

Is luxury desired for scout camps camphotels in Finland?

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<p>The main goal for the thesis was to find out is luxury necessary in scout camps camphotel in Finland. The four sub-goals were to get a wide perspective from luxury in general. Then, to find luxury suggestions for camphotels from different points of view such as the hospitality industry, hotels, and festivals. Study the use of money when luxury is available in scout camps and lastly, find out if the wanted luxury is a product, a service, or an experience for camphotels.</p> <p>Luxury is not something that is available every day it is having something special. On the other hand, luxury is not always a product it can be either product, service or experience.</p> <p>This type of topic is not studied yet in the scouting environment in Finland and camphotels are a new trend in scout camps in Finland. As well, luxury concept and scout camps are not the typical combine. The idea was not to do anything concrete just to study the subject.</p> <p>The thesis is divided into two parts. First, the theoretical framework concentrates on defining the luxury concept and what is the luxury industry, luxury product, service and experience? Then, what is the luxury hospitality industry, and what are luxury accommodation services in festivals with examples. Lastly, defining Scouting & Guiding, its history, and how scouting has changed in recent years. As well, the commissioning party The Guides and Scouts of Finland is explained in this part. The second part is the empirical part. Where the chosen research method is explained, and the survey results are presented.</p> <p>This thesis follows the quantitative method. The method was chosen because the study's goals are from the scouts' point of view and it will give more information about luxury in scout camps as well as if it is needed. The data collection method was a survey, and the survey tool was Webropol. The survey was sent in March 2021. All in all, 327 answered the survey.</p> <p>Most of the Scouts miss luxury sometimes in scout camps but they do not think that it is an important part of the scout camp experience. The most desired luxury for camphotel is services such as separate shower facilities and a peaceful location. Also, the bed was considered as a most desired luxury product. Most of the scouts would be ready to pay extra when luxury is available in camphotel. They would be ready to pay around 30 euros for a camphotel night.</p> <p>In conclusion, the results are neutral towards luxury elements in scout camps camphotels. The main result is that the scouts do miss sometimes luxury, but they do not think that is the key part of the scout camp experience. So, it is not the reason why scouts participate in a scout camp. We can say that luxury is an element that shares opinions because luxury is different for each person.</p>	
Keywords Luxury, Hospitality industry, Scouting & Guiding, Scout camps and Camphotel	

Table of contents

1	Introduction	1
1.1	Thesis structure	2
1.2	Key concepts	3
2	What is luxury?	4
2.1	Definition of luxury	4
2.2	New luxury	5
2.3	Luxury product	7
2.4	Luxury service	8
2.5	Luxury experience	9
2.6	Pricing luxury	11
3	Luxury in the hospitality industry and festivals	13
3.1	Luxury hospitality industry	13
3.1.1	Luxury amenities and services in the hospitality industry	14
3.1.2	Using money on luxury amenities and services	16
3.2	Festivals	16
3.2.1	Accommodation services in festivals	17
4	Scouting and Guiding	20
4.1	Scouting history	20
4.2	The Guides and Scouts of Finland	21
4.2.1	The principles of scouting	22
4.2.2	Educational objectives	23
4.2.3	The Scout method	24
4.3	Scout camps	24
4.4	World organisations	25
4.5	How scouting has changed in recent years	26
5	Methodology	28
5.1	Quantitative method	28
5.2	Sampling	29
5.3	Survey	30
6	Results	32
6.1	Age group	32
6.2	Luxury in scout camps	32
6.3	Luxury in camphotel	35
6.3.1	Willingness to pay extra when luxury is available in camphotel	37
6.3.2	How likely scouts will purchase camphotel night?	38
6.4	Open-end question	39
7	Discussion	43

7.1	Were the goals achieved	43
7.2	Development ideas and further research	45
7.3	Reliability and validity	45
7.4	Own learning process.....	46
	References	48
	Appendices.....	56
	Appendix 1. Survey in Finnish	56
	Appendix 2. Survey in English	60

1 Introduction

The word luxury delivers us many kinds of images about uniqueness, elegance, exuberance, superior quality, and expensive price (Broström, Palmgren & Väkiparta 2016, 9).

Luxury has been part of the early stages of human culture and society. Humans have always had desires and needs also, wanted some extra that they did not have before. Even the Greeks and Romans defined luxury as a tricky concept. (Wittig, Sommerrock, Bei L & Albers 2014, Chapter 1.)

Luxury can elevate individuals both spiritually and materially and luxury is a combination of emotions and feelings (McNeil & Riello 2016, 1-5). The vision of the luxury word is the lifestyle of the rich, expensive products and personalized services. We can say that this is an absolute luxury. (Kapferer & Bastien 2012, 45-46.)

