was chosen as a framework for this work as a request from Fintouring. 7Ps has been developed from 4Ps. 4Ps, the marketing mix, was invented by McCarthy in 1960s but later on became inadequate and wasn't useable in all marketing areas. It was called to be too simple and misleading and was concentrating too much only to products and forgetting the service. In 1981 Booms and Bitner expanded the well-known basic marketing model 4Ps into 7Ps. Product, Price, Place, Promotion, the 4Ps, got three extra aspects into their group; people, process and physical evidence. Good side is that 7P-theory is more comprehensive but at the meantime also more complicated than old 4Ps. 7Ps is more detailed and can also be used in relationship and service marketing, unlike 4Ps. 4Ps are little bit old fashioned, in 1995 was 7Ps more popular among the researchers. (Rafiq and Ahmed, 1995, 4-15.) Nowadays the situation can be that 7Ps is also getting a little bit old-fashioned. From figure 1 can be seen how 7Ps combines two different aspects; Product marketing mix and services marketing mix.

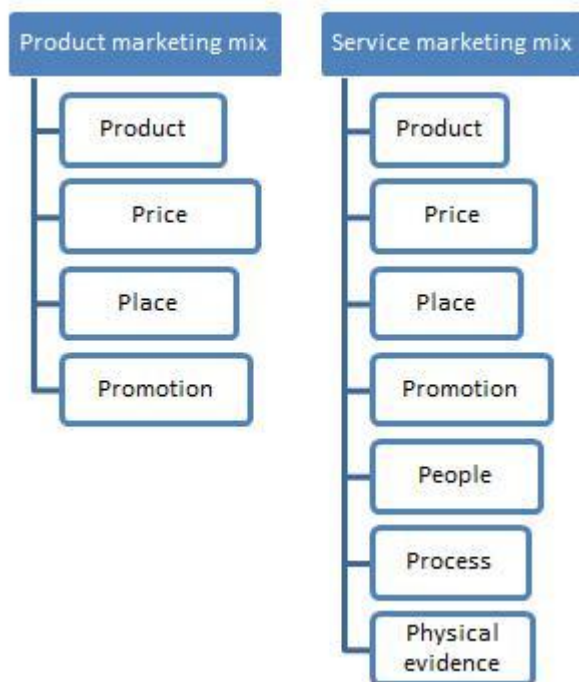


Figure 1. Product and Service Marketing mix (Fifield 1998, 219-220).

Fintouring works in tourism business as a tour operator. Tour operator does not only sell holidays but tour operator is the one who creates the holiday packets from the beginning. They combine the travelling possibilities, hotels, activities, everything, and make a ready packet out of them which they sell directly to the customers and also via travel agencies. Tourism is a mixture of multiple issues. Normally by tourism is meant a travelling and spending time and money in a place where the vacationer don't live. It is outside the familiar neighbourhood. Tourism includes physical and mental aspects. On physical side, tourism can mean for example, accommodation in holiday apartment, travelling with airplane to the destination and activities there. On mental side it gives the vacationers worth to their expectations from a holiday. It gives a possibility to be somewhere else, where they can relax and forget their stress and focus on the quality time with family for example. (Singh 2008, 96.)

Tourism is worth to invest in because it is one of the fastest growing sector globally (Raju 2009, 92). Tourism employs from world's total labour force over than 10 per cent which is over 200 million people. In Europe the number of people who works among the tourism is 9 million. Tourism is very fragile and every change in the world can effect on it and in 2008 started depression has also influenced the world's tourism by making consumers more careful on what they use their money.(Harju-Autti 2010, 11.)

Tourism is affected easily from everything that happens in the world but when thought about the tourism between Germany and Finland, the likelihood for example epidemic, terrorism or nature catastrophic are extremely minimum when compared for example tourism in Thailand or in USA. Also what has changed in tourism is that cheap airlines have come into the picture and growth their share of airline business. Consumers choose now more easily the cheaper airline, not the old and known one. (Singh 2008, 6.)

2.1 Product

Product is everything that companies provide for their customers. It can mean a physical object which customer can see and touch or it can mean service, ideas, almost anything. Service means multiple different issues. It can be a personal service or service as a product but always it is something that can be bought and sold but it can't be experienced as concrete. Mostly service means some kind of interaction with the person who provides the service. (Grönroos, 2000, 45-46.)

Services have mostly three common basic features (Grönroos, 2000, 47). Firstly, services are a process and these processes consist of functions or a series of functions, not from things. Secondly, services are produced and consumed at the same time. Third issue is that the customer takes part into the process of producing the service. Grönroos (2000, 49) presents two ways, how services are classified. Firstly services can be divided into groups which underline humanity and technology, secondly services which are provided from time to time or constantly create the second group. Grönroos (2000, 55) introduces the service marketing triangle which differs from the product marketing triangle. The most important issue to remember is that the preproduced product doesn't exist in service marketing which makes the each and every one of the service situations different.

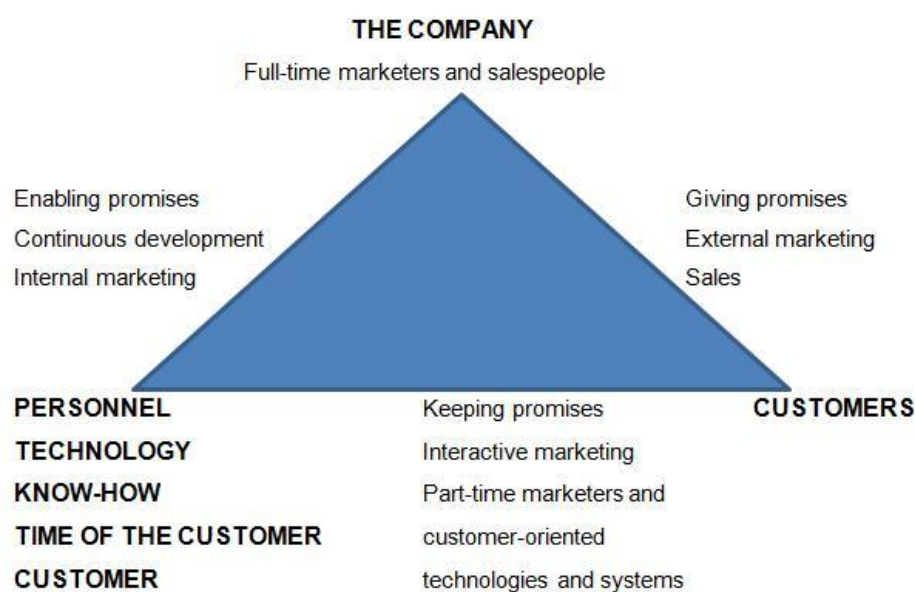


Figure 2. The service marketing triangle (Grönroos 2000, 55).

Customers are not buying only the certain product but there comes so much more with it. Product can be divided into three different levels which each of them increases the value of the product (Kotler et al. 2008, 500-501). The first level is core product, the real product that customer is buying. The next level is an actual product which includes all the supplementary material; for example packaging, brand, quality. Third level is augmented product which includes for example delivery, credit, warranties and aftersales. In Fintouring all these aspects are also considered quite precisely and aftersales play an important role when creating of Fintouring a strong brand which tells about quality.

2.2 Price

Price is the amount of money that people pay in order to get service or product. All in all, customer pays some certain amount of money and as an exchange gets different benefits. (Kotler et al., 2008, 639.) Kotler et al. (2008, 663) presents seven different strategies for adjusting the price; discount and allowance pricing, segmented pricing, psychological pricing, promotional pricing, geographical pricing, dynamic pricing and international pricing.

For example from discount and allowance pricing could mention a quantity discount and seasonal discount which are important also for Fintouring. Quantity discount means lower prices for those who buy big amounts of products or services. Seasonal discounts are given when demand is low for certain products. For example in spring, winter clothes are often sold on sale, because they are not needed anymore. (Kotler et al., 2008, 663.) Kotler et al. (2008, 664) divides segmented pricing into four different categories. *Customer-segment pricing* means different prices for different customers. For example entrance fee to an amusing park is cheaper for children than for adults. *Product-form pricing* is that different forms of certain product have different prices. For example fresh pineapple and canned pineapple are basically the same product but in different forms and also priced differently. *Location pricing* determines if the company wants for example charge higher fees from non EU-citizens than from people in EU. *Time pricing* is usual

form for example for electric companies who offer electricity at night with lower price.

According to Kotler et al. (2008, 665) pricing is also a psychological issue. Many people measures with price the quality of the product. By price is meant the amount that customer pays for the product or service. When thinking of pricing, especially in tourism, there are many things which need to be considered carefully. For example in Fintouring it is not enough that they get a little bit more money from the customer than what Fintouring have to pay for example for a hotel. There need to be considered for example labour costs and office supplies. Also need to be noticed that there are two kinds of costs; variable costs and fixed costs (Kotler et al. 2008, 642).

Promotional pricing is used in a short term way, when companies want to increase their sales (Kotler et al. 2008, 666). Stores can for example lower the price of cheese temporarily which gets people to come to the store, and maybe at the same time, they buy something else. Geographical pricing have to be thought of when doing business throughout the country or the world. For example transport costs effects on the decision whether the price is same for European companies and American companies when the distance is bigger. In dynamic pricing the customer's situation is individually thought and the price is set based on that (Kotler et al. 2008, 668). In international pricing is effected the whole situation in one certain country. Pricing needs to be adjusted for example by the regulations and laws of the country and also costs need to be thought which also vary a lot from country to another. (Kotler et al 2008, 671.)

2.3 Place

Nowadays the location is not necessarily so vital anymore for every company, it depends a type of the company. Internet has made everything easier and access to other side of the globe can be even easier via Internet than visiting the store in down town. Although place is an important aspect to think in business but more vital is the availability and accessibility (Krishna, Gopala Raghavan & Reddy,

2010, 85). Products need to be available for the customers and accessibility needs to be simple. Selling can be direct selling at the place via salespeople but it can also happen for example via catalogues, telephone or trade fairs and many uses combination of different selling tactics (Tracy, 17.5.2004). The most important aspect is to find out the most effective way to do business, the key is to find out what sells and how to sell it to the customers (Krishna et al., 2010, 85).

Consumers are affected from many different aspects. According to Bergström & Leppänen (2003, 97) consumer behavior effects on private consumers and companies' buying decisions and is thus very important issue. From figure 3 can be seen which factors effects on private consumer's buying behavior.

With Demographic factors is meant personal factors such as age, gender and marital status (Bergström & Leppänen, 2003, 100). Psychological factors means individual needs, motives, values and attitudes, learning and innovative. Maslow's hierarchy of needs demonstrates which needs consumer will fulfill first; those which are vital for surviving, hunger, thirst and sleep for example. Only after that people can concentrate on something else which doesn't effect on his or her surviving. (Bergström & Leppänen, 2003, 102.) Social factors are all those groups which are around the consumer every day. These social groups are the family, co-workers, friends and idols. Also such as culture, subcultures and social class are groups which affect consumer's buying behavior. (Bergström & Leppänen, 2003, 110.)

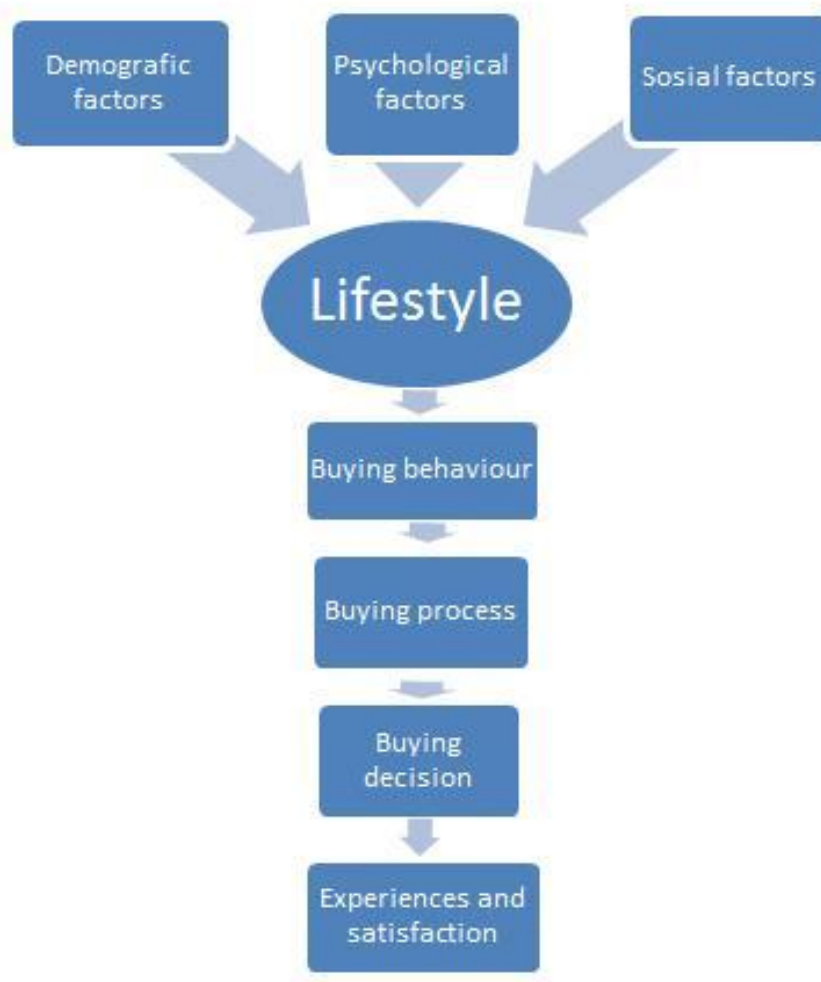


Figure 3. Factors which effect on individual's buying behavior (Bergström & Leppänen 2003, 99).

2.4 Promotion

By promotion is meant everything that companies does in order to sell their products and services and how they tell about them to the customers. Kotler et al. (2008, 691) presents the promotion mix which includes different tools which company uses in their business. These tools are advertising, sales promotion, public relations, personal selling and direct marketing tools. These are used in order to improve customer value and in order to maintain customer relationship.

Krishna et al. (2010, 79) defines promotion as a tool which is used to build the company's image and difference from competitors. Buyer's behaviour is one aspect which need to be taken considered of. There is a rule which says:

Whatever method of marketing and sales you're using today will, sooner or later, stop working. Sometimes it will stop working for reasons you know, and sometimes it will be for reasons you do not know. In either case, your methods of marketing and sales will eventually stop working, and you'll have to develop new sales, marketing and advertising approaches, offerings, and strategies. (Tracy, 17.5.2004.)

Promotion is used because of informing, reminding and persuading (Krishna et al., 2010, 80). Promotion means selling the product so promotion is everything that companies do in order to attract their customers and get their products sold. Companies need to inform their customers for example about their new product, remind about the great advantage what there exists if they buy it from them and of course persuade in order to close the deal and either create a new customer relationship or strengthen an old one.

Krishna et al. (2010, 81) presents a promotional tool which every company should use when promoting their company. Promotional tool is a promotional-mix where should take into consideration for example aspects from advertising, personal selling and public relations. In working on sales, there is no one certain right answers. Markets live all the time and markets are huge which includes millions of different opinions. Companies need to develop among them or they are not going to manage. It is brutal game but customers determine the way.

2.5 People

Every company has their own alignments and policies concerning of their actions. When thinking of personnel, this is a tough question for example what the right capacity is, needed qualification of the employees, is there need for further education, what is the right way to choose the personnel and of course how is all this going to be managed. (Dienstleistungsmarketing, [referred 17.3.2012].) People-section is important part for every company. People-section forms of personnel

and of customers. It is crucial for a company to have a motivated and qualified staff because they are the people who basically can increase or decrease the selling of the company. If customers don't like the person who they are doing business with and the person gives an incompetent feeling for the customer, it effects directly to the results. (Krishna et al, 2010, 86.)

Companies should have on their service only people, who have right training for the work and who knows about the products, which they are doing business with. If this is not the case, a wise employer provides the right training for employees so people are able to do their work properly and customers will get professional image of the company, good service and they remain satisfied. Especially people who works in customer service should have good communication skills and to be suitable for customer service. If customer works with the company for the very first time and the first impression is poor because of poor customer service, has it clear reflections to the business. According to Krishna et al (2010, 87) by providing a good training for all employees and taking into service only people who have the right attitude towards the job and managing the company as an inspiring style, provides good results.

Quality is one important aspect which determines whether the customers choose the company to do business with or not. According to Grönroos (2000, 63) quality is determined by the customers thus quality is everything what customers think it is and Grönroos determines good service quality with seven criteria. These criterions are seen in figure 4.



Figure 4. The seven criterion of good service quality (Grönroos 2000, 81).

All seven criteria are part of a process which produces quality, when serving a customer. If company wants to serve their customers with quality, should these seven criteria to be fulfilled. Of course the determination of quality can vary from situation to another but this is a good model to start with. Grönroos (2000, 81) explains that all employees need to be professionals and have the needed skills in order to solve the customer's problem. Also employees need to have right attitude and behavior towards the customer which makes the service accessible and flexible.

Customer needs to rely and trust to the service provider, in order to think, that service that he or she gets has high quality. When something goes wrong, service provider need to find a new solution and solve the situation. The company's environment and premises should provide positive energy for the customer. Last but not least, a Grönroos' 7th criterion for good service quality is the company's reputation and credibility in order to sustain the high quality image for customers. Like said, quality is determined by the customer. (Grönroos 2000, 81.)

2.6 Process

Process means all the systems which are used when company delivers the service for their customers. Process is all the steps that need to be taken from thinking of buying to the final purchasing decision. The company needs to convince the customer that their products and services are high-qualified and they are trustworthy. When service and even every minor technical aspect works, it keeps customers happy and they become involvement with the company and their products. (Kumar, 2010, 49-50.) When Fintouring gets a question about a holiday they are offering for, a customer expects the answer within one or two days, the sooner the better.

Gilbert (2003, 115) presents a figure from Boom and Bitner from 1981 about the marketing mix for services. There process- section has explained to include all the policies and procedures that company follows, the function of all the mechanics and in nowadays electronics, employees' ability to make circumspect decisions, how customer take part into the whole process, is the process rightly directed to the customer and all the steps that need to be taken in the whole process of the company.

