



# **ARBORETUM PARK IN TAMPERE:**

## Two leisure time products for companies

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Bachelors' Thesis  
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Degree Programme in Tourism  
Tampereen ammattikorkeakoulu

## ABSTRACT

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Interest in the topic rised during a visit to Arboretum Park during the summer season. There was not much information about the park and it was hard to find. People who live near might know the park and visit there regularly but the question was how to make it interesting for tourists visiting Tampere or for people who do not know it. There have not been that many people when I have visited there and there was only something small existed for the tourists, and some guided tours arranged during spring when the flowers begin to blossom.

The thinking process was focused on what new could be developed for corporations who would follow the road of latest trends. Collecting information by observation and getting familiarized with the existing products in fitness centers, decision to develop two suitable tourism products for corporations spending their leisure time in outdoors was made. One is for summer and the other is for winter.

The game and sports chosen for the products has been presented later on in this study and they were chosen with the help of trends. Statistical information on workplace sports and supported sports gave the idea of the sports the employees want to try. As a result from the research, it became to knowledge that companies are more interested in their employees' wellbeing, and the money spent on supporting sports have risen. This result supports the choice of companies as the target markets for the products because companies start to look for better options when there is more money involved.

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Keywords: leisure time product, product development, Arboretum

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## 1 INTRODUCTION

The main focus of this thesis is to present two different tourism products for a park in Tampere called Arboretum. One of the products is for the winter time and the other one is for the summer time. For the base of the research have been used product development theory and the experience pyramid. The previously mentioned theory and the experience pyramid as a tool helped to define the needs of the product development process.

The thesis consists' two newly developed products for tourism in Tampere. The surrounding for the products is Arboretum Park located near city center of Tampere. The aim was to develop new for the use of companies working in the tourism field. Focus is to enlarge the leisure tourism in Tampere and provide corporations two new ways to spend their leisure time. Corporations look for new things to do and things to rise up motivation and when they are planning. New trends should rise up through marketing to get their interest and have them choose these products instead of something else.

Leisure time product has been chosen as a term because of the smaller target group. The products are planned mostly for corporations from Tampere region to reduce the usage of own transportation and highlight the well-organized public transportation. The leisure time products are part of tourism program services. Terms are presented and explained later on in this thesis.

## 2 RESEARCH PLAN

This chapter explains how the thesis was carried out. It also explains the purpose and goals that were set for it. The chapter describes what was the focus of the research, and which were the concepts and theories applied. It unveils what kind was the collected data and the methods used to the research of this thesis.

### 2.1 Focus of the research

The aim of the research was to define and develop two different tourism products to a park in Tampere and introduce new ideas how to use already existing premises for tourism industry. The park which is chosen for this research is called Arboretum and it is located in Hatanpää area in Tampere. The focus of the research was to find out how to use Arboretum in tourism field and what sports are possible to arrange in the premises.

The objective of the research is to find out the possibility of product development in Arboretum Park. Statistical information of workplace sports presented later on in this thesis is part of the base for the product development process. Those help to create new tourism products for Tampere and show the latest trends.

The aim of the thesis is to give companies something new to think of developing in Arboretum Park and present statistical information to back up the need of development. The park is under marketed and there are many people even in the Tampere region who do not know where the park is and what to do there. There is a gap for development and hopefully this thesis will give something for the future of tourism in Tampere.

### 2.2 Concepts and theories

Product development theory is one of the main theories used in this thesis. The definition for the theory is “A *product* is something sold by an enterprise to its customers. *Product development* is the set of activities beginning with the per-

ception of market opportunity and ending in the production, sale and delivery of a product.” (Ulrich & Eppinger, 2004, 6) While the world and tourism field is changing constantly, the companies providing tourism products for the customers it is good to keep their mind focused on the future trends. According to European Travel Commission (2006, 6) demand for well-being, health & fitness and stress management products is growing in the developed economies. There is an existing market opportunity for the products mentioned above which gives a reason to develop more products in the field.

### 2.3 Product development

Product development process includes many variables. The next two chapters present some of the criteria needed for successful product development and some challenges that may occur during the process. The elements are useful to know when trying to develop something new and innovative even though the theory is mainly focused on manufactured products. Next two paragraphs explain tourism industry and tourism services to give an idea what tourism is.

Tourism industry includes all different services the traveller uses. Making the subject clearer it can be divided in to four different categories: service marketing, service production, sales and the industries supporting the mentioned three categories. There are also four different main areas which are accommodation services, transportation services, program services and restaurant services (Verhelä & Lackman, 2003, 12). The products presented are part of program services and restaurant services.

Tourism service is a service produced by the tourism industry and tourism product is a combination of services. Tourism product can be defined as a service package. It depends from which side the subject is viewed, what are the services. For traveller the package starts from planning and deciding where to go, includes everything which happened during the trip and ends when the customer gets back home. From the producers' point of view it can be just one product of the whole package, for example accommodation (Verhelä & Lackman, 2003, 15-16).

### 2.3.1 Successful product development

Elements of successful product development according to Karl Ulrich and Steven Eppinger (2004, 2-3) are combination of good quality, accurately counted costs for the manufacturing, the time used developing the product showing the responsive of the company, accurately calculated costs from the development process and the capability of the development. These show how compatible the development process is compared to other companies and is the product worth to put on the market. "High performance along these five dimensions should ultimately lead to economic success" (Ulrich & Eppinger, 2004, 6). This definition is for concrete manufactured products, but the principles can be applied to the leisure time products presented later on in this thesis. The main points are good quality, capability of the development and the time used for developing the products. These are very much related to leisure time product development. In tourism field success and high performance are important in the middle of rising competition. Good products can last long and high performance keeps the reputation of the company on quality level.