The goal for the thesis was quite easy to find. This type of topic is not studied yet in the scouting environment in Finland and camphotels are a new thing in scout camps in Finland. As well, luxury concept and scout camps are not the typical merge. The idea is not to do anything concrete just to study the subject. That is why the main goal is to find out do scouts want any luxury to scout camps camphotels. I also, study only scout camps in Finland because otherwise, the subject would have been too wide. The subgoals go along with the main goal but go deeper into the subject. The idea of the subgoals is to get perspective about luxury and what is a luxury nowadays. Also, the subgoals narrow the subject to study luxury as a product, service, and experience. The willingness to use money is another important aspect to find out because I wanted to know are scouts willing to use money in scout camps for luxury elements. Lastly, find out what luxury services, products, and experiences are in the hospitality industry, hotels, and festivals and could they be used in camphotels.

This thesis follows the quantitative method. The method was chosen because the study's goals are from the scouts' point of view. Also, the main goal is to find out if luxury is needed in scout camps and get the answer to the goal, I need answers from scouts. So, the basic idea is to have answers from scouts via survey if they are interested in luxury and they are willing to pay extra.

The main goal

- To find out is luxury necessary in scout camps camphotels in Finland

The subgoals are

- To get a wide perspective from luxury in general
- To find luxury suggestions for camphotels from a different point of views such as the hospitality industry, hotels, and festivals
- Study the use of money when luxury is available in scout camps
- Find out if the wanted luxury is a product, service, or an experience for camphotels

The commissioning party for this thesis is The Guides and Scouts of Finland and they are presented in chapter three. Everyone in Finland can join Scouts when they agree with its objectives and fundamental values. The target group of the scout movement in Finland is all children and young people aged between 7 to 22. (Suomen Partiolaiset 2018a.)

Shortly, the Guides and Scouts of Finland is the largest volunteer organisation in Finland with over 65 000 members. The main idea is to enhance scouting in Finland. (Suomen Partiolaiset 2018b.)

1.1 Thesis structure

The first part of the thesis is the theoretical framework about luxury, luxury in the hospitality industry & festivals and, lastly about Scouting and Guiding. The first chapter of the theoretical frameworks is about luxury and its definition. As well, how luxury has changed from old to new from product to experience. After that comes definitions of a luxury product, luxury service, and luxury experience. Lastly, the luxury pricing and what effects on the price of the luxury product or service.

The second chapter focuses on the luxury hospitality industry. Also, what services and amenities are available in luxury hotels, and are customers willing to spend more money when these luxury services and amenities are available. Secondly festivals and their definition and festival accommodation services. The festival accommodation services focus on glamping and have examples of glamping facilities.

The third chapter is about Scouting and Guiding. Short description of the history of the scouting movement and explanation of what is a scout camp. Lastly, how has scouting changed in the past few years and where it is headed.

The second part of the thesis is the empirical part. Explanation of the methods used for thesis and analysis of the results got from the survey. The fifth chapter's idea is to explain the methodology used for this thesis. The chosen research method was quantitative. The data collection method is explained and for this thesis, the method was a survey. Lastly, what kind of questions the survey had. The used survey tool was Webropol. The sixth

chapter is the results got from the survey. In total 327 answered the survey. The responses were analyzed question by question and comparing them to the theoretical framework. The last part of the thesis is the discussion. The goals are reviewed and considered if they were achieved. Also, the study's reliability and validity and what can be further studied and development ideas. Lastly, my learning process.

1.2 Key concepts

Luxury: The word luxury comes from Old French and Latin and originally meant lust. Nowadays the luxury word is associated with words comfort, quality, and aspiration. Luxury can be something expensive and appealing but not needed so often. It can be also things that we are not able to do all the time but gives us pleasure or advantage. Luxury can be some product or activity. (Cambridge dictionary, N.A.a; Merriam-Webster, N.A.)

Hospitality industry: The hospitality industry is a wide service industry that is linked to leisure, pleasure, experiences, and luxury. The hospitality industry sectors are accommodation, food & drinks, and travel & tourism. (Revfine, N.Aa.)

Hotel: Hotel is a place that provides accommodation, sometimes meals, entertainment and personal services for people (Merriam-Webster, 2021). The stay at the hotel is usually short-term and always in exchange for money. The services that the hotels provide to guests vary depending on the hotels' models and strategy. (Revfine, N.Ab.)

Festival: Usually festivals are planned events that have a specific theme or celebration purpose. As well, special occasions and cultures are celebrated as festivals. Festivals have many dimensions such as art, music, science and sports. (Walker 2017, 570.) As well, festivals happen on special days or periods. Festivals are usually organized in one place. (Cambridge dictionary. N.A.b.)