2.7 Physical evidence

Physical evidence is everything that can be seen or touched around the company. The quality of catalogues can effect on decision whether to buy something from one company or from the other. Everything near the company is under supervision from the point of view of customers; furniture, the outfit of the premises, whether customer can get a cup of coffee during the visit or not, everything can effect to the customer. (Krishna et al., 2010, 87.)

Krishna et al. (2010, 88) divides physical evidence into two categories; peripheral evidence and essential or dominant evidence. By peripheral is meant almost insignificant issues for the company which can mean a lot for the customer and give a certain image for the company. Krishna et al. used as an example a movie ticket.

For the cinema it is only a system to supervise the customers so everyone who wants to see a film has to buy a ticket but for a customer it can be more. For example Finnkino in Finland prints on the other side of the ticket usually a discount for example to the nearest pizzeria. That way the ticket is not only a way to see the movie for customer but he or she can also get other types of benefits of it which can improve company's image. Essential evidences are those which give a direct image about the quality of the company, for example premises in the airplane.

Serviscape is a criterion which supports the physical evidence. Serviscape means that every physical aspects and environmental aspects gives a positive support for the process which customer experiences. It is important to give to a customer overall positive feeling for example through the purchasing situation which gives to the customer a positive and trustworthy feeling which more likely gets the customer to come back to the same company and concentrate their purchasing into this one company. (Grönroos, 2000, 81.)

2.8 Summary

A successful business needs all 7Ps to be thought of. This theory has been made to help those who are in charge so they could develop and use the right tactics and manage in business. On figure number 5 is an example what should be thought from every P when thinking of certain target market, in this case cottage holidays. Demands vary from one market area to another but main issues remain the same.

Especially when doing business in service markets, totally different aspects become more important than the others. The most important issue is to remember to give a customer feeling that what she or he gets is the best quality of the markets. Every customer needs a modified style of approach and same tactics doesn't work with every customer. Always have to be remembered that every marketing tactics will come old-fashioned and that customers want something new. The feeling, that some certain products or service is made only for them, makes people feel unique and creates also loyal customer relationships.



Figure 5. The 7Ps of cottage holiday marketing.

Figure 5 summaries all important aspects of every P. Product need to maintain certain value and quality in order to attract customers. Building a brand or a positive image for the product increases the value of the product. There are different ways to do pricing. The only thing which has to be remembered, when pricing the product, is the benefit for the customer; how much is the customer ready to pay for the product or service and what benefits he or she gets from it. If the product has a qualified brand, the price can be higher than in case of regular products which have no brand. The image affects a lot to the price. Only the name of the product can raise the price but then the customer also expects high quality from the product.

Place and placement are important aspects to think about. For a certain type of businesses the placement is crucial but not for Fintouring for example. The behav-

behaviour of the customers sets the rules and the company needs to develop by the demands of the customers. If customers don't visit the store outside the city, the store needs to be brought for the customers to the city, or create new aspects which tempt customers. That is if the entrepreneur wants to keep the business running.

Promotion is all about marketing and how the products or services are sold to the customers. The products need to be made interesting, wanted and high-quality in order to attract the customers. That is the job of marketing. Hakala & Michellsson (2009, 40) advises to bring up the value of the product, that the customer won't manage without it and to highlight what the customer gets when he or she buys the product. The price is a secondary issue if the value of the product is excellent and the seller gets the customer to understand that too.

By people is meant each and every one who works in the company. Every person is evaluated when the customer is making the decision whether to do business with the certain company or not. Every employee should be trained and qualified for the assignment that he or she does. The customer determines the quality (Grönroos 2000, 63) and employees have a huge role in creating the quality. Physical evidence is also a part which increases the satisfaction or dissatisfaction of the customer. Small issues can raise the satisfaction, confirm the deal and strengthen the bond in business. All 7Ps are important aspects and creates better results when thought carefully.

3 RESEARCH METHODS

Quantitative research was chosen as the method of research because it provides the needed information at the best. Quantitative research has been made as a descriptive study and used half structured questionnaire. In this chapter will be covered the theory of quantitative research, how the study was practically formed and methods of analysis.

3.1 Quantitative research

Quantitative research is a research which is used to get general information about wanted issues (Kananen, 2008, 10). The amount of answers comes to a bigger role than the quality of them. In qualitative research the amount of answers is not that important but the researcher focuses on fewer interviewees but spends more time and goes deeper with them. On quantitative research the amount of answers is more important so there can be made generalization about wanted issues based on the amounts. On the other hand, generalization can be a problem because it can be too radical generalization if people who participated to the study are not the right target group. (Kananen, 2008, 13.)

Quantitative research is used more on social and behavioural aspects (Jha, 2008, 44). Earlier years, quantitative and qualitative researches were thought strictly as two separate ways of research. Nowadays almost every research mix quantitative and qualitative aspects in order to get better results and findings of researches. (Jha, 2008, 46.)

3.2 Research design

Every questionnaire needs to be fully prepared and thought forehand through so there is a possibility to get something important out of it and to minimize the errors. Fintouring had made few questionnaires before and these questionnaires were used as a model for the basic structure in this questionnaire.

The starting point on every research is the problem, why is some certain research made. Kananen (2008, 11) suggests that the researcher should think, what information is needed in order to get the right answers which answer for the problem, and how these answers are collected. At this research, the problems was to find out whether Fintouring's products, which are in this case summer holiday cottages, meets the needs of their customers and is there something they could do better, what are the issues that German people wants to have on their summer cottage holiday. Because the research was made in Germany and because the researcher's German skills weren't strong enough in order to form a qualitative research, it was simpler to form quantitative, half-structured questionnaire to put into practice in trade fairs and in Internet.

Questions were made together with the head of Fintouring and the supporting teacher from Seinäjoki. The form of the questions was thought really carefully so there couldn't be any possibility for misunderstandings. Also for the appearance of the questionnaire was thought so it looks more attractive for visitors in trade fairs. The questionnaire was planned carefully and made many variations of it. When it was ready and it got the acceptance from both end, from Seinäjoki University of applied sciences and from Fintouring, it needed to be tested before the real research. Employees of Fintouring fulfilled the questionnaire beforehand and checked it for misspelling and looked if there were any possibilities to understand questions differently or if some questions needed to be more accurate. Some changes were made, mainly on spelling, but the questionnaire seemed to be quite good and ready for the real test.

The questionnaire ended to be quite long. There were three pages of questions; nevertheless they were all quite simple questions and fast to fulfil. The length was one aspect that could have been changed but it would have been really difficult to leave some of the questions out and still remain the order and the meaning of every question. Nevertheless, in order to improve people's enthusiasm towards the research, Fintouring promised to donate five books of Finland "Between midsummer and northern lights" and one pair of original Nokia rubber boots which were raffled among all participants who left their contact information for Fintouring when answering to the questionnaire. This was made in order to improve German's will

to answer for a quite long questionnaire. According to Tina Lang from Fintouring, German will take part into almost everything if they can win something.

The whole half structured questionnaire can be seen from appendix 1. Questions number 1, 2 and 3 were created only for getting wanted background information from people who answered to this questionnaire.

1. **Age:** _____
2. **Sex/gender:** male female
3. **Have you been on summer cottage holiday?**
 - Yes, where? _____
 - No, why not? _____

Question number 4 Fintouring wanted to include in this questionnaire so the author could see immediately whether the respondent's answers were worth to read through. They wanted only those people to answer in this questionnaire who were already interested in cottage holidays in Nordic countries. In reality, in trade fairs, those who weren't interested in cottage holidays, didn't answer for the questionnaire and in the Internet, if a respondent told that he or she was not interested in cottage holidays, the questionnaire ended with a thanking note for respondent's answers.

4. **Would you be interested in summer cottage holiday in Finland, Sweden or Norway?** _____

Question number 5 gives the information about how people are nowadays travelling and with whom spending their holidays so Fintouring could modify and create new packages for groups if questionnaire shows that one certain travelling style is very popular among their potential customers.

5. **Do you usually travel:**
 - alone
 - with family, ___ persons
 - with friends, ___ persons
 - something else: _____

From wanted and needed size with cottage demands gives question number 6 more information. Fintouring wanted to know whether their cottages, which they offer for their customers, are right size. It is important that Fintouring has right variety of different cottages in their selection so customers could find the right cottage for them. If this questionnaire gives information that certain size cottages

have big demand now and Fintouring don't have that size on their variety, they could invest on finding wanted size cottages.

6. What size cottage would meet your expectations/demands?

- | | |
|---|--|
| <input type="checkbox"/> 1 bedroom, 30m ² | <input type="checkbox"/> 4 bedrooms, 100m ² |
| <input type="checkbox"/> 2 bedrooms, 60m ² | <input type="checkbox"/> something else: _____ |
| <input type="checkbox"/> 3 bedrooms, 80m ² | |

Question number 7 doesn't need any special introduction. Fintouring wanted to know approximately, what is the amount of money that people are willing to spend on their holidays for an accommodation and travelling. Fintouring sells these both and because people were asked to evaluate their personal budget, it is simple to calculate what travelling and accommodation should cost so it awakens people's interest. Often cottage owners ask from Fintouring whether their rent prices are ok, are German customers willing to pay that price or should the price be changed. Also they ask often what is the rent price in other cottages, which are as big as their own, is it approximately same amount or is there big differences. On the other hand some cottage owners don't care if their cottage rent is three times more expensive than some other who has same type of cottage but then they don't realize that customers won't rent their cottages. If cottages has almost the same features, customers go of course for the cheaper one, unless the owner has something special with which he or she can attract customers.

Pricing is not the most important thing in business; it is how you sell your products or services. Important thing to tell to the customers instead of the costs of the holiday is what they get. What benefits customers get when they rent their summer cottage holiday from Fintouring. Not just cottage but lot more, for example guaranteed quality and excellent personal service and total relaxation in Finnish nature. The job of the salesman is to assure the customer that they won't manage without the product (Hakala & Michellsson, 2009, 40). The product would be a holiday from Fintouring, in this case.

7. What would be your personal budget for a week holiday (including travelling and accommodation)?

- | | |
|---|--|
| <input type="checkbox"/> less than 500€ | <input type="checkbox"/> 1500-1999€ |
| <input type="checkbox"/> 500-999€ | <input type="checkbox"/> 2000€ or more |

- 1000-1499€
- something else: _____

Fintouring has more than one hundred cottages under contract in Finland which they rent for their customers. They have all kinds of cottages with different equipment. Fintouring wanted to know in question number 8 if these features, what they offer in their cottages, are enough or do the customers want something more, something less or something totally different from their summer cottage.

8. What features do you expect from your summer holiday cottage? Choose as many as you want.

- Running water
- Electricity
- Internet
- Inner WC
- Sauna
- Boat
- Disabled access
- Own peace (No neighbors in 100m etc.)
- Children friendly (gates on stairs etc.)
- Something else: _____
- _____
- _____

Questions 9 and 10 indicate services in the cottage. Cottage owners can decide whether they offer these extra services and in what price. Fintouring has basically nothing to say on that. Cottage owners decide the minimum price. In question 9 was calculated the average price for extra services that cottage owners provide and whether people are interested in these services or not with that price range. Of course for example fishing equipment doesn't interest necessarily women so much than men; the price is not the only limiting factor. In question number 10 respondents had their possibility to suggest if they have some other extra service on their mind that they are willing to pay and which owners' doesn't yet provide.

9. Please indicate whether you would be interested in extra services on your summer cottage holiday at the given rates.

	definitely interest- ed	possibly interested	probably not inter- ested	not interested at all
Bedclothes for 10–15 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Towels for 5–10 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing equipment for 50€	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
End cleaning for 75€	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. What *other* extras would you be interested in? What would your price range for the service be? _____

Question 11 is about the right timing. Fintouring advertise their services and products on different catalogues, on their websites and for example on newspaper. This question opens up, whether the time is right when Fintouring's catalogues are made. Also seasons are really important on travelling industry and because of the climate change people may have change their habits on when they have their summer holiday. This question can give a new aspect if the season times are on right time with summer cottages.

11. What would be your best time for...

	January-March	April-May	June	July	August	September-October	November-December
...planning and booking your holiday?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...having a summer holiday in Finland?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

One thing, that is especially interesting aspect for Fintouring, is to know the right channels for them to advertise. It would be really important for Fintouring to know where people, who are interested in travelling to Nordic countries, especially to Finland, could find their products and come as their customers. In questions 12, 13, 14 and 15 is tried to find out a little bit the habits of customers, how they use Internet, where they search their information and with whom Fintouring should cooperate more. This area is really wide and would need a whole own research in order to find out something really exact information but these questions can give a hint which is the right way to go and what are the right things to invest in.

12. Where did you get or where would you most likely to get an idea to travel on summer cottage holiday?

- | | |
|---|--|
| <input type="checkbox"/> Family/friends | <input type="checkbox"/> Tourist centre of the country |
| <input type="checkbox"/> TV | <input type="checkbox"/> Travelling magazine |
| <input type="checkbox"/> Fair trad | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Something else: _____ |

people haven't used it yet but it would be interesting to see what people thinks about an idea.

16. How would you like to have your questions answered?

- | | |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> via e-mail | <input type="checkbox"/> via chat |
| <input type="checkbox"/> via phone | <input type="checkbox"/> via letter |

17. What is the best time for you to contact your travel operator? You may choose more than one.

- | | |
|---|--|
| <input type="checkbox"/> During the working days (Mo-Fri) | <input type="checkbox"/> After 18 pm. |
| <input type="checkbox"/> On Saturday | <input type="checkbox"/> Doesn't matter |
| <input type="checkbox"/> In the morning | <input type="checkbox"/> Something else: _____ |
| <input type="checkbox"/> In the afternoon | |

In question 18 are three different questions. These all are issues that are current topics for Fintouring. As told before, Fintouring's office situates in a small village, 30 kilometres from Hannover. People are welcome to visit there but seldom have they done that. Nevertheless, Fintouring is a tour operator, not a travel agency, and their aim is not to attract people from the street to buy a trip. They sell their packages for travel agencies and straight to the customers. With this question they wanted to know how important it really is for customers to see the people who they are talking to and the premises where they work in. This question is of course only the scratch from the surface but gives an impression how people think.

24h-travel hotline means that customers can call any time of the day from their holiday for Fintouring. Fintouring solve things out if something has gone wrong or customers need help with something. Fintouring has especially thought with the catalogues, if they really are important for customers and worth the money that they cost or would the internet advertising be enough. Catalogues are really expensive to print and Fintouring also need quite many of those. They hope that this questionnaire gives some feedback for them if people still are really fond of the printed out catalogues when they think of their holiday.

18. How important are the following aspects of service to you?

	1=Really important	2=Important	3= neutral	4=Not that important	5=Not important at all
Personal contact, seeing each other face to face, with your booking office?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24H-travel hotline service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed out catalogue when thinking of holiday?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In question number 19 are all the information that Fintouring offers for their customers for free when they book their holiday. All these are made by one person at the office and if this questionnaire can show whether people appreciate it and still need this information or are these waste of time to do, can Fintouring react on it. If people only use their navigation systems and doesn't even bother to read through the information that Fintouring gives them, then the effort and time what is now spend on these information could be used in more profitable way.

19. How important are the following travel documents to you?

	1=Really important	2=Important	3=Neutral	4=Not that important	5=Not important at all
Maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions to destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact information of the cottage owner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information of the target region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information of the target country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling (ferry, flights..) information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something else, what:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Fintouring have certain standards with how much before the trip all the papers and information has to be on customer and with question 20 they wanted to know whether people still want to have all the travel documents as early as possible or has something changed on this area.

20. When do you expect to have your travel documents?

- | | |
|---|---|
| <input type="checkbox"/> 1 week before departure | <input type="checkbox"/> 4-6 weeks before departure |
| <input type="checkbox"/> 2-3 weeks before departure | <input type="checkbox"/> earlier |

21. Please describe in a few words, what are the *most important things* you expect from the company's employees where you book your holiday? _____

At the end of this questionnaire was left an open question for people to say what they expect from the employees of the company where they book their holiday. After the last question was left some space if people wanted to give their open feedback about the questionnaire, about Fintouring, generally about tourism, whatever they wanted Fintouring to know. Last thing that the respondent were asked to do if they wanted to take part into competition, was to give their contact information. Also Fintouring offered a possibility to order their free newsletter by giving the e-mail address.

3.3 Data gathering

Gathering the data and the information for the questionnaire was implemented in two different ways. Firstly, the author worked in a tourism trade fair in Hannover on 30.10.2011 and in Bremen on 4.-6.11.2011 as a part of her internship. In the trade fairs answers to the questionnaire were gathered from random trade fair visitors. Tourism trade fairs in Hannover and Bremen were quite small but it helped the author while it was easier to speak German in more peaceful environment than in big exhibition. In both exhibitions author found out whether the visitor was even interested in summer cottage holidays and Finland in order to get beneficial respondents for the questionnaire.

In Hannover trade fair, the questionnaire was placed in a separate table, next to the main table, and in Bremen the questionnaire was part of the main table and brochures. In Hannover, it was easier to talk to people and remind about the questionnaire and possibility to win prizes by answering it, than it was in Bremen be-

cause of the number of people. Also in Hannover, trade fair was smaller and visitors weren't able just to view the products, they really had to come near to the table so it was easier to get the connection with people. In Bremen people had more space and just go round and avoid the place they weren't interested at.

From Bremen were gotten nevertheless more answers than from Hannover. Of course it affected, whether the questionnaire was part of the main table or had own table a little bit side and trade fair in Bremen lasted a whole weekend. Also there were prizes to win by answering to the questionnaire. According to Lang (2011), German people take part into anything if they can win something. Probably there is the same effect nevertheless if it is German, Finnish or French visitor if there is a possibility to win something. Among all of those who answered to the questionnaire and left their contact information, took part into a competition where can win one of the five photograph books which told about Finland, and also a possibility to win pair of original Nokia rubber boots. Like previously were told, both exhibitions were quite small and from total amount of answers, trade fair's part was only 18,6 per cent. So only 18,6 per cent from the answers came from the trade fairs.