### 2.3.2 Challenges of product development

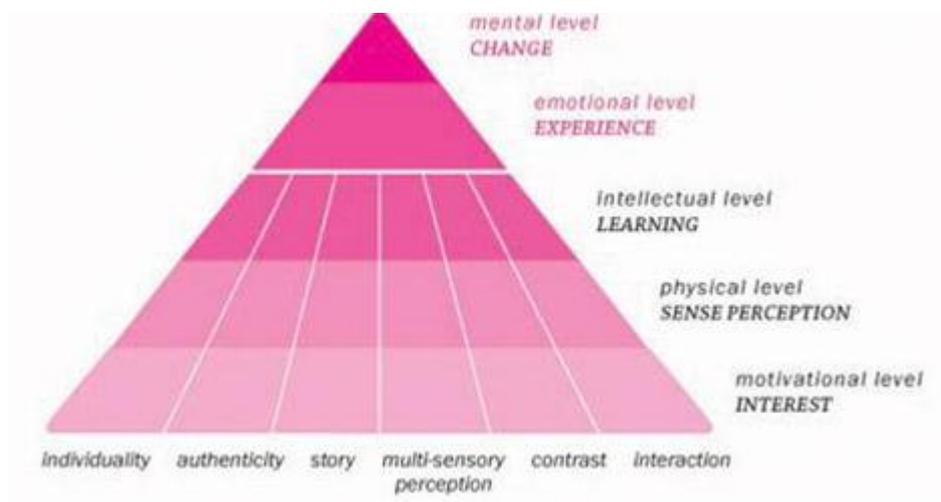
It is a challenge to make decisions in an environment which is constantly changing, in this case tourism and trends. Details are important and even a small thing can change the profitability and make the product less desirable. While the environment and the whole world is changing all the time it is inevitable to have pressure when making decisions in product development. (Ulrich & Eppinger, 2004, 6)

"As manufacturers know, product development is increasingly competitive, increasingly complex, and increasingly challenging. Despite customer demands for a growing number of specialized products, companies still need to keep up with aggressive launch cycles, rapid technology innovation and constantly changing requirements. This makes effective management of product program and portfolios increasingly important." (On Windows, 2011)

## 2.4 Experience pyramid

Experience pyramid is also a relevant theory for this research. It is a tool for experience production. Lapland center of expertise for the experience industry has been using this tool in their research. The model is based on a model where designers have been Sanna Tarssanen and Mika Kylänen. According to Sanna Tarssanen (2006, 18) it is a tool for analyzing and improving meaningfulness of an experience product. The pyramid shows what happens to a person during an experience. According to Tarssanen (2006, 17) meaningful experience is memorable, positive, comprehensive and it can lead to personal change. That is what many of tourism products are based on.

In the picture below the elements of the product are listed in horizontal way and customer experiences are the one rising from bottom up on the right side of the picture. The elements of the product define some of the needed factors to help the customer with the experiencing process. The customer experiences are the ones defining is the activity or situation an experience.



Picture 1. Experience Pyramid (Tarssanen 2009, 11; Kaikkonen & Palva-Aho, 2011, 12)

Later in this thesis the theories will be opened more relating them to the main focus of the research which is two leisure time products for Arboretum in Tam-

pere. This thesis will explain how and what kind of products would be successful in Arboretum and also why would those products be the ones to develop.

## 2.5 Research questions

The questions are focused on the tourism and leisure time aspect of Arboretum. How to use Arboretum for tourism in Tampere? What kind of tourism product would be suitable for Arboretum? The aim is to find out the existing resources of Arboretum and plan usable products for leisure time of companies and groups. The results present the existing positive and negative factors effecting on the chosen activities. Statistics presented later on this thesis show the workplace direction of the support for sport related activities. Those give some direction to the development of the products suitable for Arboretum.

## 2.6 Data and methods

Situation was studied using qualitative research methods which were observation and interviews. Qualitative research means that the research method tries to find and understand different phenomena and behavior (QSR international. 2011). In this case the observation happened in the park during summer and winter and also some in sports institute Varala to observe the ways to arrange recreational days in similar environment. Interviews were collected from Varala because of their good reputation in leisure tourism, long history and their will to develop themselves in tourism field. Also similarities in the environment supported the choice.

## 2.7 Research contents

Chapter two explains the product development process used in this thesis and explains why the experience pyramid is related to the subject. The research questions are presented also in this chapter. It introduces also the research methods.

Chapter three presents the destination and explains how the product development is suitable for the surroundings chosen for this research. In this chapter is the introduction and SWOT analysis of the Arboretum. In the end here and conclusions of the factors presented in the SWOT.

Chapter four presents the statistics. There is information about workplace sports and which sports are mostly supported in companies. The statistics have been taken from Mikko Koivus' seminar and from Suomen Kuntoliikuntaliiton työpaikkaliikuntabarometri, 2007.

Chapter five presents the interviews from professionals Katja Laaksonen and Marko Arvonon from Varala sports academy. Main focus of the questions was future trends and what customers want from products like the ones developed.

Chapter six explains what a tourism product is and present the product suggestions developed. The data gotten from the statistics are analyzed in the suggestions chapter. The chapter also gives some helpful information for the marketing of the products.

Chapter seven gathers all the conclusions and results which came up during the research process. It explains the essential factors from the process and presents the main information of the developed products.

Chapter eight summarizes the feelings of the writer in the end and explains some of the difficulties along the way.

### 3 PRODUCT DEVELOPMENT PROCESS

The next chapters present the general elements which should be taken in to consideration when developing tourism products. Those also present the park where the products are planned to. After the general information and presentation follows in the next chapter the SWOT- analysis from Arboretum.

#### 3.1 How to develop these products

To be able to develop this leisure time product there has to be made background research of the premises, analysis of the product and follow the trend waves to reach the interests of people. Eco factors and environment are also important to take in to account while the destination is nature based. The less the product burdens the environment the longer it can be on the markets.

Development of tourism product and ecological thinking is beginning to go hand in hand in this developing world. People start to realize the weight of their own actions and demand ecological ways of spending their leisure time. When developing tourism products for Arboretum companies and groups can use the public transportation, it is near the city and a nature destination. It is not expensive to get there, it doesn't take a long time and people can spend their day outdoors in the fresh air near a lake. Even if the company or group uses their own transportation it does not take a long time and a lot of fuel to get there. There is always a possibility that the customers come further than from Tampere but the public transportation connections are well organized from cities nearby which makes Arboretum easy to reach.

The products are developed to meet the interest of corporations and groups. Those are the target markets to focus on. It means one day activities for companies to spend their refreshment day. All the activities are planned not to disturb the nature and to get people to enjoy the outdoors. There is and will be information of the animals and plants in the park to rise up the knowledge of people.