Scouting and Guiding: Scouting is an international movement whose members create a unique international community. (The Constitution of the Guides and Scouts of Finland 2020, 8). The main idea is to support the development of children and young people by considering their characteristics. The core is to act and learn together. (Suomen Partiolaiset 2018a.)

Camphotel: The camphotel is an additional service that scouts can book in scout camps. It provides accommodation outside the camping area. Camphotel is mostly used by leader-aged scouts.

2 What is luxury?

The first part of the thesis is about explaining what luxury means as a term and what is a luxury industry. Secondly, what is different between new luxury and old luxury from a product to an experience. Also, explaining what luxury product, service and experience is. Lastly, there are aspects of luxury pricing and is luxury defined as expensive.

2.1 Definition of luxury

Luxury is not always an expensive product. Consumers want to purchase something with a story or history behind it. Another way to say luxury is not the price of the product but is about owning something special and extra-ordinary which is not available every day. On the other hand, we are not able to define luxury as one thing because luxury contains in a grey area when defining luxury objectives or immaterial aspects. (Wittig & Al. 2014, Chapter 1.) As well, luxury is different for every individual and we can ask people what luxury is for them and get various answers (McNeil & Riello 2016, 1-5).

The terms luxury and luxurious can make consumers spend more money on things that they do not need because the terms are powerful (Swarbrooke 2018, 2). Nowadays we can say that the definition of luxury is different for all and it depends on ourselves' perception and consumption culture. The feeling of luxury also depends on how the consumer understands luxury. (Batat 2019, 14.) And luxury becomes luxury after the individuals experience it (Danziger 2005, 27). Definition of luxury will change in our lifetime with social and individual changes. Luxury also shapes and develops in groups that we merge, and it is closely tied to culture. As well the term luxury is developing and changing nonstop in time and culture. (Broström & Al. 2016, 9.)

According to (Kapferer 2015, 130-131) luxury can be described by six elements:

- Hedonistic and qualitative product or experience that lasts
- A price that crosses what functional values command
- Tied to heritage, know-how and culture
- Accessible in a closed and controlled distribution
- Provided with individual services
- Is social stratified and gives a sense of privilege

Throughout history, luxury is linked to different concepts such as authenticity, truthfulness and self-realization. Luxury has a mixed reputation history. In the 1600 century luxury was connected to sins and the luxury concept went hand in hand with excessive spending and pomp. (McNeil & Riello 2016, 5-7) As well luxury products were only accessible to a few

and the products were showing power and status of wealth. Over time these products developed into heirlooms. On the other hand, luxury reflects the so-called exclusive lifestyle such as physical dominance and political power. (Broström & Al. 2016, 9.) Luxury has been throughout history a significant sociological issue in any society. Luxury has to do the same time with social stratification, perception of rational utility and decisions of the distribution of wealth. In conclusion, societies specify what is luxury. (Kapferer & Bastien 2012, 8.)

The luxury industry is nothing like other industries; it sells dreams. The luxury industry has grown from 80 billion euros in 1995 to 217 billion euros in 2013. Nowadays the luxury industry is a business of brands. The industry is growing exponentially despite all the economic crises and downturns. This luxury growth is associated with the country's gross domestic product (GDP) growth. (Kapferer 2015, 7-10.) One way to divide luxury brands is according to their symbolic value to someone's lifestyle or their functionality on technical qualities. Luxury brands have numerous characteristics e.g., premium price, finest quality, uniqueness and aesthetics. (Theodoridis & Vassou 2018, 76.) On the other hand, luxury brands and the luxury industry have been criticized for being too overpriced and careless when some people are financially unstable (Waller & Hingorani 2018, 422).

Finally, there are as many definitions for luxury as there are authors. The term "A luxury" means luxury for whom in comparison to what. It is linked to pleasure and desire and, as well, view of excess. The term "my luxury" is about a person's secret dreams, something unique and emotional. (Kapferer & Bastien 2012, 45-46.) Lastly, there is no reason to find a universal definition of luxury because it has, and it will change in time (Chevalier & Mazalovo 2012, chapter 1). According to Heine (2012, 42) the basic luxury concept can be summarized as "Luxury is anything that is desirable and more than necessary and ordinary."

2.2 New luxury

The concept of "new" luxury started in the 1980s. The economy was overcome from recession and consumerism came back with expanding wallets. The traditional luxury market was based on consumer needs and luxury objectives. The new luxury market is consumers craving experiences from their perspective. Also, the new luxury is more individualistic. (Danziger 2005, 1-7.) The customer experience is nowadays the key of the new luxury. Consumers value unforgettable experiences and cause strong emotions. Customers want to be part of the brand and the brand wants to bring back the customer. (Batat 2019, 23.)