The second style to collect answers was to create the questionnaire in Internet and send the link with Fintouring's newsletter. The questionnaire was open in Internet from 9.12.2011 to 25.1.2012 in order to achieve enough respondents so reliability and validity could be seen as real. The newsletter, where was information about the questionnaire, can be seen from appendix 2. The questionnaire was created in Internet using Webropol-program. When the questionnaire was ready, Fintouring sent few days later, on 12.12.2011, a newsletter where one part of the information was about the questionnaire and it was followed by the link where the readers were able to answer to the questions and in that way to give Fintouring the answers they wanted. Fintouring's newsletter is sent to everyone who are interested in travelling in Finland and about Fintouring's product. As a receiver, there can be travel agencies, old customers, people who are interested a possibility to use Fintouring's services, a quite wide range of people.

The questionnaire gathered together from both collecting styles, 129 answers. All answers were analysed together in Webropol program or by hand.

3.4 Methods of analysis

In quantitative research the aim is to get a general picture about wanted issue by asking structured or open questions. In order to get a picture of wanted issue, the needed amount of answers need to be sufficient so frequencies are reliable. (Kananen, 2008, 11.)

All the answers were passed on to Webropol. Most of the answers came through Internet questionnaire so answers were already there but there were answers from trade fairs, which needed to be passed on to the programme. When all the answers were passed on, Webropol provides ready-made figures for example about the percentage between women and men who answered to the questionnaire. Although the Webropol provides ready-made figures, author had to make figures again with Word and Excel in order to translate them into English. Original German figures and results can be seen from appendix 3. Also cross tabulation needed to be done manually, because cross tabulation didn't work in Webropol at the time.

All answers were examined one by one and thought about the results which came up. Certain questions have been analysed with cross-tabulation in order to make deeper analyse of them. These questions were important for Fintouring. Results of the analysis can be read from chapter four.

4 RESULTS

Results-part is divided into 8 different categories, according to 7P-theory and general-part. All the questions can be found from appendix 1 and results from appendix 3. There are questions which don't fit into 7P but these questions were general questions. Meaning of these general questions was to divide the respondents and give a little bit background information about them.

According to Hirsjärvi, Remes & Sajavaara (2009, 224) from the point of view of approach, analysing can be divided into two different categories; approach that aims to explaining and approach that aims to understanding. This thesis is made from the approach that aims to explaining by analyzing statistics and making conclusions.

4.1 General

General-part included the first four questions. Questions from one to four were all about general information. Age and gender, questions number one and two, are general indicators. The average age in this questionnaire was 49,4 years and 45 per cent of the respondents were men and 55 per cent women. Question number three is also a question where to Fintouring wanted to know if people have experience about summer cottage holidays. 68,8 per cent from the respondents had had a summer cottage holiday and 31,3 per cent haven't ever been on one.

50 per cent of the respondents haven been at least once in Finland and it was the most popular country where people have been visited. The next popular country for cottage holidays was Denmark, where 26 per cent have had their cottage holiday. Denmark is really easy for Germans to visit and based on heard facts, the price level for cottages is quite reasonable there and Germans have good accessibility there. Other countries which got minor support were Sweden, Norway, Poland and France. Of course there were also individual countries where one person had had his or her holiday but it is not relevant. Reasons why 31,3 per cent from respondents never had been on a cottage holiday varied a lot. What most of the

people answered was that they haven't got enough money or time or they have so little children. Also popular reasons were that some people were more into caravan travelling, liked to stay at hotel, have visited other countries but not yet Finland, they have friends in Finland and they live in their home while holiday but none of the respondents didn't say that they weren't interested in summer cottage holiday in Finland.

Question number four Fintouring wanted to have in questionnaire in order to rule out people who weren't interested in cottage holiday because they are not Fintouring's potential clients so they and their answers were not interesting in this questionnaire. In Internet, if people answered in question number four that they weren't interested in summer cottage holiday, the questionnaire ended with thanking note about answering for the questionnaire. None of the respondents answered that they weren't interested in summer cottage holiday so all respondents answered to the whole questionnaire and interest towards summer cottage holiday was 100 per cent. In trade fair in Hannover and in Bremen this question was not relevant because author asked from people before fulfilling the questionnaire whether they were interested or not. If not, author didn't ask them to fulfil the questionnaire but if they answered yes, then author mentioned about a possibility to take part into a research about summer cottage holidays in Finland.

4.2 Product

In question five the opinion of the author is that there is a possibility of misunderstanding among the respondents. When asked the amount of people whom the respondent normally travel with, he or she may have calculated him or her also into this amount of people or then not. That cannot be known at this point so there can be a minor change in the real amount of people what the respondents have really meant. In addition respondents were able to choose more than one alternative, which causes the fact that percentages overcome 100 per cent.

7,8 per cent of the respondents travel normally alone. 72,7 per cent of respondents says they travel normally with their family. The average family according to

this research was 2,9 person so cottages at least for three person would be the most wanted. 55,9 per cent of these who travel with family, says that they travel as a couple. 9,7 per cent travel normally as a three person family, 21,5 per cent travels as a four person family and 12,9 per cent travels as a five to six person family.

26,6 per cent of the respondents normally travels with friends. The average amount of friends who would rent a cottage according to this study would be 3,5 people so four-people cottage. From these respondents 50 per cent travels as a couple. Only 5,9 per cent travel normally as a three person group. Author personally thinks that this may be explained with a psychology. When three persons are together, normally one of these three is left a little bit an outsider. Intentionally maybe but human nature tends to behave like that. If two of these three is a couple, the third may feel him or herself as a third wheel and holiday doesn't feel then so relaxing. 26,5 per cent normally travels as a group of four persons. This is author's own thought but these four may be formed normally from two couples. 2,9 per cent of the respondents, which means that one respondent, who normally travels with friends, spends his or her holiday as a group of five people. With from six to eight friends group normally travels 11,8 per cent of the respondents. Also one person, which is 2,9 per cent of the respondents, travel normally with as big group as 10 persons.

Question included also an option "something else". Somehow else travels normally 6,3 per cent of the respondents. This group includes also those people whose type of travelling change from time to time. Sometimes respondents said they travel alone, sometimes, with family, sometimes with friends and the amount of family members and friends can vary also. One person though answered that he or she travels normally with canoe or kayak. Only two respondents would take a dog with them and two respondents wanted to make clear that they travel normally with their life partner.

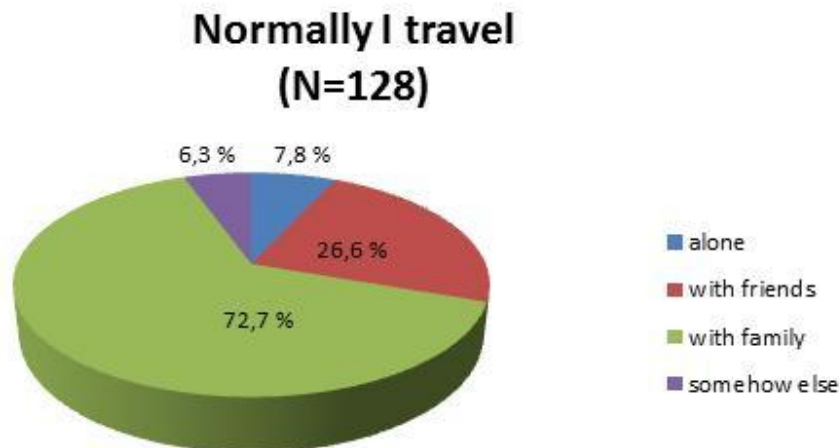


Figure 6. Normal travel partners.

In question six respondents were able to choose more than one alternative which causes that percentages will overcome more than 100 per cent. Approximately 60,9 per cent of the respondents would like to have a cottage where are two bedrooms. This confirms the results of questions number five, where major part of the respondents would travel at least as a three person group which means two bedrooms. From figure number 6 can be seen how the results divided between cottage sizes. There was also an option "something else" in this question. 2,3 per cent answered to this alternative that one bedroom is enough but there should still be plenty of space or one bedroom always for two persons and one respondent reminded that he or she would like to take a dog to the cottage. Not all the cottage owners allow pets in their cottages or then there is an extra fee from it.

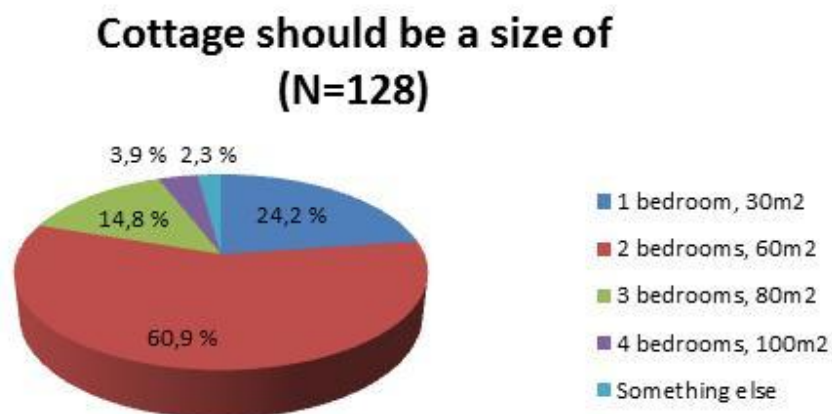


Figure 7. The needed cottage size.

In question eight were asked which features people would like their holiday cottage to have and respondents were able to choose more than one alternative which causes that percentages will overcome more than 100 per cent. On figure number 8 can be seen the dispersion between the wanted features. The most wanted features were running water with 89,1 per cent, electricity with 88,3 per cent and WC with 85,9 per cent. These three were the most important factors and were clearly able to separate from others. The next popular group of features were boat with 58,6 per cent, sauna with 57 per cent and own peace with 49,2 per cent. When compared to Finns, the author dares to say that sauna would be the most wanted aspect when choosing a holiday cottage but as can be seen, it is not the same way with Germans.

Cottage features as percentages (N=128)

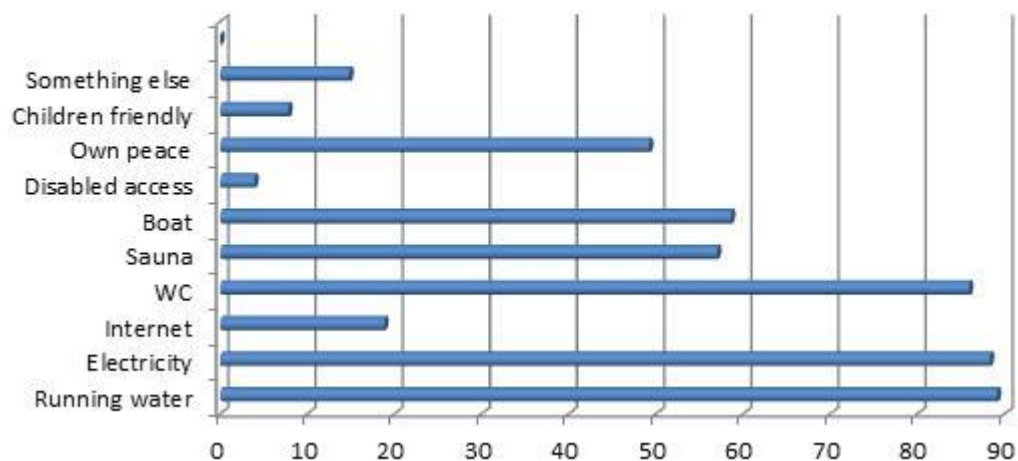


Figure 8. Required cottage features.

Something else aspect included quite divided answers in question 8. Some wanted to have a garden or good beds in a cottage but there were also few things that more than one person wanted to have. 2,3 per cent of the respondents reminded the importance of dog-friendly cottages and fireplace. 1,6 per cent wished to have a TV and washing machine in their dream cottages.

4.3 Price

In question seven was asked the budget for a week holiday, where was accommodation and travelling included for all travellers. Most of the respondents, 40,6 per cent, would prepare for their holiday budget 500-999€. 25 per cent would use their budget as much as 1000-1499€, 15,6 per cent less than 500€, 14,1 per cent 1500-1999€ and 1,6 per cent would be ready to spent 2000€ or more. 3,1 per cent answered something else and explained that it depends on the travelling season. Figure number 9 shows that most of the people would use on their holiday budget 500-999€.

Budget for a week cottage holiday as percentages (N=128)

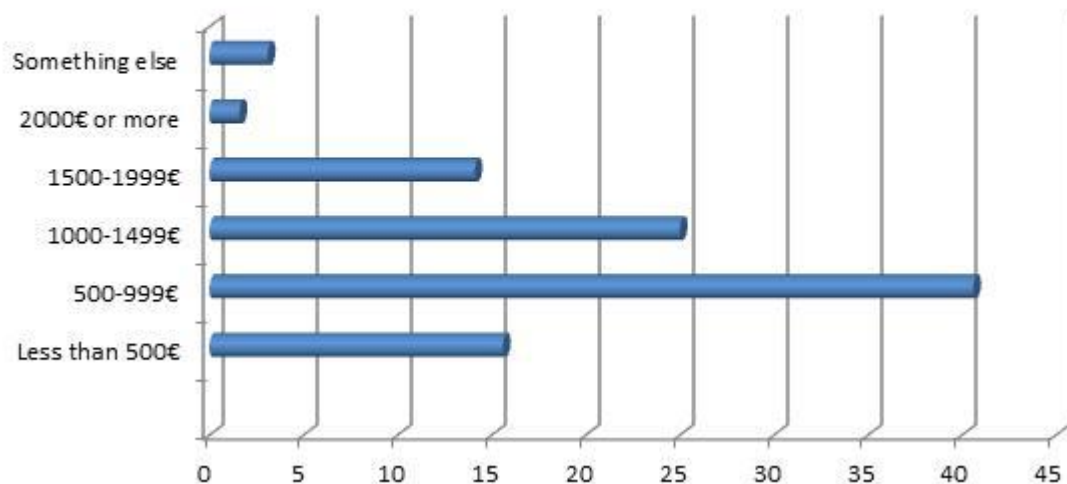


Figure 9. Budget for a week cottage holiday.

Questions nine and ten are related to each other. Question number nine was a structured question about which services from cottage owner, customers would be interested in during their holiday. Question number ten was open question where respondents were able to tell everything they wish for an extra service on their cottage holiday.

Question number nine divides respondent's opinions quite evenly. When asked if respondents would be interested in renting bed sheets for 10-15€, 35,9 per cent

were definitely interested but at the same time 32 per cent wasn't interested at all. Same way was in renting towels for 5-10€; 26,8 per cent were definitely interested and 21,1 per cent possible interested but then 39,8 per cent wasn't interested at all for renting towels. The only clear opinion was in renting fishing equipment for 50€, where 55,9 per cent wasn't interested at all and 21,2 per cent wasn't probably not interested. Only 3,4 per cent were definitely interested in renting fishing equipment with mentioned price. End cleaning faced the same likeliness than bed clothes and towels. 23 per cent were definitely interested, 27,8 per cent were probably interested, 20,6 per cent were probably not interested and 28,6 per cent weren't interested at all, so all alternatives got almost equal support.

Question number ten provided interesting answers. The most wanted extra services were information packet about the located city, about shopping possibilities, hiking, possibilities for different sports, all possible information was hoped. Respondents were ready to pay for that packet 0-50€ but for 50€ the package needs to be really comprehensive and good. Also excursions and different types of guided tour interested respondents. And naturally, renting a car and bicycle were quite popular also.

It was interesting to notice, that respondents were really interested in food. Many of them hoped fresh buns, price range for 0-15€ per week. Some hoped buns for free and also Finnish treats for free as a welcoming present. The wish about the buns is very reasonable when thinking of European café culture which differs a lot between Germany and Finland. For some Germans, weekend is ruined if there are no fresh buns for breakfast and different breads, buns and coffee breads plays bigger role for Germans than Finns. One wish was that if the cottage would situate quite far from the city, some were interested in food transport for 15-50€.

4.4 Place

Question number twelve clarifies where people mostly get their holiday ideas. This was a question where respondents were able to choose more than one alternative, which causes the fact that percentages overcome 100 per cent. As expected, the

most popular source of ideas seems to be the Internet. 66,9 per cent tell that they get their ideas most likely from there. The next popular source of ideas was family or friends. The image and previous experiences seems to be valued. 54,3 per cent told they most likely get the idea from family and friends. Travelling magazines was the third biggest group where people get their ideas, 44,1 per cent answered that they get their ideas most likely from there. From figure number 10 below can be seen all the rest answers and their popularity by amount of answers. 11 per cent answered something else and for these people the most common source of the idea to travel comes from themselves and their previous experience.

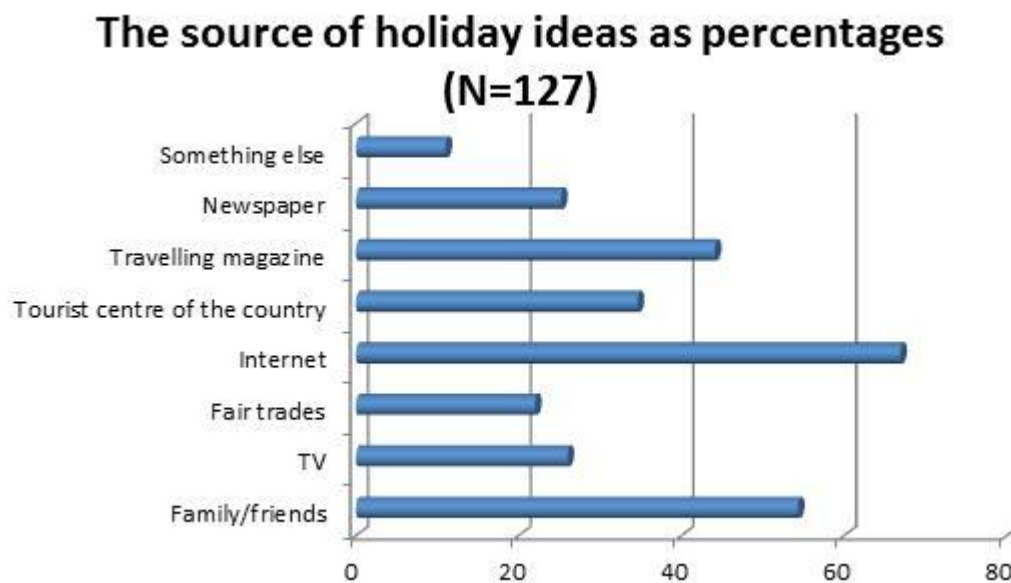


Figure 10. The source of holiday ideas.