### 3.2 Introduction of Arboretum

Arboretum is one of the biggest parks in Tampere city area. The area is 11 hectare and it is divided in three parks: Hatanpäänpuisto-Kartano, Hatanpäänpuisto-Arboretum and Vihilahdenpuisto. It is specialized in offering people esthetic experience near the city center. The park is located on the shore of Lake Pyhäjärvi. It is known for its' flower and plant selection and some guided tours are arranged there in the beginning of summer. (City of Tampere, 2011)

Hatanpäänpuisto-Kartano is mostly from 19<sup>th</sup> century. Most of the trees in the park are domestic, only few are foreign. There is a rose garden where at first was only 52 species of roses. It was built on 1971. Later on new species have been planted and the garden has been enlarged. (City of Tampere, 2011)

The planning of Hatanpäänpuisto-Arboretum was started on 1970. The park was built on the next year. First plants were planted on 1973. A small pond was built to the area and also a creek goes from the pond to the Lake Pyhäjärvi. Small swamp was situated next to the pond. (City of Tampere, 2011)

Vihilahdenpuisto's memorial forest was built on 1995. It was built by the participants and country representatives of world congress from The International Union of Forest Research Organizations. There exists a big stone with the names of every participant. (City of Tampere, 2011)



Picture 2. Map of Arboretum (Picture from map in Arboretum: Suvi Simola, 2011)

### 3.3 SWOT-ANALYSIS FOR ARBORETUM

#### 3.3.1 Definition and analysis

SWOT-analysis is a situation analysis. Strengths and weaknesses are internal factors and opportunities and threats are external factors affecting the viewed target. It can be used for example in marketing research or when defining the current situation in a company. (Qualitas Forum, 2009) In this case it has been used to evaluate the possibilities of Arboretum Park as a tourism environment. It shows some factors what to take in to consideration when thinking of arranging

new tourism products in the area. It also gives some idea what to find in Arboretum for readers who have not visited the park.

The method for researching the different areas is SWOT-analysis has been observation. The information given below is based only on that method.

Strengths in Arboretum are that it is a big area. It is situated near lake and close to the city center of Tampere. There is also existing esthetics to make the area more desirable, wide green sections to use for outdoor activities and there is a possibility to go swimming which is useful while the summers have been quite warm past few years. The strengths make it possible to bring products presented later on this thesis to this park.

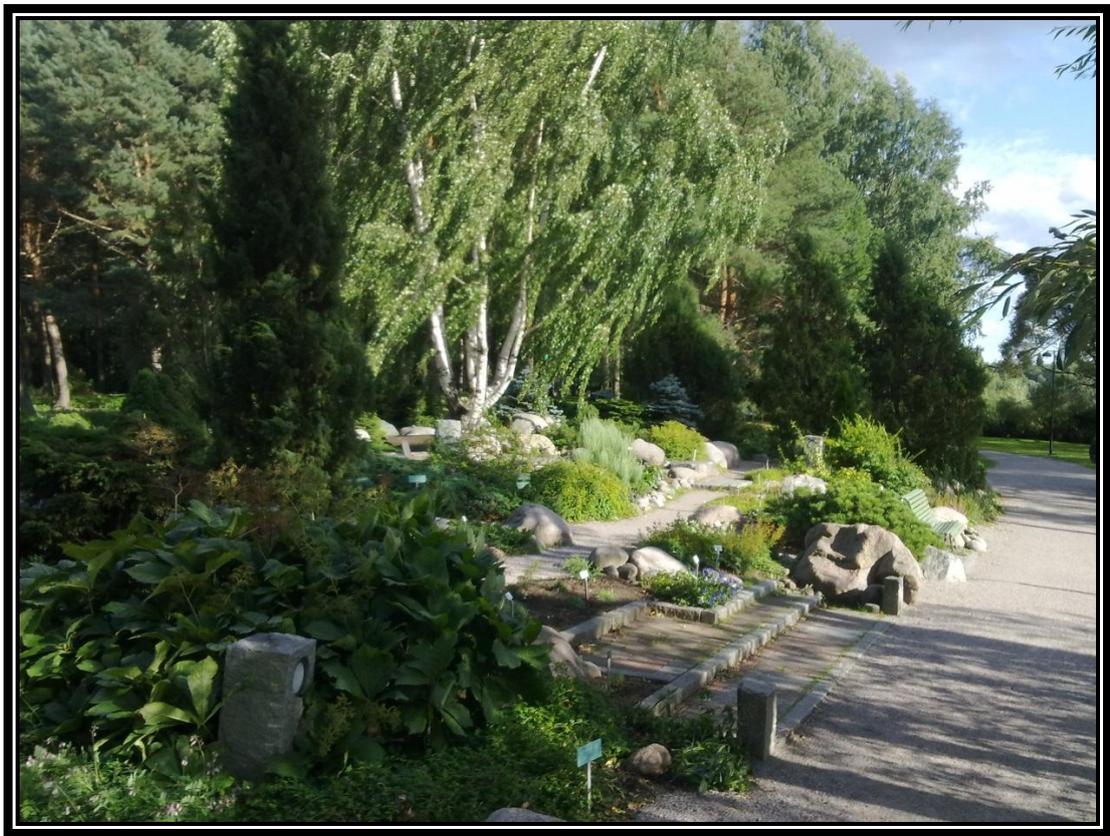
Weakness in Arboretum is the cafeteria not being open every day because it is being held by an entrepreneur and at least on summer 2011 they did not have enough workers. One of the weaknesses is also the division of the area in to smaller areas. It gives limitations to the group sizes of the different activities. There is also a big problem with the parking areas while now it is quite small. There is the possibility that a company has bought services for a day and they would like to use their own transportation. The solution suggestion is to take down the old greenhouses to get more parking space to the area. There is also hard to keep private program because open for public and accessible from many directions.

Opportunities are the existing need for more usage to rise up the knowledge of Arboretum. Other opportunity comes from a research which has been made by Terveysten ja hyvinvoinnin laitos in 2007. The growing amount of popularity of leisure time sports and reducing amount of using sports for traveling to work means that when the amount reduces in one it increases in another. From this can be seen that there is a desire for more leisure time sports. The comparison was taken between years 2006 and 1980 (Suomalaisen aikuisväestön terveystilanne ja terveys, 2006, 10-11). Companies are more and more realizing the workers need for refreshment, leisure time and socializing with co-workers (Fitbie, Alyssa Wells, 2012)

Threats for Arboretum would be competition from other parks and companies offering the same products. Weather is also an unpredictable factor here in Finland. It makes it harder to market outdoor products in Arboretum. Existing lack of marketing makes it harder to develop services for Arboretum. As a threat it can be seen when trying to raise up the knowledge and development the park from what it is. Destruction of nature is an existing threat in a nature based resort. When one of the targets is to rise up the amount of visitors in the park it means greater risk for the herbarium existing in the area.