Old luxury (figure 1) meant something expensive and only accessible for the rich, but the new luxury concept refers to more affordable in general (Danziger 2005, 18-19). Nowadays luxury is not about the money it is about the aspects of time, product and services that we experience. The new luxury is also how the consumer feels and experiences luxury. The new luxury is investing in yourself and it contains services, moments and recognitions. (Srun 2017, 42.) We can say that luxury is the opposite of mass production (Broström & Al. 2016, 10).



Figure 1. Old luxury VS New luxury. (adapted from Danziger 2017, 9).

According to Swarbrooke (2018, 8) the concept of luxury is changing due to social, economic and technological change. The new words that describe luxury are experiences, sustainability and authenticity. As well, according to Danziger (2005, 96-97) new way to describe luxury is the world performance. Performance describes how the luxury product delivers its aspects to consumers. Besides, performance links two types of luxury definitions: essential luxury e.g., quality and design and experiential luxury e.g., how luxury feels from a consumer's point of view and how they experience luxury.

When customers are purchasing luxury products or services the purchase experience should be an emotional, social and cultural experience. As well the consumers not only buy the luxury goods, but they emerge with the luxury experience lived in stores, home and online. The decision-making process of purchase is about emotions, relationships and experiences for individuals, and not logic focused. (Batat 2019, 38-39.) For new luxury,

quality product is not enough anymore, it needs to be fulfilled with glorious service and adapting to customers wishes. Moreover, new luxury needs to be flexible in different situations and adapt to users' needs. (Broström & Al. 2016, 11.) On the other hand, new luxury products are not that expensive but better quality than other products within the same product category. (Morrin 2013, 226.)

2.3 Luxury product

Traditionally luxury product has meant thing with high quality, fine material and exclusivity (Danziger 2005, 95-96). The luxury product can be something ordinary and luxury products can be part of our everyday life. Luxury is associated with products that we purchase after things that are essential such as food and bills. (Swarbrooke 2018, 2.) Likewise, luxury products are very beneficial to culture and society. Luxury products can be associated with services such as house maintenance services. (Kenton 2020.)

According to Kenton (2020) luxury products are not always an example of high quality. Whereas, according to Heine (2012, 55) luxury products need to combine high price, quality, aesthetics, rarity, exceptionalism and symbolic meaning.

Purchasing luxury products has become a relevant part of economic development. The luxury goods market has grown 73 billion euros from 1994 to 249 billion euros in 2017. (Muller-Stewens & Berghaus 2018, 5-6.) Even though the global financial crisis in 2007, when the world economy was decreasing, the rose of purchasing luxury products grew 10 percent in 2012 (Waller & Hingorani 2018, 422). Legendary luxury brands can make their companies even more beneficial when giving products aspirational values. The brands can charge a higher price because the value of a product increases. (Giron 2010, chapter 1.) As well, when consumers' incomes are increasing, they have a higher percentage of buying luxury products. The consumption of luxury products can be categorized as conspicuous consumption. This means that the purchase is mainly done to show off own wealth. (Kenton, 2020.)

Consumers assess products according to objective aspects such as practicality and durability. But also, what is consumers' perception of the product and its characteristics. The value of a product cheap or expensive depends on the consumers' values. (Giron 2010, chapter 1.) Luxury products are also subjective depending on consumers' finances (Kenton, 2020). What is a luxury product from the consumer's point of view? Luxury products are different from mass-market products both in a functional way and symbolic value from the consumer's point of view. (Theodoridis & Vassou 2018, 76.) Luxury products are

straight connected to a person's sense of self-esteem, values and competence (Som & Blanckaert 2015, 31).

According to Danziger (2005, 52) we can divide luxury products into three different categories. Home luxuries include arts and antiques, electronics and kitchen appliances. Personal luxuries such as beauty & cosmetics, jewellery and luxury automobiles. Lastly experiential luxuries such as luxury travel, fine dining and entertainment. On the other hand, according to Morrin (2013, 225) luxury product needs to satisfy consumers in three different ways: it needs to have a firm artistic component, have a worldwide brand position and be the result of professional skills.

Nowadays brands have begun to provide more inexpensive luxury products that allure to a bigger crowd. The products are called masstige products. The masstige products are offered from mass-market brands to all consumers at every socioeconomic level. (Morrin 2013, 226.) Besides, the masstige brands want to form symbolic benefits to consumers. Usually, the masstige products are luxury-like products e.g., Victoria's Secret and Starbucks. (Heine 2012, 69-70.)

One of the legendary luxury product brands is Moët Hennessy Louis Vuitton (LVMH). It was founded in 1877 and the growth of the brand has been vigorous from the start. LVMH dominates the luxury market because it is the only brand in all five luxury sectors: Wines & Spirits, Fashion & Leather products, Perfumes & Cosmetics, Watches & Jewelry and Selective Retailing. (LVMH, N.A.)