Question number fourteen was added after trade fairs in Hannover and Bremen of the wish from Fintouring. This explains why the amount of answers is smaller than in other questions, because people in trade fairs didn't have this question. Respondents were able to choose more than one alternative in this question, which causes the fact that percentages overcome 100 per cent. Nevertheless, among the respondents who answered via Internet, 62,8 per cent of them uses Fintouring when they book their cottage. One reason why Fintouring's percentages are so high in this question may be effect on that people who answered in this question in the Internet, get the newsletter from Fintouring. They know Fintouring already and may be even their customers. Something else-option got also support, 41,9 per

cent answered something else. They had various different websites which they use, but InterChalet, Lomarengas and Nettimökki were the most popular among the respondents who chose something else as their answer.

4.5 Promotion

With question eleven wanted to find out if Fintouring sends their catalogues for customers and co-operators in a right time and if seasons are right measured. Question eleven was formed of two questions, first was what is the best time for the respondent to plan and book a holiday and what is the best time to have a summer holiday in Finland. According to the study, some of the respondents want to have their summer holiday in winter but probably they have misunderstood or forgot the summer-part of the question.

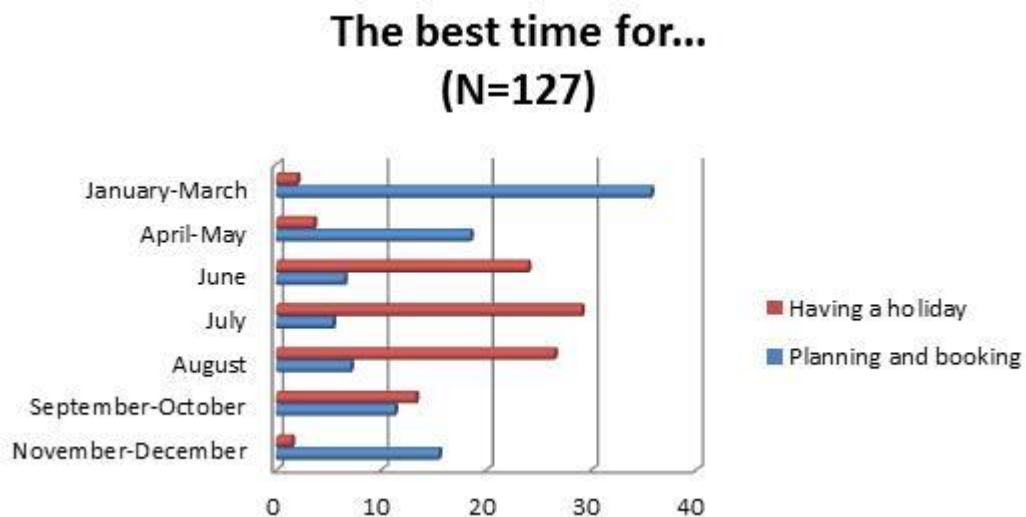


Figure 11. The most suitable timing for planning and having a holiday as percentages.

From figure number 11 above can be seen as percentages how people plan and book and have their holidays. Most of the people plan their summer holiday end and beginning of the year, in September-October 11,3 per cent, in November-December 15,5 per cent and in January-March 35,7 per cent plans their summer holiday. 24 per cent have their summer holiday in June, 29,1 per cent in July and 26,5 per cent in August.

Table one and two implement cross tabulation of questions one and eleven. From both tables can be seen how answers were divided in different age groups. Question about printed out catalogues was really important for Fintouring because they wanted to know if they are sending them on a right time for their customers. The author wanted to make a cross tabulation between different age groups and their timing on planning and having a holiday so Fintouring could have a clearer picture what are the most popular times of the year to plan a holiday. Then Fintouring could send their catalogues on a right time for their customers. Also the author wanted to see if different age groups act differently on planning and booking a holiday.

Table 1. Timing for holiday planning according to different age groups.

TABLE 1		Timing for holiday planning according age groups				
		under 25	25-44	45-60	over 60	together
	N=	9	28	67	24	128
		%	%	%	%	%
January-March		9,5	40	41	35	36
April-May		38	21	15,5	8	18
June		9,5	5	4	12	7
July		14	5	1,5	9	5
August		19	5	5,5	6	7
September-October		5	14	10	15	11
November-December		5	10	22,5	15	16
Together		100	100	100	100	100

Table 2. Timing for having a holiday according to different age groups.

TABLE 2		Timing for having a holiday according age groups				
		under 25	25-44	45-60	over 60	together
	N=	9	28	67	24	128
		%	%	%	%	%
January-March		0	2	1	5	2
April-May		0	4	2	8	3
June		0	15	32	22	23
July		31	39	22	22	27
August		56	35	26	24	30
September-October		13	5	15	16	13
November-December		0	0	2	3	2
Together		100	100	100	100	100

Question number thirteen was made to open up how people really use the Internet in these days when planning and booking a holiday. Respondents use Google mostly on information search, though 28,5 per cent uses it also to book their holidays. Online travel magazines divided opinions a little bit more. Most of the respondents use online travel magazines only for getting the information. 25,4 per cent says that they have no use on these online travel magazines and still 20,2 per cent uses travel magazines also to book their holidays. Social media was the clearest point where 81 per cent of the respondents answered that they have no use for it when planning and booking their holiday. Airline website was the most popular alternative which 64 per cent of the respondents use for getting the information and books their trips. Travel platforms divided also opinions but still 49,1 per cent have no use for them.

4.6 People

Question eighteen opened up whether services that Fintouring offers for their customers are important or not. Firstly they wanted to know if their location has some effect on people's behaviour and how important the direct contact really is with the booking office is. 31,2 per cent chose "neutral", 24 per cent chose "not so important" and for 16 per cent it doesn't matter at all. Only 9,6 per cent of the respondents considers it really important. On the other hand, 24H-travel hotline got really good support, when 25 per cent thinks it is "really important" and 33,1 per cent as "important". Only 5,6 per cent thinks it is "all in all not important". The main thing is not to see the tour operator every time when customer wants, but the most important thing is that customer has access to tour operator and that he or she knows that when they need them they have multiple ways to contact Fintouring.

Below from tables 3 and 4 is cross tabulation from question 18, personal contact-part, and 24h travel hotline service and their importance for different age groups.

Table 3. The importance of personal contact for different age groups.

TABLE 3		The importance of personal contact seeing each other face to face, with the booking office, for Germans in different age groups				
		under 25	25-44	45-60	over 60	together
	N=	9	28	67	24	128
		%	%	%	%	%
1= Really important		0	11	10	12	10
2= Important		33	7	21	24	19
3= Neutral		56	43	24	28	32
4= Not that important		0	28	27	20	24
5= Not important at all		11	11	18	16	15
Together		100	100	100	100	100

Table 4. The importance of 24h travel hotline service for different age groups.

TABLE 4		The importance of 24h- travel hotline service for Germans in different age groups				
		under 25	25-44	45-60	over 60	together
	N=	9	28	67	24	128
		%	%	%	%	%
1= Really important		33,3	25	22	33	26
2= Important		33,3	43	27	33	32
3= Neutral		33,4	18	33	21	27
4= Not that important		0	11	8	13	9
5= Not important at all		0	3	10	0	6
Together		100	100	100	100	100

Question number twenty-one was an open question. Respondents gave multiple different answers but there were also able to find consistency what people really expect from the employees where they book their holidays from. The most important issues that came out were the expertise of the employees and customers wish that employees have the knowledge about the target region, accommodation, that they can give precise information for the customers when they want to know something about the trip, accommodation or excursions for example.

The most important issue what customers expect from the customer service was good knowledge. The second most important aspects were honesty, friendliness and ability to serve people individually and concern also their individual needs. Third most important issues were the quality of the company; able to organize everything perfectly, gives to the customer information about travelling to target accommodation, high quality website and to convey to the customer an image a professional company which has experience and ability

4.7 Process

Question number fifteen revealed that 46,5 per cent of the respondents doesn't know or use cottage-search platforms, when they are looking for a cottage to rent. Also 28,3 per cent answered that they know cottage-search platforms but they don't use them. These respondents mentioned that they know fewo-direkt, homelidays, mökki, lomarengas, nettimökki and Google but don't use these. 25,2 per cent answered that they know and use cottage-search platforms and they mentioned various platforms but for example DanCenter, dansk.de, InterChalet, Lomamatkat, Nordtourist and huetten.com sites.

Question number sixteen was about how people would like to get their answer. Respondents were able to choose more than one alternative, which causes the fact that percentages overcome 100 per cent. Not surprisingly 89,9 per cent of the respondents answered that they would like to have answers via e-mail. Telephone and letter got the same support; both of them were supported with 22 per cent of the respondents. Chat got only a support of 1,6 per cent.

In question seventeen respondents were able to choose more than one alternative, which causes the fact that percentages overcome 100 per cent. According to question seventeen, 49,2 per cent would like to contact their travel operator during the working days. On Saturdays would like to 29,4 per cent be able to contact their travel operator. On figure number 12 below is seen how respondents' answers were divided. In this question respondents were able to choose more than one answer, so for example, some of the respondents may have chosen "during the

working days” and “after 18 pm.” when they can mean during the working days but after 18 pm or then these alternatives may have no connection. 36,5 per cent have answered that they would like to contact their travel operator after 18 pm. For 34,9 per cent it doesn’t matter when they contact their travel operator and 4 per cent answered something else. Respondents who answered something else, most of them had only one or two days that would fit into their calendar when to contact their travel operator.

The best time for contact as percentages (N=126)

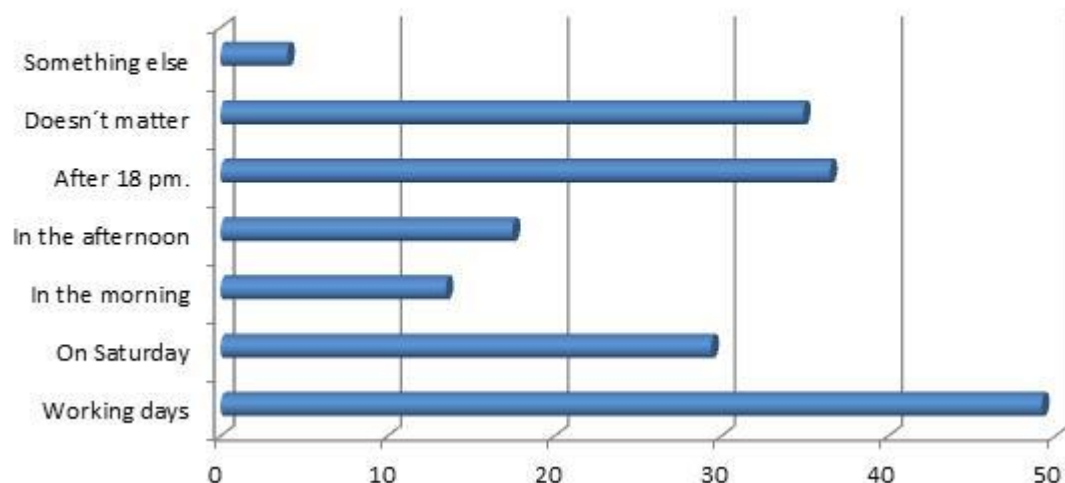


Figure 12. The best time for contact.

Question number twenty handled how soon people want to have their travelling documents. For 55,6 per cent it is enough if those documents are 2-3 weeks before the trip at their hand and for 38,9 per cent 4-6 weeks before. Only 3,2 per cent want to have documents earlier and 2,4 per cent answered that 1 week before the trip is enough for them to have travel documents. When 3,2 per cent answered they want to have documents earlier, they meant following: 1 week after booking, 2-3 months before, on spring and one respondent wanted to have his or her documents as soon as possible.

4.8 Physical evidence

The third part of question number 18 was about the printed out catalogue, whether it is needed or not. Printed out catalogue got good support; 18,1per cent thinks it is “really important” and 35,4 per cent as “important”. All in all, services that Fintouring provides were thought important. In table 5 below is cross tabulated the third part of question 18, the importance of printed out catalogue for different age groups.

Table 5. The importance of printed out catalogue for different age groups.

TABLE 5	The importance of printed out catalogue in different age groups					
		under 25	25-44	45-60	over 60	together
	N=	9	28	67	24	128
		%	%	%	%	%
	1= Really important	0	10	24	20	18
	2= Important	56	24	37	40	35
	3= Neutral	0	28	14	36	21
	4= Not that important	44	31	17	4	20
	5= Not important at all	0	7	8	0	6
	Together	100	100	100	100	100

Question number nineteen handled the importance of documents that Fintouring offers for their customers, whether they are important or not. From figure number 13 can be seen how important the respondents considered the travelling document. Maps, directions to destination, cottage owner’s contact information and travelling information were thought as the most important documents.

Importance of travel documents as percentages (N=128)

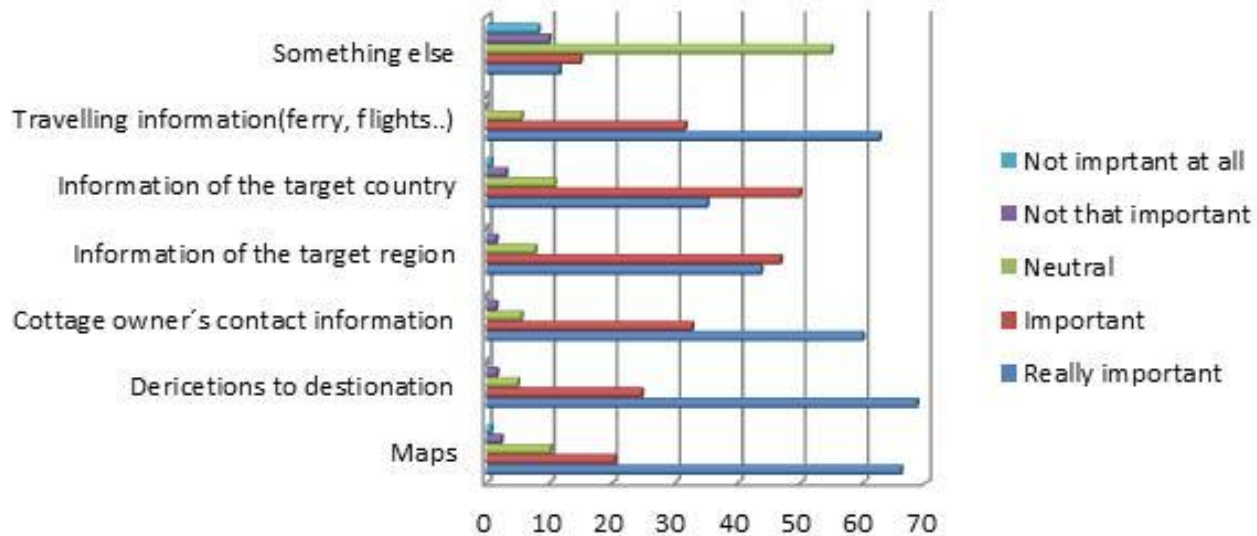


Figure 13. Importance of travel documents.

Respondents were able to choose in this question also a possibility of “something else” but due to a technical error the respondents were actually unable to provide their verbal reply, so it is not possible to say exactly what the “something else” might be. 55 per cent of the respondents answered in “something else”- part neutral so actually they didn’t have anything special on their mind but for almost 27 per cent something else would have been really important or important. Respondents may have wanted to express with something else, for example information about some special occasion or somehow related to pets.

5 CONCLUSIONS

This study focused on ideas and thoughts of respondents who are already interested in cottage holidays in Nordic countries. Therefore these people give an idea of Fintouring's current customers and what their opinions might be.

5.1 Fintouring's marketing development based on the results

The average age of the respondents in this study was almost 49 years. That is quite good, because Fintouring's customers' average age is only a little bit higher. One challenge in the future for Fintouring is to attract also younger customers. Younger people may not have that much money to invest on a holiday than older people have and the price is probably the most limiting factor. 50 per cent of the respondents have been at least once in Finland so they have some experience of it, they know for example about the price level in Finland.

Fintouring is on the right path when they are creating products that offer to the visitors something new and something that is original for Finland, for example with their tour-products where people visit in different parts of Finland and are able to see the real Finland. For cottage holidays something similar, traditional for Finland, should be invented. According to the study, German visitors would like to know the neighborhood, be near the nature, and have a guide who could show some unique aspects from that specific village where the cottage is situated. Guided tours were hoped for. Naturally it is quite difficult to organize when only 1 out of 10 couples would use services like that.

Germans travel with quite small groups. They travel normally with 2-4 people on their holidays, according to this questionnaire. 72,7 per cent of the respondents said they travel normally with their family. The average family according to this study was 2,9 persons and 26,6 per cent of the respondents normally travel with friends. The average number of friends who would rent a cottage from Fintouring according to this study would be 3,5. Approximately 60,9 per cent of the respondents would like to have a cottage with two bedrooms, which fits together with the

number of people the respondents normally travel with. The most popular cottage would be a two-bedroom cottage for 3 to 4 persons. The expected cottage features by the respondents reveal nothing surprising. Fintouring offers cottages that meet these expectations. A few respondents brought up dogs and that some people want to have their pets along also on their holiday. Fintouring has taken also this into consideration and they have products that are suitable also for families who want to take their pets with them. These cottages, where pets are allowed, are marked in the catalogue. Fintouring's catalogues for summer are made in a right time, according to this study. The high season is still in June, July and August, so the seasons that are taken into account when thinking of seasonal pricing, are on right time.