### 3.3.2 Conclusions

The place is ideal for group fitness for its' wide, open and green areas which makes it possible to have a large group of customers at the same time. The surroundings are well planned and the diversity of herbarium on the area makes it more interesting as a destination. There can be found such plants which are rare in Finland. Lake Pyhäjärvi is right next to the park which makes it possible to take a swim and go paddling.



Picture 3. Arboretum: Example of the esthetics (picture: Suvi Simola, 2011)

It is an open for public which might cause some problems while having private program for companies and groups. With signs it can be affected but not totally avoided. The park is accessible from many directions and the control is hard to keep. One part of the weaknesses is the park being divided in to sections which makes it harder to keep the groups organized. Clear instructions and maps help with the problem.

Public transportation helps with the parking problem in the area. Arboretum is easy to access with Tampere city busses and it takes most of the times less than ten minutes to get there (Tampereen Joukkoliikenne, 2012). Cafeteria is being held by an entrepreneur and by observation it came to knowledge that it has not been open every day during the summer. When organizing the products it would be useful to make a contract with the cafeteria to make serving during the coffee breaks easier. The cafeteria could be the provider of the products. The mansion is also kept by entrepreneur which means a need for contract when planning keeping lunches, dinners and possible meetings in Arboretum.

During the observation tour was noticed the lack of usage of the park. There is potential and possibilities which have not been used yet. There is a lack of signs which makes the park uneasy to find. By adding more signs and by effective marketing the park could become more known and more desirable for possible customers. It might generate the companies interest while they are realizing the workers need for refreshment, leisure time and socializing with co-workers (Fitbie, Alyssa Wells, 2012), which means more need for companies organizing the possibilities to take the workers to spend their leisure time.

First of the possible threats is competition between companies organizing activities for groups and companies. It can be minimalized with innovative products and quality service to take Arboretum to the next level as a park. Weather in Finland is constantly changing which makes it difficult to be prepared to. With careful planning the park can stay the same even when it is raining. Lack of marketing could make the product to fail while the marketing for Arboretum is not active. With innovative planning and carefully chosen target markets the park could get the reputation and awareness it may need to be successful. When planning new tourism products to a nature based destination there is a risk to destroy some of the existing nature and herbarium because of the movement of customers. Need for warning and good planning exists.

## 4 WORKPLACE SPORTS PRESENTED IN STATISTICAL WAY

Statistics of workplace sports presented in this thesis shows researches about employers' support for sports the employees do. Those back up the choices made for the products presented later on in this thesis. The statistics are used as a source of knowledge to find out the current need for the certain kind of leisure time products presented and developed.

### 4.1 Physical activities in workplaces

According to Mikko Koivu (2010) the more money is spent to exercises the more it reduces the amount of sick leaves which can be interpreted that companies are looking for more alternatives to give their workers possibilities to exercise. As a conclusion it states the market place for products presented later in this theses. The figure below gives the idea of the general image of the workplace physical activities. The 30% who does not exercise are most likely the ones using the sick leaves in a company which makes the workforce somewhat unreliable. The ones exercising occasionally or actively are the ones using the services offered by the company. The figures are in the theses to justify the choice of offering the upcoming products to companies. The products could be marketed as a motivation factor to different companies.

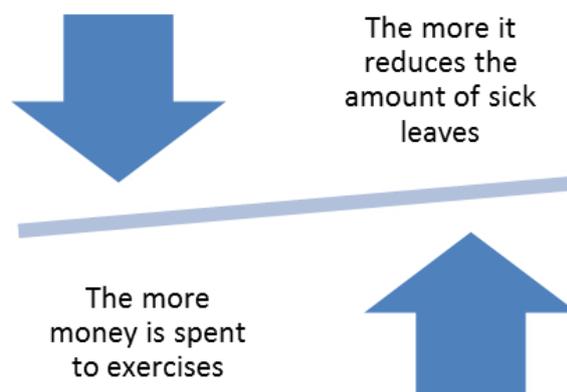


Figure 1. According to Mikko Koivu (2010, 7. Edited)



Figure 2. General image of workplace physical activities (Mikko Koivu. 2010, 7, Edited)

## 4.2 Workplace sports

Suomen Kuntoliikuntaliitto ry has made a research about companies supporting sports in workplaces. They have made 150 interviews. In the research they have gotten results which show the percentage of the companies supporting the employees sport and how they support them. There is also some future views and amounts of investments per person.

From the chart below can be seen that the gym and related sports like spinning and aerobics are the most supported sports in 70% of the companies interviewed for the research. The second most supported sport activity is swimming in 51% of the companies interviewed. The third most supported sports are team sports like football, floorball and basketball in 36% of the companies. This can be seen that the most needed products are gymnastics, second is swimming which is possible in Arboretum and third are the team sports which can be organized in Arboretum park. This backs up the choice of activities for the products.

Chart 1. Which are the most important supported ways of sports (%) (Suomen Kuntoliikuntaliiton Työpaikkaliikuntabarometri, 2007, 9)



Chart two shows that the pressure of guiding workplace sports development is falling to the hands of the highest management in 50% of the companies interviewed for the research. In 2003 the pressure was on human resources in 42% of the companies interviewed. In 2007 only 25% of the companies would rely on the human resources. This means the marketing of new leisure time products needs to reach the highest management of the company. It means target marketing straight to the managerial level of the company. While the area is only Tampere region it is possible to do target marketing and focus on only to the companies in the area. That way can be reached also the possible groups who would want the presented program for their leisure day. The groups might be co-workers willing sports for their day of. When the marketing reaches the companies the information reaches the employees also.