To sum up what is a luxury product is something that combines high quality but is not necessary. Besides, when customers are purchasing luxury products they want to be connected to the brand and the product needs to have symbolic value.

2.4 Luxury service

We can say that luxury and service go hand in hand with excellent quality and luxury (Som & Blanckaert 2015, 266).

The luxury service term has been hard to determine. Most of the time luxury services are connected to luxury products or products and services combined into a luxury brand experience. But luxury service is a growing sector. Luxury service is access to the experiences that are categorized to rich lifestyle such as, dinner in a classy restaurant or night at the

luxury hotel. (Kapferer & Bastien 2012, 215.) Luxury and service are two different concepts that are related. In the luxury service industry, there are physical actions that give consumers tangible products and systems that allow consumers to upgrade their consumption experience. (Swarbrooke 2018, 127.) Also, luxury brands need to serve unique services and not only luxury products (Grigorian, Ricard & Petersen 2014, 9). When the brand is providing luxury services the customer management process is connected to how the brand is engaging with its customers (Som & Blanckaert 2015, 267).

Nowadays luxury is not just spending money on something expensive. It is spending on products, services and experiences at all levels beyond the norm. (Swarbrooke 2018, 28.) As well, providing luxury services during prepurchase, in-store services and at the point-of-sale and lastly at post-purchase (Som & Blanckaert 2015, 266-267). The customizing and personalization of luxury services is crucial. And for high-end luxury products, it is important to enhance the service and purchase experience. (McNeil & Riello 2016, 237-238.)

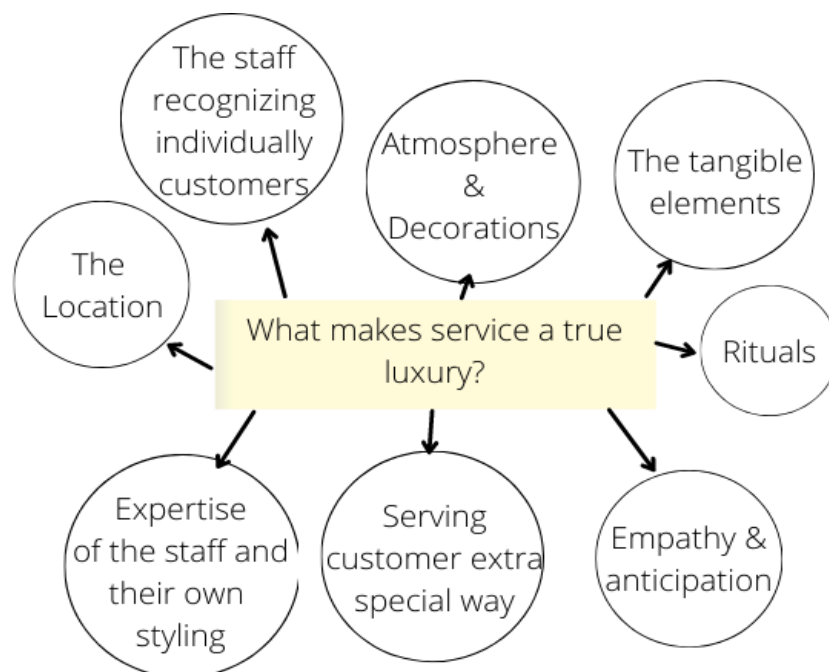


Figure 2. Different facets make service a true luxury (Adapted from Kapferer & Bastien 2012, 216).

2.5 Luxury experience

The experience happens when the customer is connected to some of the elements of the brand. The luxury experience occurs by offering the highest quality from some of the elements that the mass-market brands offer. As well when adding service to experience it

needs to be flawless. (Grigorian & Al. 2014, 3-4.) The goal of a luxury experience is to find out its value and dimensions. The consumer's perspective is one of the key elements for luxury brands to understand what luxury consumers want. The perceived value in luxury experience is a mix of customers' cooperation with luxury products and services. (Batat 2019, 78-79.) Experiences also create happiness because when associating with one other's experiences. When shearing stories about experiences strengthens social relationships. (Danziger 2005, 36-37.) We can say that traveling is one of the obvious luxury experiences (Wittig & Al. 2014, Chapter 7). Luxury traveling is also going to destinations where big famous events occur at exact places (Swarbrooke 2018, 52).

Even though consumers buy luxury products every year the biggest satisfaction and happiness comes from luxury experiences. Through experiences, our personality and sense of self are changing. (Danziger 2005, 133-134.) The luxury experience is born when three sectors are combining: professional expertise, customer encounter and sensory experience. Luxury service needs both functional user experience and visual experience born from feelings and senses. (Broström & Al. 2016, 75-76.) As well experience is not only for service companies but for product producers too (Wittig & Al. 2014, Chapter 7).