The most common amount of money, which 40,6 per cent of the respondents would use for their holiday, was 500-999€. This gives Fintouring something to think about, though their strategy is not the cheapest prices but the quality. In the future, if and when, tourism faces changes and challenges, pricing is the first aspect to be thought of because that is what most of the customers think about first. Of course also the people and companies from whom Fintouring rents the cottages and buys services have to think about pricing again and only then can the prices be reasonable. Also tourism may change in the future. If people really will have something different and unique, they are also willing to pay a little bit extra from it. If the tourism changes in a way that for example Amadeus have forecasted, marketing areas and tools need to be adjusted for the changing need of customers. Also if tourism really changes more into personalized planning, the prices will rise and then only people with lots of money have the privilege to travel.

Services, which the respondents would like to have, were not so multiple. Almost every service divided respondents' opinions except fishing equipment, which over 70 per cent said they weren't interested in renting. Fintouring offers a Premium packet for their customers which includes, for example, a 24h-hotline, but also fishing license, which is not probably that attractive for most of the customers, at least according to this questionnaire. It would be a good idea to analyze how much Fintouring really benefits by offering a fishing license for free of charge for customers who buys the premium packet. Organizing everything that is needed for the

fishing licenses create much work for Fintouring, and if people would buy the premium packet even without the licenses, it would be a good idea to reconsider the offer.

Many answered that they would like to have fresh-made buns when they go as a holiday to the cottage. They were even ready to pay for it from 10€ to 15€. Once in a while some of the cottage owners ask from Fintouring if their customers would like something else or how they could make a better impact for their customers. Then could be said that most of the Germans like fresh-made buns a lot and would like to taste some Finnish treats. This may be done for free of charge or against a small fee. It is not a real business but it may strengthen the happiness and loyalty of the customers and create more quality for Fintouring.

It is not surprising that 66,9 per cent of the respondents consider the Internet as the most important source of travel ideas. In the opinion of the author, it would be good also for Fintouring to consider modifying their website. Somehow, at least for a Finn, their website is not very clear. After a while, one knows how to work there but it shouldn't be that way. Internet sites should be so clear, that from the first sight customers are able to find what they are looking for.

75 per cent of the respondents' don't know, or know but don't use, the cottage search platforms. Fintouring wanted to know if these platforms are useful and whether it is worth for them to advertise there. According to this study, these cottage search platforms are not worth the money. Either the marketing of cottage search platforms needs improvement or Fintouring could reconsider whether it is profitable to advertise there. Fintouring has new chat-function on their website where people are able to talk in real time with Fintouring's customer service and get answers for their questions. Only 1,6 per cent of the respondents would use that function but still Fintouring should continue, as they have done, using the chat. The chat is a new thing for Fintouring and there cannot be made any consumption about its popularity based on this study. It may be popular in the near future when people realize how good it is.

Fintouring wanted to know whether their opening hours are suitable, or should it be changed in some way. 50 per cent of the respondents would like to contact their tour-operator during the week and 36,5 per cent would do that after 6 p.m. On Saturdays 29,4 per cent would like to contact their tour-operator but for that Fintouring's opening hours are alright. According to this study, people would like to contact in the morning and in the afternoon but the biggest support was for the option after 6 p.m. Fintouring's office is open for their customers and co-operators the so called office hours. Fintouring's office is open until 8 p.m Monday through Thursday. Therefore, also the people who want to contact after 6 p.m. have two hours to contact the office if they want to. In the opinion of the author, Fintouring's office hours are fine. If they want, they could open and close half an hour or an hour later but big changes are not needed.

Fintouring was particularly interested to know how important direct contact is considered. According to this study, direct contact is not that important and does not matter so much that Fintouring should worry about that. The 24h-hotline service received good support and that is definitely something that is worth continuing for. Also what customers think as important are printed catalogues. Over 50 per cent consider it is really important or important. Printing out the catalogues should continue but of course, if Fintouring develops the website, advertising possibilities are limitless there, and modifying the catalogues is always possible. Combining and limiting the printed materials could reduce the costs. Also if there are possible sponsors who would like to advertise in Fintouring's catalogue, they could be charged for advertising space.

In Fintouring, one employee is responsible for all the travelling documents. If the respondents would have said that these travelling documents which Fintouring offers are not important, this employee could have get more time to do something else but high percentages shows that people really want to have all the instructions and all possible information. Even if people use navigators and have wireless Internet connections, according to this study, for example information about the target country, the region and the cottage are received with great satisfaction. 55,6 per cent of the respondents wants to have these instructions and travel documents 2-3 weeks before the trip and 38,9 per cent 4-5 weeks before the trip. Fintouring

has no hurry with the travel documents, most of the people don't expect to have them for example months before the trip. All this depends also on the time when the booking is done. Many people book their holidays nowadays only a few days before the trip and then documents are of course sent as soon as possible.

Good customer service is something that all value. What people expect from tour operators' customer service, is the knowledge about the products which they are selling. People want to have exact information from Fintouring about the cottage which they are going to rent and what opportunities are available there during their holiday. Fintouring covers all these demands with their service and knowledge. Knowledge about Finland and Finnish people can always be improved but Fintouring's employees are all professionals and have the ability to serve the customer personally and with high quality.

5.2 Reliability and validity

Assessing the reliability and validity of a study is evaluating its trustworthiness. Reliability refers to the permanence of the results, so if the same study could be repeated, the results would be the same. Validity evaluates whether the right things were studied when thinking about the study problem that originally started the study. (Kananen, 2008, 79; Hirsjärvi et al., 2009, 231.)

Reliability is simple to prove in this thesis. According to Kananen (2008, 83) thesis is reliable if all the phases of the study can be repeated all the steps are documented and the solutions well grounded. In this thesis all the phases can be repeated but partly only on certain dates because part of the study took place in trade fairs in Hannover and in Bremen, so it would have to wait until next year when these specific fairs start again. Otherwise this study can be repeated any time.

Validity can be limited into internal and external validity when analysing the validity of quantitative study. Analysing the validity is not easy in this case. Especially since this study took place in Germany, a Finnish evaluator can't be sure if the

results of this study reflect how most of the German people would behave and what they would like. Internal validity means systematic trustworthiness. Errors on it can be minimized if the study, and all its' faces, are documented carefully. External validity means generalizability of the results. If can be said that results can be generalized, the external validity is fine. (Kananen, 2008, 81-83.) In the opinion of the author, both internal and external validity are satisfactory in this study.

5.3 Further study

In future studies it might be a good idea also to collect answers from the people who are not interested in cottage holidays at the moment and find out reasons for that. From those answers Fintouring would be able to modify their products and services as to attract also those people who originally aren't so interested in spending their summer holiday in a cottage in Finland.

This study was conducted on a fairly general level. If Fintouring wants to have more precise knowledge of one particular aspect, further study should be done. For example, Fintouring considers it really important that they could find out the exactly right distribution channels in order to reach their customers. Nowadays life is all about social media and marketing in the Internet and through different channels. It could be useful for Fintouring to have study done that concentrates only on this aspect, so that there could be a deeper analysis of it.

Again, from the author's point of view, Fintouring could arrange a smaller study about their website and how good is that. Website should be clear and in the meantime informative for the customer. Basically, because website is a good place for free advertising, more attention and effort could be focused on that.

In the future, if Fintouring feels that it is a current issue, further study could also be done on the location of the office. If the results show that another location could have a clear impact on sales, Fintouring could make a decision about the location of their office. However, based on this study, the personal contact is not that important and the location of the office is suitable for the customers.

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APPENDICES

Appendix 1. Questionnaire

QUESTIONNAIRE- SUMMER COTTAGE HOLIDAY IN FINLAND

!!Take part into a lottery where you can win original Finnish Nokia rubber boots or book of Finland called “Between midsummer and northern lights”!!

This questionnaire is made as a “Thesis” for the development of Fintouring’s summer cottage holiday- product. Thank you for giving us possibility to improve our services by answering this questionnaire.

1. Age: _____
2. Sex/gender: male female
3. Have you been on summer cottage holiday?
 - Yes, where? _____
 - No, why not? _____
4. Would you be interested in summer cottage holiday in Finland, Sweden or Norway? _____
5. Do you usually travel:
 - alone with family, ___persons
 - with friends, ___persons something else: _____
6. What size cottage would meet your expectations/demands?
 - 1 bedroom, 30m² 4 bedrooms, 100m²
 - 2 bedrooms, 60m² something else:
 - 3 bedrooms, 80m²
7. What would be your budget for a week holiday (including travelling and accommodation for all travellers)?
 - less than 500€ 1500-1999€
 - 500-999€ 2000€ or more
 - 1000-1499€ something else: _____
8. What features do you expect from your summer holiday cottage? Choose as many as you want.

<ul style="list-style-type: none"> <input type="checkbox"/> Running water <input type="checkbox"/> Electricity <input type="checkbox"/> Internet <input type="checkbox"/> Inner WC <input type="checkbox"/> Sauna <input type="checkbox"/> Boat 	<ul style="list-style-type: none"> <input type="checkbox"/> Disabled access <input type="checkbox"/> Own peace (No neighbors in 100m etc.) <input type="checkbox"/> Children friendly (gates on stairs etc.) <input type="checkbox"/> Something else: _____ _____ _____
---	---

9. Please indicate whether you would be interested in extra services on your summer cottage holiday at the given rates.

	definitely interest- ed	possibly interested	probably not inter- ested	not interested at all
Bedclothes for 10–15 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Towels for 5–10 €	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fishing equipment for 50€	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
End cleaning for 75€	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. What *other* extras would you be interested in? What would your price range for the service be? _____

11. What would be your best time for...

	January- March	April- May	June	July	August	September- October	November- December
...planning and booking your holiday?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...having a summer holi- day in Finland?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Where did you get or where would you most likely to get an idea to travel on summer cottage holiday?

- | | |
|---|--|
| <input type="checkbox"/> Family/friends | <input type="checkbox"/> Tourist center of the country |
| <input type="checkbox"/> TV | <input type="checkbox"/> Travelling magazine |
| <input type="checkbox"/> Trade fair | <input type="checkbox"/> Newspaper |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Something else: _____ |

13. When you think of travelling or booking your travels, how do you use the Internet?

	No, I do not use this	Yes, for infor- mation	Yes, for information and bookings
Google searches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online travel magazines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media e.g. facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Airline webpages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel platforms e.g. eBookers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, what?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Which of the following Internet sites you use when booking a cottage:

- e-domizil tourist online
 Fintouring something else: _____

15. Do you know and do you use any cottage search platforms?

- No
 Yes, I know but haven't used: _____
 Yes, I know and have used: _____

16. How would you like to have your questions answered?

- via e-mail via chat
 via phone via letter

17. What is the best time for you to contact your travel operator? You may choose more than one.

- During the working days (Mo-Fri) After 18 pm.
 On Saturday Doesn't matter
 In the morning Something else: _____
 In the afternoon

18. How important are the following aspects of service to you?

	1=Really important	2=Important	3= neutral	4=Not that important	5=Not important at all
Personal contact, seeing each other face to face, with your booking office?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24H-travel hotline service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Printed out catalogue when thinking of holiday?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. How important are the following travel documents to you?

	1=Really important	2=Important	3=Neutral	4=Not that important	5=Not important at all
Maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Directions to destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact information of the cottage owner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information of the target region	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information of the target country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travelling (ferry, flights..) information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Something else, what:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

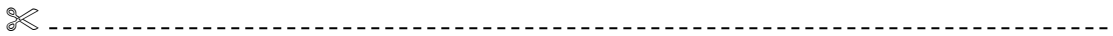
20. When do you expect to have your travel documents?

- 1 week before departure
- 2-3 weeks before departure
- 4-6 weeks before departure
- earlier

21. Please describe in a few words, what are the *most important things* you expect from the company’s employees where you book your holiday?_____

Feedback on the survey, questions, opinions, whatever you have on your mind:

THANK YOU FOR YOUR TIME AND INTEREST!



If you want to take part into competition where you can win original Nokia rubber boots or “Between midsummer and northern lights”- book of Finland, please give your contact information:

Name: _____

Address: _____

Phone number: _____

- Yes, I would like to have Fintouring’s free newsletter and be among the first ones to get great offers and information about Finland and Fintouring.
e-mail: _____

Appendix 2. Fintouring's newsletter

Liebe Finnlandfreunde,

kurz vor dem Jahres Endspurt möchten wir uns mit ein paar interessanten Tipps bei Ihnen für ein tolles und erfolgreiches Jahr 2011 bedanken. Lesen Sie diesen Newsletter besonders aufmerksam, denn es gibt sogar etwas zu gewinnen!

Weihnachten & Silvester in Finnland

Es sind noch wenige Restplätze für Weihnachten und Silvester in Finnland frei. Erleben Sie mit Ihrer Familie die Festtage mal anders und lassen sich von den Finnischen Bräuchen und Traditionen überraschen. Wie wäre es z.B. mit der Reise „[Weihnachten feiern mit dem Weihnachtsmann](#)“. Hier lernen Sie bei einer Weihnachtssafari sogar den Weihnachtsmann höchstpersönlich kennen.

Eine weitere Empfehlung von uns ist die „[Do it twice – Silvesterreise](#)“. In Särkijärvi an der Finnisch-Schwedischen Grenze feiern Sie den Jahreswechsel gleich zweimal, der Zeitunterschied macht's möglich!



Adresse vom Weihnachtsmann

Der wahrhaftig echte Weihnachtsmann wohnt bekanntlich in Finnland am Polarkreis. Dort kann man ihn sogar in seinem [Weihnachtsmandorf besuchen](#), ob Winter oder Sommer, der Weihnachtsmann arbeitet das ganze Jahr durch.

Machen Sie Ihren Kindern eine Freude und schreiben Sie gemeinsam einen Brief an den echten Weihnachtsmann, an folgende Adresse:

Santas Main Post Office, FIN-96930 Napapiiri

Finnische Weihnachtsleckereien

Im letzten Newsletter haben Sie erfahren, wie man die typisch Finnischen Pulla backt. Heute möchten wir Ihnen ein weiteres Rezept nicht vorenthalten. Probieren Sie doch mal die Finnischen Weihnachtskekse Joulutortut aus!

Dafür brauchen Sie:

200 g Butter

125 g Mehl (Weizenmehl)

100 ml Wasser, kalt

1 TL Essig (Weinessig)

1 Ei

Pflaumen Marmelade

Puderzucker



Und so funktioniert's:

Alle Zutaten in eine Schüssel geben. (Die Butter muss weich sein) Mit der Hand rasch zu einem Teig verarbeiten, ohne all zu stark zu kneten. Den Teig an einem kühlen Ort fest werden lassen.

Auf einer bemehlten Unterlage den Teig zu einem Quadrat ausrollen. Behandeln Sie den Teig wie Blätterteig und rollen ihn auf etwa 0,5 cm aus. Schneiden Sie mit einem Teigrädchen 7x7 cm große Quadrate aus. Schneiden Sie danach die Ecken jedes Quadrates ein. Schlagen Sie jede 2. Ecke in die Mitte, sodass Sie eine Sternform erhalten. Bestreichen Sie dann den Teig mit geschlagenem Ei und geben etwas Pflaumenmus in die Mitte. Die Joulutortut werden bei 200°C etwa 10 – 15 Minuten hellbraun gebacken. Lassen Sie die Kekse abkühlen und bestreuen Sie sie mit etwas Puderzucker. Guten Appetit!



Diesen kleinen Tonttu (Finnischer Weihnachtswichtel) gibt es übrigens in den verschiedensten Variationen bei Finntouring zu bestellen!



Sie suchen nach einem Weihnachtsgeschenk?

Dann bestellen Sie doch den exklusiven Finnland Bildband "Zwischen Mittsommer und Polarnacht" von Klaus-Peter Kappest, inklusive Versand für EUR 24,95

[Zur Bestellung](#)

Ferienhausurlaub in Finnland

Fintouring hat sich seit 1973 auf Finnland spezialisiert. Jedes Jahr sind wir mehrere Tausend Kilometer im Land der Tausend Seen unterwegs. Unsere Ferienhäuser kennen wir somit persönlich und können Sie detailliert beraten. Die "mökkis" liegen alle am Wasser, haben eine eigene Sauna und Ruderboot. Sie können sich aussuchen, ob der Nachbar [100 Meter](#) oder [2 km](#) entfernt sein soll - oder wie wäre es mit einer eigenen Insel? Wir möchten stetig unseren Service verbessern und freuen uns daher über Ihre Mithilfe. Eeva Rajakallio schreibt bei uns ihre Diplomarbeit und ist auf Ihre Antworten angewiesen. [Es gibt auch etwas zu gewinnen!](#)



Rufen Sie uns an! Ihre Finnland-Profis können Ihnen detailliert Auskunft geben - und Ihr Angebot erhalten Sie innerhalb von 24 Stunden - schwarz auf weiß.

Ihr Fintouring Team

Fintouring GmbH
Zur Alten Burg 7
30938 Burgwedel/Fuhrberg
Tel 05135 / 92 90 30
Fax 05135 / 92 90 55
info@fintouring.de
<http://www.fintouring.de/>



Appendix 3. Results of the questionnaire

Nehmen Sie am Gewinnspiel teil und gewinnen Sie mit etwas Glück echte Finnische Nokia Gummistiefel oder einen Finnlandbildband mit dem Titel "Zwischen Mittsommer und Polarnacht"!

Diese Umfrage dient einer Diplomarbeit über die Entwicklung von Fintourings Ferienhausangebot im Sommer. Wir danken Ihnen für Ihre Mithilfe, Fintourings Service zu verbessern, indem Sie diesen Fragebogen ausfüllen.