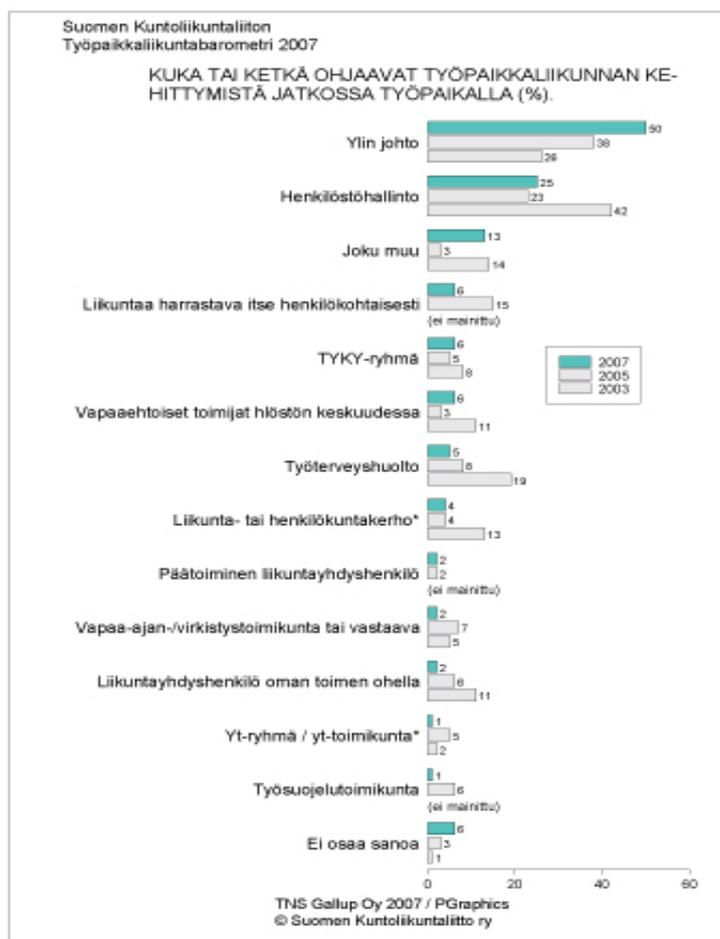


Chart 2. Who or whom guides workplace sports development in the future in workplaces (%) (Suomen Kuntoliikuntaliiton työpaikkaliikuntabarometri, 2007, 14)

Chart three shows the future direction of the support given to the employees. The most important is to activate the passive employees to sports. The second most important focus is to support the ones who already are active in fitness training. The amounts of support to both of the main focus areas in companies interviewed have stayed almost the same from the year 2003 to the year 2007. There are only few percentage changes shown in the chart. This can be seen that there is a need for more desirable products to get the passive ones activated. This is also a good base for developing the products shown later in this thesis.

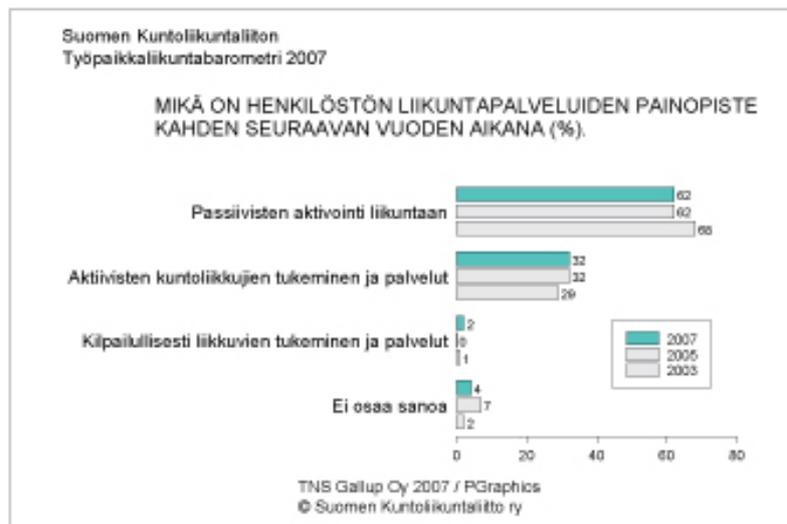


Chart 3. What is the focus area in employee sport services in the next two years (%) (Suomen Kuntoliikuntaliiton Työpaikkaliikuntabarometri, 2007, 23)

The table one shows how big part of the employees does sports enough for maintaining their health. In general in 2005 the percentage was 41 of the employees and in 2007 it has grown four percentages to 45. In the public sector and in smaller companies there are more who do sports enough to maintain their health. The lowest amount was on the industrial companies. This shows the possible target customers for the products suggested later on in this thesis. The industrial companies need more possibilities for their employees to maintain their health in the future. The smaller companies already make better effort to take care of their employees if the marketing of the leisure time products presented in this thesis would reach the bigger companies it might rise up the percentage in the bigger companies.

Table 1. How big part of the employees do sports enough for maintaining their health (Suomen Kuntoliikuntaliiton Työpaikkaliikuntabarometri, 2007, 19)

**Kuinka suuri osa henkilökunnasta liikkuu terveyden ylläpidon kannalta riittävästi. :**

2005	41 %
2007	45 %
Alle 101 työntekijää	48 %
Yli 100 työntekijää	37 %
Teollisuus	43 %
Yksityiset palvelut	45 %
Julkiset palvelut	50 %

The table two shows the amount of money used per person in a year for sports in workplaces interviewed. Average amount in 2002 in all the company sectors interviewed was 80€ and in 2007 it had risen up to 143€. In industrial sector the companies invest the highest amount of money to support the sports between employees. In 2002 the amount was 92€ and in 2007 it is 160€ per person in a year. The public sector invested the lowest amount. In 2002 it was 66€ and in 2007 it was 101€. The amount is a lot lower than the average investment. The more money the company spends on each employee the more attention the subject gets which can be interpreted that the marketing has to reach the managerial level to be considered as a good option for their employees. The money spent their employees sport activities can motivate to begin a new sport on their own in civil life.

Table 2. Sport investments per person in a year on 2002-2007 (Suomen kuntoliikuntaliiton Työpaikkaliikuntabarometri, 2007, 15)

*Liikuntainvestoinnit henkilöä kohden vuodessa vuosina 2002-07.*

	2002	2003	2005	2007
Kaikki	80 €	96 €	135 €	143 €
Teollisuus	92 €	104 €	150 €	160 €
Yksityiset palvelut	72 €	105 €	138 €	147 €
Julkinen sektori	66 €	69 €	100 €	101 €
Alle 101 työntekijää	107 €	109 €	156 €	154 €
Yli 100 työntekijää	70 €	92 €	77 €	118 €

## 5 INTERVIEWS FROM PROFESSIONALS

The interviews have been taken from Varala because of the level of professionals working in there. The similarities of the area compared to Arboretum were part of the reason. The writer was studying in Varala during the writing process which made it possible to meet with these professionals. The writer has also observed the way the products are presented and made in Varala. It was natural to use the knowledge gotten through observation for the thesis.