Nowadays luxury consumers do not see luxury as an object. Consumers have new kinds of expectations and behaviours. Also, consumers value the intangible aspects such as atmosphere in stores. (Chevalier & Mazzalovo 2012, chapter 5.) Luxury can be also the way we live and think and get aspirations. When providing luxury experiences, it is not about the luxury products but the enjoyment of purchasing unique products and services and getting the satisfaction of the experience. (McNeil & Riello 2016, 235.)

Table 1. Seven aspects of designing a luxury experience. (adapted from Grigorian & Al. 2014, 7.)

Traditional Branding	Luxury Branding	Example
Brand values to	brand beliefs	Louis Vuitton changed rectangular suitcases to round ones
A logo to	assets of icons	Chanel black dress and Chanel No. 5 perfume
A product to	a unique ritual	Le Labo perfume is made right in front of the customer in order to create experience
A point of sale to	a temple	Apple has changed their stores in to Apple Store.
Consumers segments to	access to a parish	Hermes long-term customers have acces to buy "it" bags
Value communication to	myth telling	Rolls Royce asks few customers to visit their manufacturing facilities in person
Categories to	a way of life	Porsche and Poggenpohl collaboration to make a luxury kitchen brand for men

According to (Grigorian & Al. 2014, 5-13) the brand has to go beyond the point of traditional branding frameworks to make luxury experiences (figure 3). The brand believes are more precise than brand values and luxury brands should attract customers who have the same believes as themselves. Customers also think about the visual side of the brand and when the brands have a strong image, the more it has icons. Nowadays brands do not offer just products, but unique rituals and services. The purchase process should be a ritual that outstrips expectations. Luxury brands have goals to create experiences with events and collaborations to sell at the purchase moment. The stores are like temples for customers to connect with the brand. The luxury brands do not promote their products to customers, but they promise private community. As well, the brands reward the long-term customers for their loyalty. The luxury brand has mysteries, and the myths connect the brand and customer in every stage in point of delivery. Lastly, luxury brands provide a way of life and push themselves away from the product category to become a true luxury brand.

2.6 Pricing luxury

The traditional way to price luxury is that it had a premium price and probably most of the people could not buy it (Swarbrooke 2018, 85). As well, the world luxury is associated with the adjective expensive. The luxury product has symbolic value, and we are not able to give it an exact figure. The symbolic value is also highly relative and hard to determine. But still, if we can pay for luxury it has to have a price. (Kapferer & Bastien 2012, 217.)

When setting a price for a luxury product, we need to think about how much is the customer willing to spend for the experience or feeling that the product delivers. Luxury pricing is complicated because luxury users are looking for experiences rather than products. (Danziger 2005, 165.) As well, the customers like to see that the product price reflects on the values of the product (Srun 2017, 113).

Most people are more likely to spend more money on luxury products compared to the functional benefit that they get from them. On the other hand, the aspirational value that the consumer will get from purchasing luxury products is bigger than the price they pay. (Som & Blanckaert 2015, 150.)

Price is defined as value and the customers are pleased to spend it on high-value luxury products because customers look for quality (Srun 2017, 116). Luxury brands are also able to increase prices regularly to grow demand. This helps the brand because the customers will purchase the products sooner rather than later. (Heine 2012, 84.) This rise of the prices to get demand for the product is called the Veblen effect. Many of the luxury goods struggle with it. When a new luxury product is introduced to the market there is no reason to set the price high but slowly increase it. (Som & Blanckaert 2015 150, 152) Nowadays being expensive is not anymore luxury. Some luxury does not have a price, or they are priceless because they are outside of the merchant economy such as beauty and art. But the luxury is categorized as a luxury for yourself. (Kapferer & Bastien 2012, 217.) On the other hand, the price of luxury is part of its definition (Kapferer 2015, 131).

Customers understand that the price cannot be cheap if it is a quality product. For customers, the price is not a problem if it is affordable (price is in persons' financial area) and fair (the value is seen to be right). (Srun 2017, 112.) Nowadays it may be hard to differentiate luxury from non-luxury products because when raising the price, it does not immediately change premium into a luxury product (Heine 2012, 74).

3 Luxury in the hospitality industry and festivals

The chapter concentrates on the hospitality industry and especially luxury hotels and the luxury hospitality industry. Also, what amenities and services luxury hotels provide and are guests willing to use money when these services and amenities are available. After the hospitality part comes festivals and what kind of accommodation services are available in festivals and focusing on luxury accommodations. The biggest festival luxury accommodation service is glamping, and the term is explained in the text. There are also examples of glamping facilities.