1. Alter

1. 48 (42485465)	44. 58 (42489249)	87. 59 (42495436)
2. 52 (42485450)	45. 55 (42489344)	88. 58 (42495505)
3. 27 (42485510)	46. 56 (42489520)	89. 41 (42495576)
4. 49 (42485605)	47. 43 (42489700)	90. 66 (42495517)
5. 67 (42485536)	48. 53 (42490179)	91. 24 (42495711)
6. 61 (42485572)	49. 52 (42489889)	92. 25 (42495797)
7. 50 (42485692)	50. 58 (42490497)	93. 22 (42495930)
8. 53 (42485732)	51. 23 (42490565)	94. 44 (42496111)
9. 49 (42485757)	52. 50 (42491466)	95. 70 (42496148)
10. 50 (42485833)	53. 56 (42491394)	96. 47 (42496318)
11. 58 (42485884)	54. 60 (42491389)	97. 38 (42496482)
12. 47 (42485859)	55. 47 (42491358)	98. 32 (42497280)
13. 34 (42486054)	56. 56 (42491731)	99. 23 (42497394)
14. 48 (42486158)	57. 65 (42492101)	100. 51 (42497541)
15. 62 (42486257)	58. 64 (42490297)	101. 43 (42500677)
16. 21 (42486243)	59. 37 (42492090)	102. 72 (42503572)
17. 37 (42486293)	60. 54 (42492759)	103. 67 (42504068)
18. 67 (42486476)	61. 45 (42492714)	104. 50 (42504473)
19. 47 (42486310)	62. 47 (42492846)	105. 53 (42504708)
20. 45 (42486535)	63. 49 (42492992)	106. 68 (42505115)
21. 52 (42486677)	64. 58 (42493347)	107. 67 (42505846)
22. 77 (42486644)	65. 36 (42493088)	108. 53 (42506661)
23. 47 (42486784)	66. 44 (42493525)	109. 59 (42507149)
24. 63 (42486846)	67. 62 (42493406)	110. 62 (42507642)
25. 52 (42486735)	68. 55 (42493674)	111. 64 (42510622)
26. 50 (42487095)	69. 54 (42493692)	112. 58 (42520770)
27. 50 (42487107)	70. 70 (42493986)	113. 44 (42526672)
28. 42 (42487179)	71. 50 (42494094)	114. 43 (42531291)
29. 45 (42487216)	72. 27 (42494167)	115. 58 (42531851)
30. 56 (42487310)	73. 26 (42494270)	116. 26 (42538698)
31. 56 (42487446)	74. 56 (42494243)	117. 37 (42542371)
32. 59 (42487454)	75. 22 (42494317)	118. 35 (42559828)
33. 48 (42487470)	76. 50 (42494404)	119. 38 (42565647)
34. 68 (42487523)	77. 59 (42494492)	120. 60 (42586527)
35. 32 (42487449)	78. 48 (42494615)	121. 37 (42596986)
36. 65 (42487541)	79. 24 (42494709)	122. 51 (42598574)
37. 44 (42487579)	80. 39 (42494454)	123. 72 (42651300)
38. 20 (42487638)	81. 22 (42494766)	124. 60 (42655985)
39. 47 (42488481)	82. 63 (42494921)	125. 50 (42700058)
40. 52 (42488665)	83. 64 (42495050)	126. 61 (42701306)
41. 26 (42488789)	84. 28 (42495175)	127. 40 (42707309)
42. 55 (42488831)	85. 52 (42494803)	128. 57 (42808537)
43. 60 (42489112)	86. 65 (42495277)	



Frage [3.1] (Haben Sie bereits einen Ferienhausurlaub im Sommer gemacht?. Ja, wo?)

- | | |
|---|--|
| 1. Aaland (42493406) | 32. Frankreich (42487310) |
| 2. Aaland Inseln (42486257) | 33. Griechenland (42485692) |
| 3. AalandInseln (42494454) | 34. Hooksiel (42504068) |
| 4. bei Kuopio (42486476) | 35. Hooksiel, Nordsee (42492992) |
| 5. Bretagne (42494921) | 36. Ibiza (42495050) |
| 6. CH (42500677) | 37. In Dänemark und in Norwegen (42486310) |
| 7. Dänemark (42598574) | 38. Irland, Kroatien, Polen... (42489889) |
| 8. Dänemark (42538698) | 39. Italien (42488831) |
| 9. Dänemark (42510622) | 40. Jämsä (42542371) |
| 10. Dänemark (42496148) | 41. Joensuu (42489520) |
| 11. Dänemark (42488789) | 42. Jyväskylä (42565647) |
| 12. Dänemark (42488665) | 43. Jyväskylä, Aaland (42485536) |
| 13. Dänemark (42485510) | 44. Karelien (42504708) |
| 14. Dänemark (42485465) | 45. Kitee (42491389) |
| 15. dänemark,schweden (42808537) | 46. Kittilä (42489344) |
| 16. DK, D, PL (42486735) | 47. Kuhmo (42490565) |
| 17. Finnland (42707309) | 48. Lappland (42485450) |
| 18. Finnland (42701306) | 49. lohja (42486677) |
| 19. finnland (42496111) | 50. Mäntyharju (42491358) |
| 20. Finnland (42494615) | 51. mehrfach, verschiedene Orte (42496482) |
| 21. Finnland (42494492) | 52. mikkeli (42559828) |
| 22. Finnland (42488481) | 53. Mittelfinnland (42492090) |
| 23. Finnland (42487179) | 54. Mittelfinnland (42487470) |
| 24. Finnland (42486644) | 55. Mittelfinnland/Jyväskylä (42486846) |
| 25. Finnland (42485757) | 56. Nordseeküste (42486293) |
| 26. Finnland, Dänemark, Norwegen (42493347) | 57. Norway (42497280) |
| 27. Finnland, Italien (42485859) | 58. Norwegen (42531851) |
| 28. Finnland, Karstula (42494709) | 59. Norwegen (42493986) |
| 29. Finnland, Karstula und Ikaalinen (42494766) | 60. Norwegen,Dänemark,Finnland (42492101) |
| 30. Finnland,Pollen, Frankreich (42493088) | 61. Österreich (42487449) |
| 31.finnland,schweden,norwegen,schottland,irland,england (42700058) | 62. Österreich (42491731) |
| 63. Pieksämäki (42495576) | 76. Schweiz (42487523) |
| 64. Poland (42495711) | 77. Seimaseen/Finnland (42655985) |
| 65. Poland, Greece (42495797) | 78. Smaland (42490179) |
| 66. Polen, Dänemark, Norwegen (42496318) | 79. Spanien/Belgien/Frankreich (42507149) |
| 67. Rügen (42491466) | 80. Südfinnland (42492714) |
| 68. SaimaaSeenplatte (42486535) | 81. sulkava (42487454) |
| 69. Savonlinna (42485732) | 82. Tampere (42526672) |
| 70. Schweden (42651300) | 83. Tanska (42495277) |
| 71. Schweden (42487095) | 84. Tanska (42494094) |
| 72. Schweden und Dänemark (42497541) | 85. Tanska, Kreikka, Espanja (42493692) |
| 73. schweden, italien, dänemark, frankreich (42489700) | 86. Übvall (42494404) |
| 74. Schweden,Dänemark (42492846) | 87. Valkjärvi (42487107) |
| 75. schweden/Norwegen/NL (42485572) | 88. Virrat (42507642) |

Frage [3.2] (Haben Sie bereits einen Ferienhausurlaub im Sommer gemacht?. Nein, warum nicht?)

1. (42495505)
2. (42494270)
3. (42494167)
4. (42486784)
5. Hotelurlaub (42489249)
6. andere Interessen (42485884)
7. Beruf (42505846)
8. bisher mit Wohnmobil (42495517)
9. bisher nur Hotelurlaube (42485833)
10. bisher zu kleine Kinder (42504473)
11. Camping (42531291)
12. Campingbus (42493674)
13. ei ole ollut mahdollisuutta (42495175)
14. ei ole ollut rahaa (42494317)
15. ei ole ollut tapana käydä lomalla kesällä (42495930)
16. Freunde leben in Pori (42490297)
17. gebucht, dann schwer krank (42491394)
18. im sommer bleiben wir Zuhause in der schweiz (42505115)
19. in anderen Ländern schon, aber bisher noch nicht in Finnland (42487216)
20. kein Geld (42487446)
21. keine Gelegenheit (42487579)
22. keine Zeit (42490497)
23. Kinder waren bislang zu klein (42486158)
24. koska yleensä matkustan yksin tai 1 henkilön kanssa. Lisäksi tykkään olla lomalla jossa minun ei tarvitse itse palvella itseäni
(tarkoittaa että tykkään olla hotellissa jossa huoneeni siivotaan ja jossa voi ottaa ns. all inclusive paketin)
(42497394)
25. lomailut vain retkeilymajoissa ja lomakylissä (42493525)
26. mir fehlten Infos über das Land (42487541)
27. Noch geplant! (42486054)
28. noch keine Zeit (42494243)
29. noch nicht in Finnland, aber in Dänemark mehrere Jahre. ist auf jeden Fall in Planung, sobald das nötige Geld vorhanden ist. (42486243)
30. noch unentschlossen (42503572)
31. Olen ollut vain talvella (42495436)
32. Treckingtour (42489112)
33. war immer im Winter dort (42596986)
34. weil hotel im reisebüro angeboten wurde (42487638)
35. weil Unterkunft eine kl.Pension war.Der Name der Pension lautet Äksyt Ämmät (42494803)
36. wenig Zeit (42506661)
37. Wir waren in e. Pension (42492759)
38. wo hin (42586527)
39. z. Zt. eher rumreisen (42520770)
40. zu weit (42485605)

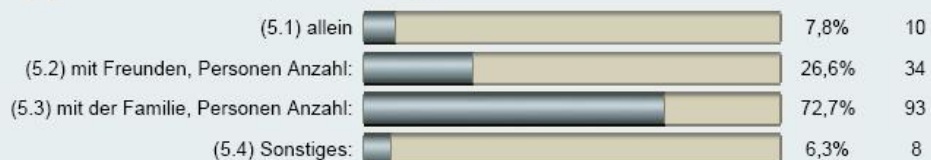
4. Sind Sie an Ferienhausurlaub in Finnland, Schweden oder Norwegen interessiert?

Anzahl gegebener Antworten: 129 (Durchschnitt: 1)



5. Normalerweise reisen Sie

Anzahl gegebener Antworten: 128 (Durchschnitt: 2,7)



Frage [5.2] (Normalerweise reisen Sie. mit Freunden, Personen Anzahl:)

1. (42496111)
2. 1 (42487107)
3. 10 (42495797)
4. 2 (42497394)
5. 2 (42495436)
6. 2 (42495277)
7. 2 (42494921)
8. 2 (42494094)
9. 2 (42493525)
10. 2 (42488831)
11. 2 (42488789)
12. 2 (42487541)
13. 2 (42485833)
14. 2-3 (42655985)
15. 2-3 (42496482)
16. 2-4 (42495711)

17. 2-4 (42494317)
18. 2-5 (42486243)
19. 3 (42495930)
20. 3 (42494404)
21. 4 (42496148)
22. 4 (42495050)
23. 4 (42494766)
24. 4 (42494709)
25. 4 (42491358)
26. 4-5 (42485572)
27. 4-6 (42496318)
28. 4-6 (42487216)
29. 4-6,(42491394)
30. 5 (42497280)
31. 6 (42486677)
32. 6-8 (42538698)
33. 8 (42497541)
34. 8 (2 Familien) (42486293)

45. 2-3 (42487216)
46. 2-4 (42586527)

Frage [5.3] (Normalerweise reisen Sie. mit der Familie, Personen Anzahl:)

1. (42496111)
2. 1 (42494243)
3. 2 (42808537)
4. 2 (42700058)
5. 2 (42565647)
6. 2 (42559828)
7. 2 (42531851)
8. 2 (42520770)
9. 2 (42510622)
10. 2 (42505115)
11. 2 (42504708)
12. 2 (42495576)
13. 2 (42495517)
14. 2 (42495505)
15. 2 (42494615)
16. 2 (42494492)
17. 2 (42494454)
18. 2 (42494270)
19. 2 (42494167)
20. 2 (42493986)
21. 2 (42493674)
22. 2 (42493406)
23. 2 (42492759)
24. 2 (42491731)
25. 2 (42491466)
26. 2 (42491394)
27. 2 (42491389)
28. 2 (42490297)
29. 2 (42489520)
30. 2 (42488665)
31. 2 (42487579)
32. 2 (42487470)
33. 2 (42487446)
34. 2 (42487179)
35. 2 (42486846)
36. 2 (42486644)
37. 2 (42486476)
38. 2 (42485884)
39. 2 (42485465)
40. 2-3 (42507642)
41. 2 Ehemann u. ich (42487523)
42. 2+Hund (42506661)
43. 2-3 (42505846)
44. 2-3 (42489112)

47. 2-4 (42496318)
48. 2-4 (42493692)
49. 2-4 (42488481)
50. 2-5 (42489344)
51. 2-6 (42487449)
52. 3 (42707309)
53. 3 (42507149)
54. 3 (42492846)
55. 3 (42491358)
56. 3 (42486784)
57. 3 (42486735)
58. 3 (42485605)
59. 3-4 (42489889)
60. 3-5 (42531291)
61. 4 (42596986)
62. 4 (42526672)
63. 4 (42500677)
64. 4 (42494766)
65. 4 (42493347)
66. 4 (42493088)
67. 4 (42492992)
68. 4 (42492714)
69. 4 (42490179)
70. 4 (42489700)
71. 4 (42487310)
72. 4 (42486677)
73. 4 (42486535)
74. 4 (42486257)
75. 4 (42486158)
76. 4 (42485859)
77. 4 (42485732)
78. 4 (42485692)
79. 4 (42485450)
80. 4-6 (42485536)
81. 5 (42542371)
82. 5 (42504473)
83. 5 (42497541)
84. 5 (42496148)
85. 5 (42492090)
86. 5 (42489249)
87. 5 (42487638)
88. 5 (42486054)
89. 6 (42503572)

90. 6 (42495797)
91. 6 (42487095)

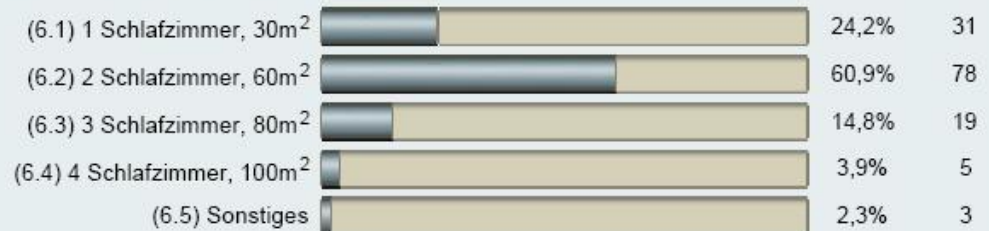
92. bis 5 Personen (42487454)
93. ich und meine 11jährige Tochter (42494803)

Frage [5.4] (Normalerweise reisen Sie. Sonstiges:)

1. 2 (42651300)
2. Boot (Kanu oder Kajak) (42486158)
3. gemischter Personenkreis, Anzahl variabel (42490565)
4. Hund (42491466)
5. Koira (42493692)
6. Lebensgefährtin (42485510)
7. Partnerin (42598574)
8. unterschiedlich, mal allein, mal mit Familie oder Freunden (42486310)

6. Welche Größe sollte das Ferienhaus haben?

Anzahl gegebener Antworten: 128 (Durchschnitt: 2,1)

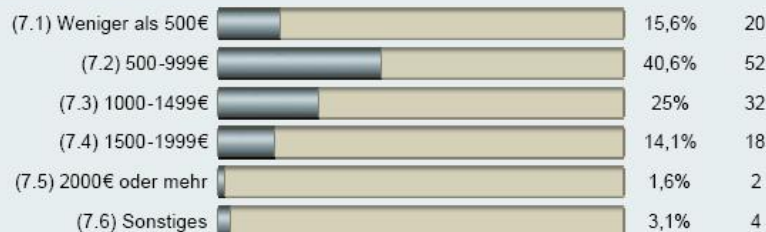


_Frage [6.5] (Welche Größe sollte das Ferienhaus haben?. Sonstiges)

1. 1 Schlafzimmer, aber insgesamt ausreichend Platz (-42485510)
2. je 2 Personen 1 Schlafzimmer (-42496318)
3. Koira (-42493692)

7. Welches Budget planen Sie für 1 Woche Ferienhausurlaub ein (einschließlich An- und Abreise und Unterkunft, für alle Mitreisenden)?

Anzahl gegebener Antworten: 128 (Durchschnitt: 2,5)

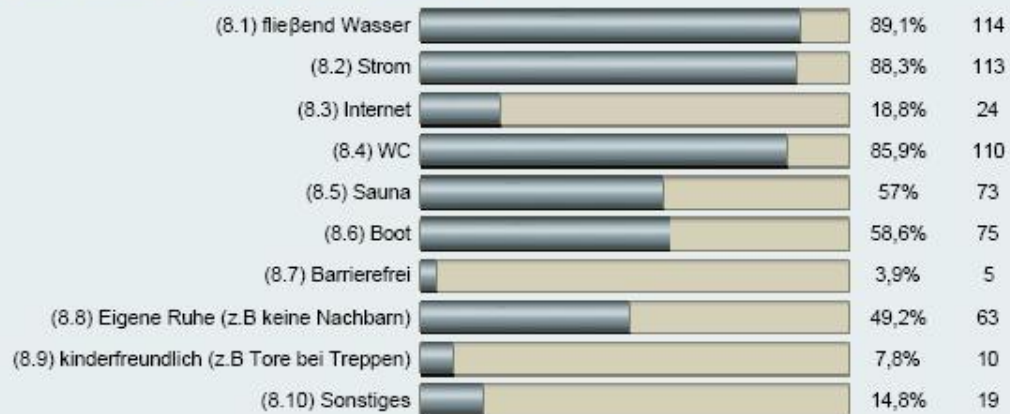


_Frage [7.6] (Welches Budget planen Sie für 1 Woche Ferienhausurlaub ein (einschließlich An- und Abreise und Unterkunft, für alle Mitreisenden)?. Sonstiges)

1. (-42485692)
2. Jahreszeitabhängig (-42489112)
3. Presse reise (-42495277)
4. Saison- und Personenabhängig (-42496318)

8. Welche Ausstattung sollte Ihr Ferienhaus haben. Sie können mehrere Möglichkeiten ankreuzen.

Anzahl gegebener Antworten: 128 (Durchschnitt: 4,1)



Frage [8.10] (Welche Ausstattung sollte Ihr Ferienhaus haben. Sie können mehrere Möglichkeiten ankreuzen.. Sonstiges)

1. Aussensauna (-42489344)
2. Bad (-42507149)
3. Boat only if needed (-42497280)
4. flacher Sandstrand (-42490297)
5. Garten (-42491466)
6. gute ! Betten (-42491394)
7. Hund (-42493674)
8. Hundefreundlich (-42506661)
9. Internet muss nicht, aber wäre toll (-42489889)
10. kamin (-42489112)
11. Kamin,schöne Aussicht (-42531851)
12. Koira (-42493692)
13. Sat-TV (-42491731)
14. seenähe (-42700058)
15. Spülmaschine, sauber! (-42596986)
16. Tulikiviuni (-42487107)
17. TV und Küche (-42493525)
18. veden äärellä (-42495277)
19. Waschmaschine (-42491389)
20. Wasser (-42496148)

9. Bitte kreuzen Sie an, welcher zusätzliche Service für Ihren Ferienhausurlaub zu den angegebenen Preisen interessant wäre.