### 5.1 Professionals

Katja Laaksonen, group fitness trainer, teacher, has been on the field 25 years, is the first of interviewed professionals and Marko Arvonen marketing manager of Varala is the second. Both of the interviewed persons are working in Varala sports institute.

The questions were what are the trends in future tourism field in Varala, Upcoming trends in sports, what does companies want when they make a reservation and what do they ask for. Are there some marketing tips for leisure time products? One of the questions was also that why the customers want the sports they have chosen.

### 5.2 Results

According to Marko Arvonen Varala is successful because of the variety of sports they are offering and because making the reservation is easy in internet. The future looks bright for Varala and tourism is rising all the time. The premises and surrounding esthetics with the lake view are desirable for customers. Surrounding nature gives to the customers the possibility to break away from the routines. Even though the place is close to the city the surroundings give the idea of resort in the middle of the forest on the shore of the lake Pyhäjärvi.

The factors Marko Arvonen presented are similar to what Arboretum has to offer. The location near the city, on the shore of the lake Pyhäjärvi and nature

based resort. Arboretum will give the possibility to break away from routines in aesthetical environment. The environment is being improved all the time and new plants are being planted to the area to make the herbarium even more variable.

According to Katja Laaksonen the upcoming trends and current trends are kettle bell, functional training, combinations of yoga and Pilates, relaxation possibilities and different games. According to Laaksonen people ask for the new products and they want to experience something they have not tried before. They want variety for the day and quality service. Relaxation programs are getting more popular while the life is getting more hectic. The team sports are also rising all the time. Customers want to try different sports in a safe and motivating environment. It is important to know what is new and upcoming to meet with the customer's needs.

The sports presented by Katja Laaksonen are the ones chosen for the products presented below. The main idea is to give the customers new in motivational and beautiful environment. The surroundings possibly rise up the positivity of the experience and the factors of experience pyramid can be filled. The customers would learn about the herbarium, new sports and more about themselves and their physical strengths. They might get interested in new sports and the activity might change their attitude towards different sports.

## 6 TOURISM PRODUCTS FOR COMPANIES IN TAMPERE REGION

Tourism industry includes all different services the traveller uses. Making the subject clearer it can be divided in to four different categories: service marketing, service production, sales and the industries supporting the mentioned three categories. There are also four different main areas which are accommodation services, transportation services, program services and restaurant services (Verhelä & Lackman, 2003, 12)

Tourism service is a service produced by the tourism industry and tourism product is a combination of services. Tourism product can be defined as a service package. It depends from which side the subject is viewed, what are the services. For traveller the package starts from planning and deciding where to go, includes everything which happened during the trip and ends when the customer gets back home. From the producers' point of view it can be just one product of the whole package, for example accommodation (Verhelä & Lackman, 2003, 15-16).

Tourism product is bigger term behind leisure time product. Leisure time product term has been taken in to use in this thesis because the target customer category is small. The customers can travel from further to join the services, but one of the ideas was to offer the products for groups and companies who does not have to travel from far to reach the services. It is one part of the sustainable development idea. It reduces the amount of cars used to get to the park and highlights the meaning of the public transportation.

The earlier presented statistical information presented the current situation in workplace sports. There is a need for more products and variety of sports. This is a positive base for beginning the sports related leisure time products Tamperre for Arboretum Park.

## 6.1 Introduction of sports and games

Kettlebell is a round ball with a handle which can be used in resistance training. It is suitable for both men and women. There are different weights on the balls and the weight can be chosen to be suitable for your own strength. (Suomen Kahvakuula Ry)

Yoga is an ancient training method to improve own wellbeing and mental growth. The moves are meant to be done in the limits of own capability. Yoga for example improves body mobility, teaches relaxation and breathing, guides to healthy lifestyle and supports the balance of body and mind (Suomen joogaliitto)

Pilates is originally from Germany and it was invented by Joseph Hubertus Pilates. He made his career in United States of America. Pilates improves endurance in the abdominals and posture. There are six principles guiding the training: accuracy, concentration, control, controlled breathing, flow and centralization. Training develops power, improves endurance, mobility, body control and body awareness. (Suomen Pilates yhdistys ry)

Paddling is a way of moving on water. A paddler needs a kayak or a canoe and a paddle. Also a life jacket is needed for safety measures. A paddler takes a grip with one hand from the middle of the paddle and with the other from the top of the paddle. That grip is suitable for canoe paddle and the grip for kayak paddle is shoulder wide. To get forward the paddle is being moved from front to back on the side of kayak or canoe ([www.melonta.fi](http://www.melonta.fi))

Snow soccer game rules are mostly the same as in beachsoccer. The team includes five players. Four of the players are on the field and one is a goalie. One of the players on the field has to be a woman. The game time is two times 25 minutes and the area is about 35 meters long and 25 meters wide. The field size may vary depending on the game area in use. (beachfutis, säännöt, 2011; Facebook, Hankifutis)

Floorball in snow has been invented the way that it is being played on snow. The game time is two times 10 minutes and the game area is 8 meters times 16 meters. There is a goal which is 60 centimeters wide and 40 centimeters high. There is no goalie and there are only three players on the field at the same time. Goal ring is a semicircle in front of the goal and its' radius is one meter. A player can spent only a one second on the goal ring. When the players break the rules there is either a free shot or a penalty shot fired by the team who has been broken against. When a team makes a goal the game continues from a starting point from the middle of the game area (Hankisähly, pelisäännöt).

According to writers own experience skating is an outdoor activity which happens on ice. A skater needs a pair of skates and ice. A skater can skate alone or in a group. In Arboretum the lake is near which makes it easy to skate.

Frisbee golf in snow is an outdoor activity where the players need few Frisbees and targets. There is usually a track and the targets are numbered. Only thing separating this from the summer version is that it is being played in winter. The basic principle is the same than in golf. The main focus is to get through the track with minimum amount of throws. There are over 15 000 people playing and the amount is growing all the time (Frisbeegolfradat, 2012)

## 6.2 Suggestions

According to group fitness trainer Tiina Vainio fitness trends in 2012 are instructed functional training and kettlebell training, relaxation and adult sports teams (Fit internet magazine, Kuumat lajit vuonna 2012, 24.1.2012). The name of the suggestion product for summer and winter is "Group movement towards social intercourse". The name includes the main theme which is socializing with co-workers and with groups to socialize inside the group. The program rises up also the playful rivalry living inside.