3.1 Luxury hospitality industry

The hospitality industry has a market for the types of groups; those who are wealthy and use hotels and restaurants in everyday life and those who use them on special occasions and in once in a lifetime experience. (Swarbrooke 2018, 57.)

In the hospitality industry, it may be hard to define the concept of luxury because the industry is diverse. Still, luxury is defined in terms of high price, spectacular service quality and atmosphere. (Swarbrooke 2018, 56-57.) The definition of luxury has expanded widely, and it means different things to different people. As well, this affects the luxury industry at what makes luxury traveling luxurious. On the other hand, luxury hospitality is almost always expectant and extravagant service, guests having a sense of priority and a top-notch physical environment. (ILTM 2017, 9.)

Luxury in the hospitality industry can be about uniqueness and exclusivity. Such as, the hotel is located in an uncommon place where are no other competitors hotels or the hotel is not accessible by car and the customer needs to walk a long trek to get to the hotel. As well, the hotel has some unique design that is different from the standard hotels. (Swarbrooke 2018, 56-57.) Nowadays luxury has changed from things to experiences. Likewise, the experiences need to be personalized to each guest. (ILTM 2017, 9.) In the accommodation sector luxury is not anymore based on high prices or a wealthy environment. It is all about exclusivity and rarity. (Swarbrooke 2018, 96.)

Nowadays luxury guests are seeking for more better and fulfilled lifestyle. The luxury brands should be interested in guest's lifestyles and understand their preferences. The personalization happens after the understanding. The guests also seek experiences that focus on their mental, emotional and physical needs. Lastly, impeccable service with new methods and technology. (Tutek, Roth & Simatic 2018, 4.) The emotional link in luxury

hospitality is crucial these days. The feeling of “home away from home” is connected to service, product and the people. Together they can build a unique guest experience. And this is what a new kind of luxury hospitality is. (Godfrey N.A.)

Luxury accommodation falls into the luxury travel industry with three other groups: transportation, experience & travel agents and tour operators. Accommodation is the key element when staying in destinations. The luxury accommodation sector is divided into city hotels, resorts & spas and vacation-ownership places & self-catering villas. (ILTM 2011, 9.) Whereas hotel luxury brands are divided into three categories: luxury major, luxury exclusive and upper-upscale (The world luxury index N.A. 6).

3.1.1 Luxury amenities and services in the hospitality industry

According to Sherman (2007, 24-25) services in luxury hotels include personalization, expectations and resolution of guests' wants. Guests are more like to define luxury service as care. As well, luxury hotels need to offer special amenities, full-service accommodation & restaurants and qualified high-level service (Tissot 2018, 248).

The impeccable service has always been a core element of luxury. The service starts from details and small-scale gestures. (Tutek & Al. 2018, 6.) In the hospitality industry, the service means that staff member helps the guests in many ways such as that guests' expectations are exceeded. As well the service does not end when guests leave the accommodation. We want them to book again the accommodation to create guest loyalty. (Walker 2017, 35-36.) On the other hand, the idea of self-service has increased in the hospitality industry. The guests serving themselves saves time and gives them privacy and the hotel needs fewer employees. A good example is a minibar in the hotel room. (Swarbrooke 2018, 135-136.)

Personalization in luxury hotels is without a doubt essential. The staff and the managers recognize the guest and can use their names correctly and in the right situations. On the other hand, the staff knows when the guest does not want to be recognized and wants privacy. The staff members have also different conversations for first-time guests and frequent guests. The frequent guests can get the room that they always stay in or services that they demand. Another way to personalize the guests' stay is that luxury hotels keep track of their special occasions such as birthdays and anniversaries. When guests are getting personalized recognition, it creates customer loyalty. The luxury hotels can make the feeling of unlimitedness for guests, that they never say no to guests. (Sherman 2007,

27-28 & 32.) According to Ye, Zhang & Laws' study (2011) services includes staff efficiency in quantitative and qualitative service products and also cleanliness. As well luxury is not anymore what the staff members do but how they do it (Sherman 2007, 37).

The turndown service is one of the elements in luxury hotels. It means e.g., that the corner of the bedsheet is folded, lights are turned off and the curtains are closed. (Sherman 2007, 34.) Most of the time this service is done in the evening by the housekeeping department. Another service provided in luxury hotels is the concierge service. Concierge services idea is to handle guests' needs, especially which are connected to out-of-hotel services. (Vallen & Vallen 2014, 3, 10.) The concierges' job is to fulfill everything that guests need when it is morally possible and respectful towards customers. The concierge never says no to guests. (The Golden Keys of Finland N.A.)