Anzahl gegebener Antworten: 128

	Sehr interes sant (Wert: 1)	Vielleicht inter essant (Wert: 2)	Wahrscheinlich unin teressant (Wert: 3)	Uninteres sant (Wert: 4)
Bettwäsche für 10-15€ (Durchschnitt: 2,367; Insgesamt: 128)	35,9% 46	23,4% 30	8,6% 11	32% 41
Handtücher für 5-10€ (Durchschnitt: 2,65; Insgesamt: 123)	26,8% 33	21,1% 26	12,2% 15	39,8% 49
Angelausrüstung für 50€ (Durchschnitt: 3,297; Insgesamt: 118)	3,4% 4	19,5% 23	21,2% 25	55,9% 66
Endreinigung für 75€ (Durchschnitt: 2,548; Insgesamt: 126)	23% 29	27,8% 35	20,6% 26	28,6% 36
Durchschnitt: 2,705; Insgesamt: 495	22,6% 112	23% 114	15,6% 77	38,8% 192

10. Welche weiteren Serviceleistungen wären für Sie interessant und zu welchem Preis?

1. Wassernähe, (42485450)
2. (42485605)
3. keine (42485536)
4. Motor für das Boot 50 Euro pro Woche (42485572)
5. Sehenswürdigkeiten, Ausflugsmöglichkeiten, (42485732)
6. alles inklusiv! (42486054)
7. Bootsverleih vor Ort (42486158)
8. Außenborder (42486257)
9. finnische Leckereien als "Willkommensgeschenk" (42486243)
10. Brötchenservice (je nach Entfernung zur nächsten Bäckerei) (42486293)
11. Ich brauche keinen Service, selbst auf Strom und Wasser könnte ich verzichten, wenn das Wasser aus dem See zu trinkbar ist. Die Endreinigung kann ich selbst übernehmen, wenn Besen und Straubsauger zur Verfügung stehen. (42486310)
12. wir kommen gut klar (42486677)
13. Grill,gemauert im Preis inbegriffen (42486644)
14. der Service ist für mich ausreichend (42486784)
15. Endreinigung 25 EUR (42486846)
16. Frische Brötchen und Milch frei Haus (42486735)
17. geführte Tour in die Umgebung (42487095)
18. Kontakt zu Einheimischen (42487107)
19. Ausflugsmöglichkeit (42487310)
20. geschäft nicht zu weit (42487454)
21. ich weiß jetzt nicht (42487470)
22. weiß nicht ! Einkaufsmöglichkeit ? (42487523)
23. Lieferung von lebensmitteln (42487541)
24. Brötchenservice Preis wöchentlich 15 euro (42487638)
25. keine (42488481)
26. Lokale Informationen, Aktuelle lokale Veranstaltungen, Tipps und Events. (42488665)
27. alles inbegriffen (42488831)
28. Wir haben nie eine zusätzliche Serviceleistung benötigt, da bis jetzt alle Häuser gut ausgestattet waren und wir die Endreinigung selbst übernehmen (42489344)
29. nichts (42489520)
30. geführte touren in der natur (42489700)
31. Tel.nr. liste ,bzw. Information : zu Angelkarten,nächster Arzt,nächste Werkstatt etc. (42490179)
32. Brötchenservice am Morgen, Transfer vom/zum Flughafen, WLAN aber nicht um jeden Preis (42489889)
33. FahrradAusleih, 20 Euro (42490497)
34. Günstiges Angebot bei Autovermietung (42490565)
35. Einkauf v. Landwirtprodukten Preis egal (42491358)
36. Keine (42492101)
37. Kombination mit Mietwagen von/bis Flughafen (42490297)
38. Mietwagen (42492759)
39. Infoa ympäristöstä (42493347)
40. keine (42494243)
41. Waschmaschine pro Ladung 2 € (42494454)
42. Perustarpeet, esim. jos mökki on kaukana asutuksesta ruokatarvikkeiden kuljetus mökille hinta 50 € (42494921)
43. Ausflüge (42495050)
44. Holzofen (42494803)
45. karttamateriaali ja laivapalvelut (42495277)
46. evtl. Verpflegungshilfe (42495517)
47. Fireplace, barbeque (42495711)
48. Jahti (iso vene) n. 100€/päivä (42495797)
49. ei mikään muu (42495930)
50. Tiersafaries p.p 50-70.€ (42496148)
51. Sometimes Tourist guidance or Information not more than 50 € (42497280)
52. ns. tervetulo palvelu missä kerrottaisiin infoa mökistä,naapurustosta ja mahdollisista vapaa ajan aktiviteeteista lähistöllä. Maksaisin maks. 10 € tästä palvelusta (42497394)
53. Brötchen 10,00 € (42497541)
54. Velovermietung? (42500677)
55. Angebote Speisen/Getränke (42503572)
56. Einkaufsmöglichkeiten (42504473)
57. gutes Infomaterial über die Umgebung, sehr gute Wanderkarten, 20,00 Euro (42504708)
58. preiswertere Endreinigung (42507149)
59. Fahrrad (42520770)
60. Holz f.d. Kamin (42531851)
61. Mietwagen, ca. 300-500 Euro/Woche, 1-2 Ausflüge für Familie, ca. 50-100 Euro pro Ausflug (42596986)
62. Mietwagen ab Hafen / Flughafen; unter 50 €/Tag (42598574)
63. keine weiteren Serviceleistungen erforderlich (42651300)
64. ggjitur (42701306)
65. Lebensmittelbestellung, Echtpreise plus Bringgebühr, vielleicht +15 oder 20 Euro. (42707309)

11. Was ist für Sie die Beste Zeit...

Anzahl gegebener Antworten: 127

	Januar- März (Wert: 1)	April- Mai (Wert: 2)	Juni (Wert: 3)	Juli (Wert: 4)	August (Wert: 5)	September- Oktober (Wert: 6)	November- Dezember (Wert: 7)
...zum Urlaub planen und buchen? (Durchschnitt: 3,256; Insgesamt: 168)	35,7% 60	18,5% 31	6,5% 11	5,4% 9	7,1% 12	11,3% 19	15,5% 26
...für einen Sommerurlaub in Finnland? (Durchschnitt: 4,204; Insgesamt: 196)	2% 4	3,6% 7	24% 47	29,1% 57	26,5% 52	13,3% 26	1,5% 3
Durchschnitt: 3,766; Insgesamt: 364	17,6% 64	10,4% 38	15,9% 58	18,1% 66	17,6% 64	12,4% 45	8% 29

12. Woher haben Sie oder woher nehmen Sie am liebsten Ihre Urlaubsideen?

Anzahl gegebener Antworten: 127 (Durchschnitt: 4)

(12.1) Familie/Freunde		54,3%	69
(12.2) TV		26%	33
(12.3) Messe		22%	28
(12.4) Internet		66,9%	85
(12.5) Tourismuszentrale des jeweiligen Landes		34,6%	44
(12.6) Reisemagazin		44,1%	56
(12.7) Zeitung		25,2%	32
(12.8) Sonstiges		11%	14

Frage [12.8] (Woher haben Sie oder woher nehmen Sie am liebsten Ihre Urlaubsideen?. Sonstiges)

1. (-42565647)
2. (-42490497)
3. (-42485692)
4. eigene Erfahrung (-42496148)
5. eigene Erfahrung (-42485572)
6. eigene Ideen (-42493406)
7. eigene Interessen (-42485536)
8. eigene Neugierde (-42491394)
9. Lieblings-Reiseziele der letzten Jahre (-42485510)
10. Newsletter, z. B. Fintouring (-42596986)
11. olen toimittaja (-42495277)
12. Reisebüro (-42492846)
13. Reiseführer (-42486735)
14. verwandschaft (-42487454)

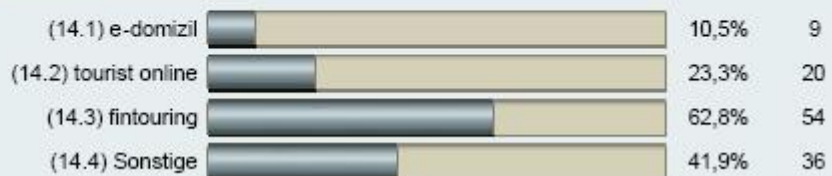
13. Inwiefern findet bei Ihnen das Internet Anwendung, wenn Sie Ihre Reise planen oder buchen möchten?

Anzahl gegebener Antworten: 127

	Keine Anwend ung (Wert: 1)	Nur für Informatio nen (Wert: 2)	Für Informationen und Buc hungen (Wert: 3)
Google Suche (Durchschnitt: 2,252; Ingesamt: 123)	3,3% 4	68,3% 84	28,5% 35
Online Reisemagazin (Durchschnitt: 1,947; Ingesamt: 114)	25,4% 29	54,4% 62	20,2% 23
Social Media z.B. facebook (Durchschnitt: 1,21; Ingesamt: 105)	81% 85	17,1% 18	1,9% 2
Airline/Fähren Webseiten (Durchschnitt: 2,52; Ingesamt: 125)	12% 15	24% 30	64% 80
Reise-Plattformen z.B. eBookers (Durchschnitt: 1,806; Ingesamt: 108)	49,1% 53	21,3% 23	29,6% 32
Durchschnitt: 1,976; Ingesamt: 575	32,3% 186	37,7% 217	29,9% 172

14. Welche weiteren Internet Seiten benutzen Sie für Ihre Ferienhaus Buchungen?

Anzahl gegebener Antworten: 86 (Durchschnitt: 3)

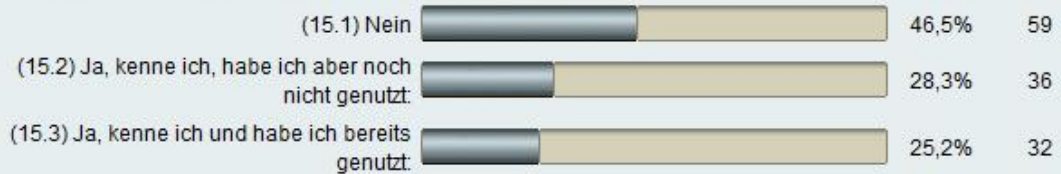


Frage [14.4] (Welche weiteren Internet Seiten benutzen Sie für Ihre Ferienhaus Buchungen?. Sonstige)

1. (42598574)
2. (42565647)
3. (42510622)
4. (42493406)
5. (42492090)
6. (42490497)
7. (42487449)
8. (42487310)
9. (42487216)
10. (42486846)
11. (42486293)
12. (42485692)
13. (42485510)
14. Internetseiten von Reedereien (42486476)
15. cofman (42486784)
16. der jeweiligen touristischen Region (42496318)
17. egal (42493674)
18. ferienfabrik.de zB. (42492992)
19. finlines (42496148)
20. Frauen Reisen (42494803)
21. Helsingin Sanomat (42487107)
22. Inter Chalet (42485572)
23. interchalet (42485859)
24. Internet (42489344)
25. Internet der Vermieter (42531851)
26. keine (42495050)
27. lomarengas.fi (42596986)
28. lomarengas.fi, mokki.fi, nettimokki.fi (42496482)
29. nettimokki.com, huvila.net (42493088)
30. Privat (42531291)
31. privaturlaubkroatien.de, interchalet,... (42489889)
32. Reisebüro (42492846)
33. Seite des jeweiligen Vermieters (42491466)
34. Stenaline für die Fähre, Häuser per Katalog (42486310)
35. Tourismuszentralen (42504708)
36. was ich gerade finde (42520770)

15. Kennen oder nutzen Sie Ferienhaussuchmaschinen, um Ihr Wunschferienhaus zu finden?

Anzahl gegebener Antworten: 127 (Durchschnitt: 1,8)



Frage [15.2] (Kennen oder nutzen Sie Ferienhaussuchmaschinen, um Ihr Wunschferienhaus zu finden?. Ja, kenne ich, habe ich aber noch nicht genutzt:)

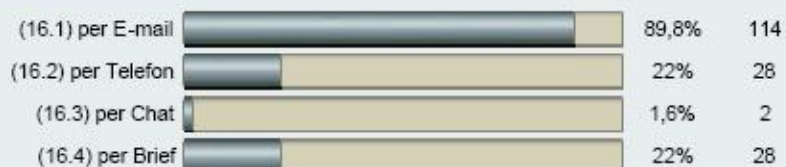
- | | |
|----------------|--|
| 1. (42701306) | 20. (42489700) |
| 2. (42700058) | 21. (42489520) |
| 3. (42505115) | 22. (42489249) |
| 4. (42504068) | 23. (42489112) |
| 5. (42495797) | 24. (42488831) |
| 6. (42495711) | 25. (42487638) |
| 7. (42495517) | 26. (42487541) |
| 8. (42495175) | 27. (42487446) |
| 9. (42494404) | 28. (42486535) |
| 10. (42494270) | 29. (42486293) |
| 11. (42494167) | 30. (42486054) |
| 12. (42493674) | 31. (42485833) |
| 13. (42493406) | 32. (42485692) |
| 14. (42492846) | 33. fewodirekt (42559828) |
| 15. (42492759) | 34. Google (42493692) |
| 16. (42492714) | 35. homelidays und andere "No Name" (42707309) |
| 17. (42492101) | 36. mokki.fi, nettimokki.com, lomarengas.fi (42496482) |
| 18. (42491394) | |
| 19. (42490497) | |

Frage [15.3] (Kennen oder nutzen Sie Ferienhaussuchmaschinen, um Ihr Wunschferienhaus zu finden?. Ja, kenne ich und habe ich bereits genutzt:)

- | | |
|----------------------------------|---|
| 1. (42565647) | 18. diverse Suchfunktion (42486846) |
| 2. (42504708) | 19. Google (42493986) |
| 3. (42504473) | 20. In meinen Favoriten, gerade nicht zur Hand (42486735) |
| 4. (42495277) | 21. interchalet (42489889) |
| 5. (42494094) | 22. lomamatkat (42491358) |
| 6. (42492090) | 23. Lomarengas, Mökkiavain (42494766) |
| 7. (42488665) | 24. lomarengas.fi (42596986) |
| 8. (42485859) | 25. nettimokki,huvila, lomarengas, finntouring (42493088) |
| 9. (42485732) | 26. Nordtourist etc. (42485572) |
| 10. (42485536) | 27. NOVASOL (42651300) |
| 11. Bretagne (42487310) | 28. Novasol (42490297) |
| 12. Casa Mundo (42505846) | 29. verschiedene (42531851) |
| 13. cofman (42486784) | 30. verschiedene (42496318) |
| 14. DanCenter (42493347) | 31. verschiedene (42490179) |
| 15. dansk.de (42485510) | 32. www.huetten.com (42491731) |
| 16. div. aus Finnland (42491389) | |
| 17. diverse (42542371) | |

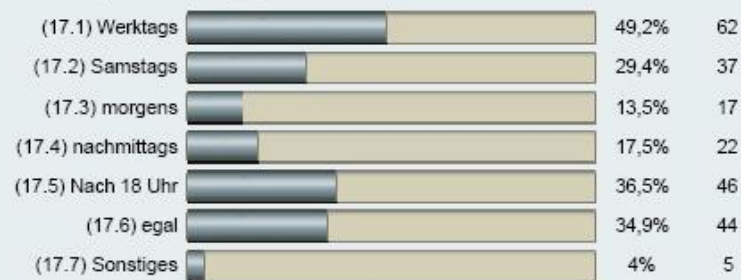
16. Wie sollen Ihre Fragen von Ihrem Reiseveranstalter beantwortet werden?

Anzahl gegebener Antworten: 127 (Durchschnitt: 1,7)



17. Wann ist für Sie die beste Zeit, Ihren Reiseveranstalter zu kontaktieren? Sie können mehrere Möglichkeiten ankreuzen.

Anzahl gegebener Antworten: 126 (Durchschnitt: 3,5)



Frage [17.7] (Wann ist für Sie die beste Zeit, Ihren Reiseveranstalter zu kontaktieren? Sie können mehrere Möglichkeiten ankreuzen.. Sonstiges)

1. (-42485692)
2. dienstag (-42700058)
3. montags, freitags und samstags (-42486310)
4. per mail = egal (-42486735)
5. Sonntags (-42494709)
6. Weekends all day (-42497280)

18. Wie wichtig sind Ihnen die folgenden Service-Angebote?

Anzahl gegebener Antworten: 128

	1=Sehr wichtig (Wert: 1)	2=Wichtig (Wert: 2)	3=Neutral (Wert: 3)	4=Nicht so wichtig (Wert: 4)	5=Überhaupt nicht wichtig (Wert: 5)
Direkter Kontakt/Besuch im Büro des Reiseveranstalters (Durchschnitt: 3,176; Insgesamt: 125)	9,6% 12	19,2% 24	31,2% 39	24% 30	16% 20
24h-Reiseservicenummer für unterwegs (Durchschnitt: 2,371; Insgesamt: 124)	25% 31	33,1% 41	27,4% 34	8,9% 11	5,6% 7
Gedruckter Katalog (Durchschnitt: 2,606; Insgesamt: 127)	18,1% 23	35,4% 45	20,5% 26	19,7% 25	6,3% 8
Durchschnitt: 2,718; Insgesamt: 376	17,6% 66	29,3% 110	26,3% 99	17,6% 66	9,3% 35



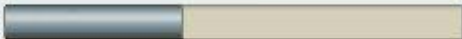
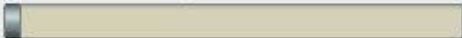
19. Wie wichtig sind Ihnen die folgenden Reiseunterlagen?