The official product development process began after the knowledge gotten from the statistical information from the workplace sports. In figure one on page 20 in this thesis has been stated that when more money is spent on the work-

place sports it reduces the amount of sick leaves. The investment helps the companies to maintain their employees' health. The sports invested the most are gym related activities which are aerobics, spinning and group fitness activities and some others. This can be seen from chart one from page 22 in this thesis. Third most supported activities are team sports.

In 2007 the highest focus area for the next two years on workplace sports was to activate the passive ones to the sport related activities as we can see from a chart three on page 24 in this thesis. The percentage has stayed almost the same from the year 2003. From this the writer came to the conclusion that even if the percentage has fallen to the year 2012 when this thesis has been written it is a big part of on the focus on workplace. It might also be that the percentage has risen. These numbers were unfortunately the latest numbers the writer could find. Even if the numbers have fallen or stayed the same it means new products on the field are wanted to activate the passive ones.

In the table one on the page 25 the number of employees doing sports enough to maintain their health was in 2007 less than 50 %. The number has risen only few percentages from year 2005. This means more offered activities are needed to activate the passive ones and reduce the sick leaves in the companies which burden the financial level in the company and keeps the motivation low when others have to do more if someone is on a sick leave.

The amount of money invested per person in year 2007 was in general 143€. This can be seen from table two on page 26. The amount has almost doubled from the year 2002 which means the companies are focusing on the health of their employees more than before. The need for more sports related activities for companies is more and more argued after analyzing the tables and charts from Suomen Kuntoliikuntaliiton Työpaikkaliikuntabarometri from year 2007.

As a result from the analysis of the statistics the product development process is justified for Arboretum. The results show the certain activities mostly supported, the money spent and the number of employees doing enough to maintain their health. The number of employees maintaining their health with sports

shows that there are more than 50% of the employees in the companies interviewed to activate to sport related activities. This result gives a reason to develop more activities for companies to choose from to activate the more passive ones. That is the focus shown on the chart three. The existing products might not be desirable enough to raise the will of the more passive ones. This means still more that 50% of the employees in the companies interviewed burden the financial level of the company with sick leaves. With innovative products and meeting the customers' needs the number could be changed.

The professionals from Varala gave an idea what are the key factors when developing new products for the companies. Those are used as a source to know what is wanted now and in the future while there is not yet existing literature from the subject and it might already be dated when the literature is being published. As Katja Laaksonen (Interview, 2012) said it is important to keep up with the trends to meet the customers need.

The suggestions are developed to follow the results and meet the customers' needs. The sports are chosen through the knowledge given the professionals in the interviews and from the sport related sources used in this thesis. The sports chosen were presented earlier in this thesis. The daily program has been developed through writers own experience and general information given by HK in their web pages (2008).

According to HK (2008) the time between meals should be less than four hours and if the time stretches to more than four hours it means something should be eaten between the meals. According to this timetable the program has been developed the way that the time between nourishments stays between one hour and three hours. According to HK (2008) nourishments are needed because of the level of blood sugar which should not get too low to keep the energy levels high enough. Regular nourishment improves the level of power needed for sport activities.

The time left between the breaks is the time which can be used for the activities planned for the products. By own experiences how the daily program is planned

in other tourism companies. The more relaxing activities begin the day to rise up the motivation and wake the interest of the customer. Those are followed by activities which need more power. The day ends with nourishment and relaxing activities. It has been planned to give positive image to the end and help for the recovery. The program is planned in the way that everybody has the strength to do all activities during the day.

The experience pyramid has defined the factors effecting on persons experience. Interaction is the biggest element used in this product development. The products and activities are planned to develop the team spirit and motivate to begin a personally suitable team sport or group fitness as a hobby. Individuality has been taken in to consideration in the variety of sports.

#### 6.2.1 Summer

Summer activities product could be related to latest trends in group fitness centers. The idea came after observing parks on summer 2011 and noticing the popularity of park exercises and sports. The product would be suitable for companies and groups spending their leisure time outdoors. The activities could be yoga, Pilates, cross fit and body combat. Picnic could be the highlight of the day. Other activities could be paddling, rowing a boat, swimming and waterski pulling. There could be questions and information board around the park and a query to fill up when going around a track. It would educate customers by offering new knowledge during the day.

## Program for a day

PROGRAM FOR A DAY

09.45 am Welcome speech

10.00 am Beginning of the activities program with combination of yoga and Pilates

11.00 am Coffee break

11.05 am Kettle bell training

12.00 pm Lunch break at the Hatanpää Mansion

01.00 pm Organized games

03.00 pm Coffee break

03.30 pm More games and paddling training

05.00 pm Picnic with a barbeque

Possibility for swimming and socializing with the group members

7.00 pm The day ends

### 6.2.2 Winter

Winter activities package could have advantage of the lake next to the park. The benefits would be the possibility for ice fishing, ice skating and sledge pulling. The sledge pulling could be operated by horses. Other activities could be building ice sculptures, playing snow games and having competitions in the area. Name of the suggestion product for the winter is the same “Group movement towards social intercourse” or “Winter wonderland for playful rivalry”

### Program for a day

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9.45 am Welcome speech

10.00 am The day begins with ice and snow sculpture building competition

11.20 am Snow games, soccer, floorball creation, throwing snow balls in to buckets

12.30 pm Lunch at the Hatanpää Mansion

01.30 pm Afternoon starts with sledge pulling by horses and ice skating training

02.30 pm Coffee break

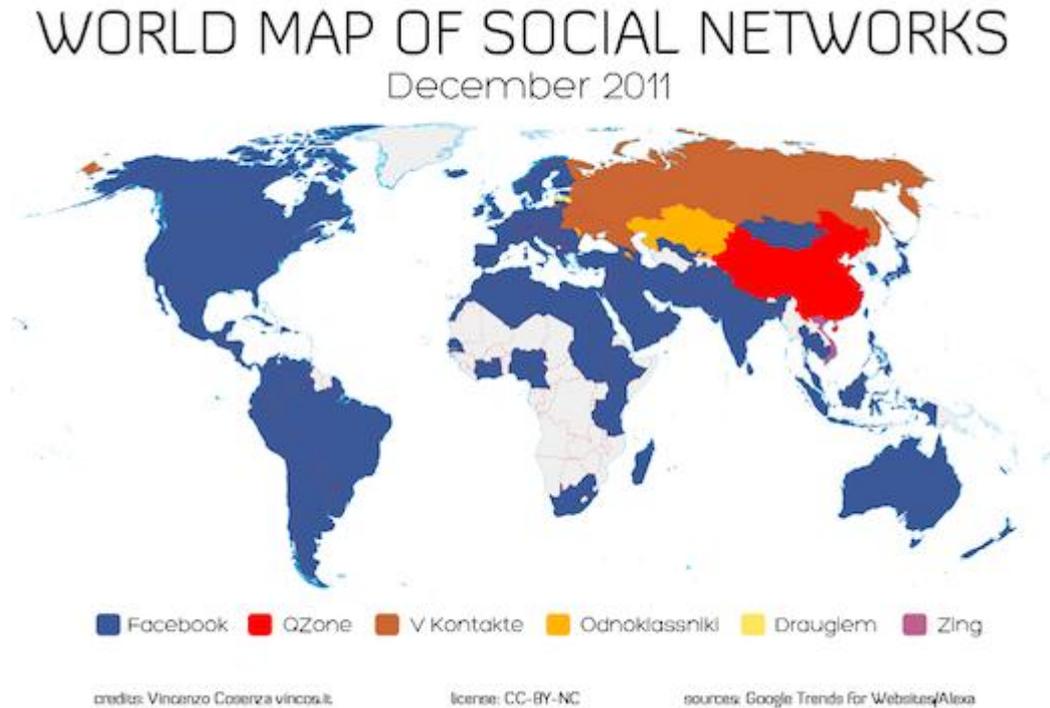
03.00 pm Frisbee golf in the area

04.00 pm Nominating the winner group from all the games

04.15 pm The day ends with dinner at the Hatanpää Mansion

#### 6.2.3 Suggestions for marketing the products

Social media is now one of the biggest tools in marketing. From the map below can be seen how Facebook has been spread to most of the countries in the world. It is a powerful tool to use in marketing. The products presented on this theses could have their own site on Facebook which would make it easier to spread the news and advertise the products. It is free of charge and can adopt a wide range of information and pictures. According to Shea Bennett on Media Bistro in Facebook was shared on 2011 52.1% of all sharing happened on the web. The numbers introduce the powerfulness of Facebook as a social media. According to The New Age AFP relaxnews social medias have 1.2 billion users worldwide and 82% of people over 15 years log on to social networking sites.



Picture 2. World map of social networks to show the situation globally (Social networking watch. Nancy Messieh. 2011)

According to Marko Arvonen (Interview, 2012) customers want easiness in ordering and variety in services offered. The products presented in this thesis can be attached to already existing list of products a possible tourism company is offering or it can be marketed as its' own combined to the marketing of Arboretum. The main thing is to rise up the knowledge of Arboretum so that the products rise up to be desired.

The products are planned so that the main marketing area is Tampere region and the target markets are companies and groups existing in the area. The costs could not be counted because of lack of knowledge gotten from the Hatanpää mansion. According to Arvonen the products and organizing recreational days is popular and competition is rising on the field. The one area where companies as customers save money is the food and because of the rising food costs which can be seen in the news in Finland it is something where it is useful to save money in. When planning a product for Tampere region and to an area which is close to the city and public transportation drives near it means the

companies can save the money in the transportation costs. That way they might not keep to food costs too high.

The products could be marketed with nature factor and close to the city factor as combined. The organized lunch breaks and coffee breaks in the nature environment with Hatanpää mansion as a historical element make the products special. The unique surroundings and already organized program makes products more desirable for companies who want their recreational day not to be demanding for them. According to Arvonen easiness and variety are the key words to effect on the choices their customers make.

## 7 CONCLUSIONS

There is an existing lack of activities and usage of Arboretum noticed by observation. With a proper marketing the Arboretum could rise up to better knowledge and be more useful for companies in Tampere region. The products planned would help with the marketing and make Arboretum easier to reach. The products presented would also give more reasons to get familiarized with the park and the whole area.

The objective of this thesis was to analyze the possibilities of Arboretum and based on that and current trends develop new products for it. The development suggestions were presented in a way that they can be taken into use after publishing the research. Analysis of the Arboretum gave a reader an idea what kind of place was taken to the research and presented the relating factors in the product development process. The nature and esthetics are the main factors which have effected on choosing the place for the research. While those already exist it reduces the amount of changes needed for the environment which helps to keep the product suggestions ecofriendly for the area.

The amount of money spent to work place physical activities is rising (Kunto liikuntaliitto. 2009). The average amount of money invested on employees sport activities in a year was in 2007 143€ which in 2002 was 80€. This means that companies have taken in to consideration the wellbeing of employees more carefully. Companies have started to worry about employee health which opens up more possibilities for sport related products. Arboretum and companies using the information given could be part of creating better health for employees which would lead to better health in general in our society in Tampere region. It would reduce the need for health care in workplaces and keep employees in better shape.

The products have been planned the way that everyone can take part to the activities. The variety of sports makes it interesting for different customers. The

programs have different activities to rise up motivation and new trend sports to help customers to try something they might not have tried before.

The marketing is focused on the Tampere region and the target markets are companies and groups as it has been stated before. The main concepts are easiness, closeness and experiencing new. The marketing should be done as direct marketing straight to the companies. The one to reach is the managerial level of the company because in the table on the page 20 it was shown that they are the ones responsible from the workplace sports development in the future. The most effective way to reach people nowadays and in the future is the social media. According to Shea Bennet from Media Bistro sharing percentage in Facebook in 2011 was 52.1 of all sharing happened in the web. Facebook is a powerful tool to use in marketing.

## 8 SUMMARY

The research has reached its' end and answers to the questions have been found. The process was difficult because of lack of related written sources. The subject product development has being researched, but for the writer of this thesis from the tourism point of view there was not enough written sources. The writer should have taken that in to account and focus more on the interviews and searching more sources beforehand. It would have made the process easier and the analysis more deep. Changing subject did not make the process any easier.

The idea was to keep the subject simple and clear. The main focus was to develop something to offer for the local companies and groups in the area and that has been reached. The author is pleased with the results. It would have been useful to write a marketing plan and count the operating costs, but with lack of reached information those have been left out. It would also have widened the subject to be too large for the simple idea that it is.

The writer hopes that the products and the information given would interest companies working in tourism field in Tampere region. It would be a shame if the state and stage of knowledge of Arboretum stays the same. This research has been made to rise up both and to make the park more desirable as a target for customers. The writer hopes more activities to rise up to the area to get the full usage from already existing premises. Beautiful Park needs more usage and visitors.

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