Anzahl gegebener Antworten: 128

	1=Sehr wichtig (Wert: 1)	2=Wichtig (Wert: 2)	3=Neutral (Wert: 3)	4=Nicht so wichtig (Wert: 4)	5=Uninteressant (Wert: 5)
Karten (Durchschnitt: 1,512; Insgesamt: 127)	66,1% 84	20,5% 26	10,2% 13	2,4% 3	0,8% 1
Wegbeschreibungen (Durchschnitt: 1,397; Insgesamt: 121)	68,6% 83	24,8% 30	5% 6	1,7% 2	0% 0
Kontaktinformation des Ferienhauseigentümers (Durchschnitt: 1,488; Insgesamt: 125)	60% 75	32,8% 41	5,6% 7	1,6% 2	0% 0
Informationen zum Umfeld Ihres Urlaubsziels (Durchschnitt: 1,672; Insgesamt: 128)	43,8% 56	46,9% 60	7,8% 10	1,6% 2	0% 0
Informationen zu Ihrem Urlaubsland (Durchschnitt: 1,844; Insgesamt: 128)	35,2% 45	50% 64	10,9% 14	3,1% 4	0,8% 1
Informationen zu An- und Abreise (Durchschnitt: 1,429; Insgesamt: 126)	62,7% 79	31,7% 40	5,6% 7	0% 0	0% 0
Sonstiges (Durchschnitt: 2,883; Insgesamt: 60)	11,7% 7	15% 9	55% 33	10% 6	8,3% 5
Durchschnitt: 1,656; Insgesamt: 815	52,6% 429	33,1% 270	11% 90	2,3% 19	0,9% 7

20. Wann möchten Sie Ihre Reiseunterlagen erhalten (Hotelvoucher, Flugtickets etc.)?

Anzahl gegebener Antworten: 126 (Durchschnitt: 2,4)

(20.1) 1 Woche vor Abreise		2,4%	3
(20.2) 2-3 Wochen vor Abreise		55,6%	70
(20.3) 4-6 Wochen vor Abreise		38,9%	49
(20.4) früher:		3,2%	4

Frage [20.4] (Wann möchten Sie Ihre Reiseunterlagen erhalten (Hotelvoucher, Flugtickets etc.)?. früher:)

1. 1 week after booking (-42497280)
2. 2-3 Monate,wegen der Sicherheit (-42531851)
3. Frühling (-42486054)
4. sobald wie möglich (-42485510)

21. Bitte beschreiben Sie, was Ihnen bei der Urlaubsberatung am Wichtigsten ist?

1. Fakten, exakte Preise (42485465)
2. Ehrlichkeit (42485450)
3. Dass auf meine Interessen und Vorstellung und vor allem auf mein Budget eingegangen wird. (42485510)
4. genaue Wegund Hausbeschreibung (42485605)
5. Grundriss der Wohnung oder des Hauses, Nähe zu Wasser, Kaufmann u.a. Ausstattung, Zugang zu frischwasser (42485536)
6. günstigste reisezeit,genaue beschreibung des Hauses (42485572)
7. Freundlichkeit, gute Organisation, dass alles gut durchdacht und geplant ist (42485732)
8. Eingehen auf individuelle Bedürfnisse (42485757)
9. freie Plätze ins Internet ohne direkt Telefon anfragen! (42486054)
10. Zuhören, wenn ich meine WÜnsche äußere keine zusätzlichen "Schnickschnacks" aufgeschwatzt bekommen (42486158)
11. Bauchgefühl, Anruf beim Vermieter (42486257)
12. Beschreibung der Lage/Umgebung, Tipps für Ausflüge, Preis Leistungsverhältnis im Detail (42486243)
13. Höflichkeit und kompetenz (42486293)
14. Ausstattung der Unterkunft Genaue Angaben über Größen, Entfernungen, Lage usw. Detaillierte Angaben der Kosten (42486476)
15. Was im Haus vorhanden ist und was ich mitbringen soll, z. B. Geschirr, Spülmittel, WCPapier, Holz u.s.w. (42486310)
16. Zöliakiegeeignete Umgebung (42486535)
17. eine antwort auf alle fragen (42486677)
18. Gute Information am Telefon im persönlichen Gespräch (42486644)
19. dass sich die Berater im Reisegebiet gut auskennen (42486784)
20. Heraussuchen mehrerer günstiger Angebote Koordination der Anreise (Auto, Fähre) (42486846)
21. Zuverlässigkeit und Exaktheit (42486735)
22. Dass ehrlich auf unsere Wünsche eingegangen wird. Nichts versprechen, was nicht gehalten werden kann. Keine versteckten Kosten (42487095)
23. Konkrete Auskunftsmöglichkeit weil Objekt dem Anbieter bekannt ist (42487107)
24. das das PreisLeistungsverhältnis stimmt, gute und kompetente Beratung (42487179)
25. Kompetente Beratung und Insider Tipps zu Land und Leute (42487216)
26. kompetente Beratung (42487310)
27. Informationen über Land und Leute (42487446)
28. Zielort und Umgebung.Wie liegt das Sommerhaus, wie weit zum Strand oder mehr im Wald. Wie weit sind die Geschäfte. (42487454)
29. Alternativen zeigen (42487470)
29. Alternativen zeigen (42487470)
30. Alles ! (42487523)
31. PreisLeistungs Verhältnis muss stimmen. (42487449)
32. Gute Infos.über Land u. Leuteü. die Gemiet. Ferienwohnung.gute Wegbeschreibung (42487541)
33. Beratung durch einen Kenners ohne beschöigende Worte (42487579)
34. Ehrlichkeit Vertrauen gute reelle Tipps (42487638)
35. Verfügbarkeit, Erreichbarkeit. (42488665)
36. xx (42488831)
37. Diverse Möglichkeiten wie man nach Finnland oder Schweden gelangt, wie wiet die nächsten Nachbarn sind, gute Anglermöglichkeiten. Ganz wichtig Aussensauna und Bademöglichkeit beim Ferienhaus (42489344)
38. alles (42489520)
39. verbindliche informationen zur bezahlung und unterkunft und anreise und kontaktinfo zu vermierter (42489700)
40. das die Wahrheit erzählt wird (42490179)
41. Wir buchen Urlaubsreisen seit Jahren nur noch im Internet. Deshalb ist für uns ein aussagekräftiger Internetauftritt mit einfacher Bedienoberfläche das Wichtigste vor allem kommt es auf folgendes an : viele Angebote für die jeweilige Zielgruppe, d.h. z.B. viele verschiedene Ferienhäuser detaillierte ehrliche Aussagen über das Urlaubsziel und dessen unmittelbares Umfeld (Fotos, Videos, Rezensionen) verschiedene An/Abreisemöglichkeiten Mietwagenangebote Pauschale Länderinformationen sind nicht so wichtig. Alles was über das Reiseland wissen will, weiß ich eh' schon bevor ich buche. Mich interessiert vor allem das unmittelbare Umfeld, die Nachbarschaft. Ich will nicht nur ein Foto des Hauses sehen, sondern wissen wie es drum herum aussieht, denn oft wird da durch selektive Fotos sehr getrickst. Ehrliche Umgebungsinformation stärken das Vertrauen in den Anbieter. (42489889)
42. KORREKTHEIT UND SERIOSITATET (42490497)
43. Informationen über wichtige Schritte, die im Vorraus erledigt werden müssen (Visa, Impfungen, andere medizinische Notwendigkeiten). Verschiedene Möglichkeiten vorgeschlagen bekommen, aber wenn die Entscheidung gefallen ist, nicht mehr verunsichert werden. Dann allerdings Informationen über den Zielort. (42490565)
44. Informationen zum Ferienhaus, Umgebung, Anreise (42491466)
45. errechnen des preiswertesten Zeitpunktes im vorgegebenen Rahmen (42491394)
46. Klare und korrekte Beschreibung des Ferienhauses, mit aktuellen Fotos, Informationen über Umgebung (42491389)
47. Eingehen von Kundenwünsche, Infos ausserhalb von Kataloge. (42491358)
48. wahrheitsgetreue Angaben zu Urlaubsort/Unterkunft (42491731)
49. Ehrliche, sachkundige Beratung und Information (42490297)

50. Kompetenz, Zuverlässigkeit (42492090)
 51. Wahrheit guter Service (42492759)
 52. Erlebte Kenntnisse (42492846)
 53. Esimerkiksi infoa autolla saapumisesta (42493347)
 54. Matkustaminen ja hinta (42493525)
 55. Hausgröße, Umgebung, Einkaufsmöglichkeiten, An und Abreiseverbindungen (42493406)
 56. Bilder Umgebung Haus (42493674)
 57. Henkilökohtainen neuvonta (42494094)
 58. Yksityiskohtainen info (42494167)
 59. klare Aussagen (42494243)
 60. Ammattilaisuutta, ystävällisyyttä (42494317)
 61. Ystävällisyys, kilpailukykyisyys, hyödylliset neuvot (42494404)
 62. Falls es im Vorfeld Probleme gibt, eine gute und angenehme Lösung zu finden, die beiden Seiten gerecht wird. Ausreichend Informationen zum Urlaubsziel bzw. Information wo ich solches selber besorgen kann. (42494454)
 63. Yleinen apu mökkiä etsittäessä oikealla sijainnilla, mahdollisuudet ostoksille (42494921)
 64. ehrlichkeit (42495050)
 65. oikeastaan kaikki mikä matkalle, majoituksessa on tärkeää (42495175)
 66. Kostenerwartung (42494803)
 67. paikan tuntemus, "tietää mitä myy" (42495277)
 68. Rehellisyys (42495436)
 69. Yhteiskustannukset, ilmasto (minkälaisia vaatteita tarvitsee), vakuutus (42495505)
 70. offen stehende Fragen zu klären (42495517)
 71. Hyvät kuvailut tarjouksesta, kärsivällisyys, rehellisyys, kertoo kaikki yksityiskohdat (42495711)
 72. rehellisyys, laatu, turvallinen siirto/tarjous (42495797)
 73. se että info, jota asiakkaalle annetaan on luotettavaa, totta ja paikkansa pitävää, ajankohtaista (42495930)
 74. kurz, kompetent, vielseitig (42496111)
 75. Informationen zur Natur, Verkernsbindungen, Versorgungsmöglichkeiten und Verbindungen zu den Menschen der Region. (42496148)
 76. Fragen zu Ausstattung, Lage, benachbarte Objekte (wenn mehrere Familien zusammen reisen) mit Entfernungangaben (42496318)
 77. Klare Beschreibung, Fotos, evtl. Video vom Mökki und Umgebung (42496482)
 78. Henkilöstön tulisi tunte tuote jota tarjoavat. Heidän tulisi tuntea alue, nähtävyydet ja vapaaajan mahdollisuudet (42497280)
 79. ystävällisyys, tieto kohdemaasta ja alueesta, hyvät ja luotettavat suosittelet, ehkä jotkut vinkit (42497394)
 80. Einkaufsmöglichkeiten Ausflugsmöglichkeiten (42497541)
 81. Freundliche, kompetente und schnelle Beantwortung des Urlaubes (42500677)
 82. Ehrlichkeit und Freundlichkeit (42503572)
 83. Allgemeine Informationen (42504068)
 84. unkompliziert (42504473)
 85. Genaue Angaben Wohnung/Preis (42505115)
 86. Korrektheit, Verbindlichkeit, Persönliche Beratung (42505846)
 87. Qualifiziertes Touristikpersonal (42506661)
 88. InsiderInformationen + günstige Angebote (42507149)
 89. DetailKenntnisse über die einzelnen Ferienhäuser. Müssen nicht gleich verfügbar sein. Speziell zur Lage (42520770)
 90. Ausstattung und Umgebung (42531291)
 91. Lage der Unterkunft, Ausflugsziele und zu welcher Zeit die Anreise erfolgen kann (42531851)
 92. korrektheit und aktualität der Informationen (42542371)
 93. Ehrlichkeit (42559828)
 94. wahrheitsgetreue Angaben (42565647)
 95. dass alles zusammenpasst, Flug, Unterkunft, Mietwagen und dass versucht wird, alles zum besten Preis zu erhalten. (42596986)
 96. 1. Ehrlichkeit / Vertrauenswürdigkeit des Reiseveranstalter 2. Sehr gute Beratungsqualität 3. Berücksichtigung persönlicher Wünsche 4. Flexibilität der Reiseveranstalter (mehrfache Angebote verschiedener Reiseunternehmen) (42598574)
 97. Ausstattung des Hauses, sämtliche anfallenden Kosten, evtl. Stromkosten u.a., Kontakt zum Hausbesitzer (42651300)
 98. Kenntnisse über das Urlaubsland Zeit für Beratung (42700058)
 99. jgfffg (42701306)
 100. Eine eigene Meinung des Beraters. Wenn ich nach einem passenden Urlaub für eine Familie mit kleinem Kind frage, nützt mir eine Antwort "was ihnen halt gefällt" nichts. Hier erwarte ich ein Hinterfragen meiner Vorstellungen und Erklärungen von Seiten des Beraters. Z.B. warum haben soviele Mökkis kein Bad.... (42707309)

22. Feedback zur Umfrage, Fragen, Meinungen:

1. alles okay (42485605)
2. alles inkl.? Z.B. Boot benutzen, ... (42486054)
3. Umfrage gut gemacht! (42486158)
4. Eine Frage zu den Ferienhäusern konnte ich nicht beantworten, da ich noch nicht in einem Ferienhaus in Finnland war. (42486243)
5. Da ich im Moment eher Campingurlaub mache, konnte ich die Fragen zu Ferienhäusern nur aus der Erinnerung beantworten. (42486476)
6. Es ist völlig in Ordnung, daß Sie die Bedürfnisse Ihrer Kunden bzw. zukünftigen Kunden abklopfen. Da fällt mir noch etwas ein, war ich mal mit meinen Eltern in Spanien ein Apartment belegte, fand ich in einer Schublade einen Zettel mit dem Hinweis, daß es besser sei, bei dem deutschen Schlachter nicht zu kaufen, weil die Ware dort alt ist. Solche Hinweise sind sehr wertvoll. Das ist 35 Jahre her, habe ich jedoch nicht vergessen. (42486310)
7. Vielleicht läßt sich am guten Angebot von fintouring noch etwas verbessern? (42486644)
8. viel Erfolg (42486784)
9. Manche Fragen schwer zu beantworten, gerade, wenn man nicht immer nur nach Finnland/Skandinavien fährt Suchmaschinen: man findet viele je nach Land, wenn man einfach mit google u.a. anfängt. (42486846)
10. Keine (42486735)
11. Hoffe, ihnen geholfen zu haben (42487095)
12. Gutes Gelingen der Diplomarbeit !! (42487107)
13. Sind dieses Jahr im Juni mit dem Motorrad auf unserer Reise ans Nordkap über Finnland gefahren und waren sehr begeistert. Werden uns demnächst auf alle Fälle mal mehr Zeit für Finnland nehmen, vielleicht auch mal in der Winterzeit. (42487216)
14. ja (42487310)
15. Ich kenne einige Gegenden gut in Finnland und deshalb nicht so interessant. (42487454)
16. gute, schnelle Umfrage ich wünsche viel Erfolg damit! (42487470)
17. Alles ok.! (42487523)
18. Interessant, gerne wieder! (42487579)
19. Fragen (42487638)
20. yy (42488831)
21. sollte man öfter machen (42490179)
22. Gute Sache, aber werden die Anregungen auch ausgewertet und vor allem auch umgesetzt... ??? (42489889)
23. Eine sehr nette Umfrage, die auch nicht so lang war. Viel Erfolg bei der Diplomarbeit! (42490565)
24. teilweise schwierig auszufüllen, weil man die Antwort reduzieren muss. (42491358)
25. Minulla olisi kyllä ideoita ja ehdotuksia, mutta ei ole tarpeeksi aikaa täyttää tätä lomaketta (42493347)
26. Super gut :) (42494317)
27. Da wir erst einmalig ein Ferienhausurlaub kombiniert mit Camping gemacht haben, sind einige Sachen nicht so wichtig, da wir spontan sind und improvisieren. Deshalb waren manche Fragen für mich persönlich nicht so nachvollziehbar bzw. nicht wichtig. (42494454)
28. Internetistä löytää melkein kaiken tarvittavan tiedon (42494921)
29. nein (42495050)
30. Olen kiinnostunut infoista Helsingistä (erityisesti kulttuuri, viihde, clubiterityisesti Tavasti jne!!) (42495175)
31. Intressant (42494803)
32. ist o. k. (42495517)
33. Mielestäni on todella tärkeää olla rehellinen tarjousta esitettäessä!! Jos sanotaan että tuote on laadukas, sen pitää myös silloin olla sitä, ihmiset eivät pidä valehtelusta!! Kyselysi voi olla todella avuksi henkilöille jotka työskentelevät matkatoimistoissa antamalla heille objektiivisia mielipiteitä asioita jotka ovat tärkeitä useille ihmisille. (42495797)
34. O.K. (42504068)
35. sehr interessant (42504473)
36. Die Fragen waren gut gewählt. (42504708)
37. wenn es zur Verbesserung der Angebote beiträgt o.k. (42507149)
38. Gut auf die Bedürfnisse einzugehen. (42520770)
39. ./ (42531851)
40. finde ich ok, denn nur so kann auch das Angebot und der Service verbessert werden. (42596986)
41. kein Feedback notwendig (42598574)
42. Ausführliche Infos zum Urlaubsgebiet, Anreisemöglichkeiten per Schiff/Flug etc. Einkaufsmöglichkeiten, Sehenswürdigkeiten, (42651300)
43. jjuuuu (42701306)
44. Wir haben einen ersten großen Urlaub nach Finnland über Fintouring gebucht und es erfolgte keine Frage nach unserer Rückkehr, ob alles geklappt hat und wie zufrieden wir waren. Auch nicht, ob wir wiederkommen möchten oder sie weiterempfehlen. Auch ein Abgleich über die Infos zu den Ferienhäusern erfolgte nicht (Strom = Generator, nicht genannt etc.) Hierüber war ich enttäuscht. (42707309)