Amenities are defined as extra services or products available in hotels. They can be concierge services, spa, swimming pool and so on. In general, amenities usually are products in-room such as soap, shampoo and mouthwash. Sleeping is hotels' number one product and nowadays hotels are offering sleep-enhancing amenities such as hot pillows and sound machines. (Vallen & Vallen 2014, 1, 203.) Nowadays guests are coming from different cultural and social backgrounds and they ask for special amenities. Luxury hotels need to provide these amenities according to guests' tastes. (Tissot 2018, 252-253.)

Hotel Kämp is a luxury hotel located in Helsinki city center. Kämp offers modern luxuries and services that guests desire. Hotel Kämp is a traditional hotel but with a modern twist with functionality and luxury features. The hotel has 179 rooms from Deluxe to the Mannerheim suite. (Hotel Kämp N.A.a.) They offer different kinds of services and the staff fulfills personal needs. Guests can pre-order items from the pre-order menu. As well, the hotel has concierge services available. (Hotel Kämp N.A.b.) The suites have high-quality room amenities such as premium ESPA bath products, king-size beds and duvets & pillows. The rooms have also turndown service and access to the Kämp spa. The suites include access to Upper Lounge that have refreshments and snack available and in afternoons tastings from their kitchen. (Hotel Kämp N.A.c.)

Customers' needs and wants are different when they become more sophisticated and the hotels are trying to discover what services and amenities they want. Nowadays hotels are trying to differentiate themselves from others with spectacular service and unique amenities. (Heo & Hyun 2015.) Most of the time the guests have already all the best quality products and technology in their homes. The guests expect the very best of the best quality products and service. (Godfrey N.A.) On the other hand, in the accommodation sector,

the luxury service can be a personalized service from a real person to quest and not from a paid employee e.g., Airbnb (Swarbrooke 2018, 133).

Nowadays guests expect more from the hotels than perfect service and good products (Tutek & Al. 2018, 6). Today's guests have issues with time and the idea of luxury is having more time to spend on experiences on vacations (Swarbrooke 2018, 125).

3.1.2 Using money on luxury amenities and services

The basic idea when guests are spending more money, they expect high-quality service. Still, those who spend less money want the same personal service as those who paid the complete price. (Swarbrooke 2018, 133.)

The service increases the price in luxury sectors compared to the general industry. As well, the customer ratings and hotel class affect room rates. Luxury hotel customers are more likely to pay extra for a good location and excellent service because they already expect the room to be high-quality. Besides, the customers assume the service in luxury hotels to be top-notch. Luxury hotels should offer other services e.g., concierge service or gourmet restaurant to satisfy customers. (Zhang & Al. 2011, 975- 979.)

According to Heo & Hyuns' (2015, chapter 4 & 5) study about luxury room amenities, the most useful hotel amenity was considered wi-fi and bed. The wi-fi technology helps customers to communicate with family and purchase tourism products. The study also found out that customers are willing to pay more for an upgraded room with more amenities. And the estimation of the room rate was high when there were more luxury amenities available. On the other hand, guests staying in luxury hotels prefer different items than guests in budget accommodations. As well, the study stated that when a customer has an opportunity to choose from amenities that they want and, effect on the room rate - the hotels are more likely to increase revenue and expect strong customer satisfaction.

3.2 Festivals

Festivals are called celebratory events and throughout history, festivals have offered purposeful connectivity and spectacles for customers. Nowadays festivals have a significant role in international mass tourism and domestic tourism. As well, festivals are so-called products that customers and tourists crave. (Picard & Robinson 2006, 1-2.) In the traditional world, festivals have been connected with celebrations and religious holidays. The

idea of a festival is to provide customers memorable experiences. Furthermore, festivals are created to customers explore their social identities and have activities that are new to them. (Jordan 2016, 15-16.)

Organizations celebrate their culture throughout festivals and at the same time giving guests deep meanings. Also, festivals are not the same every time e.g., religious festivals or music festivals. (Goldblatt 2011, 13) Festivals are offering guests experiences that are meaningful and authentic. Without a doubt, the festival industry has been growing since the 2000s and has become a large business. (Robinson 2015, 39 & 73.)

According to Goldblatt (2011, 6-11) special events are unique occasions celebrated in time and have rituals to please specific wants. Festivals are part of the special events field. According to Swarbrooke (2018, 58.) the idea of luxury events that they have different aspects that they follow. Luxury events can be only accessible by invitation and no ticket sale or the ticket for the event is so high that only a few are able to purchase the ticket. But also, luxury events can give attendants a chance to see or do something that is not accessible for most people. The luxury event can be also happening rarely.

3.2.1 Accommodation services in festivals

Tent accommodation has been part of the festival experience and it makes customers feel community with each other. However, the tent accommodation is changing from standard options to luxury options. Festivals are providing luxury accommodation options, pre-erected tents and pods. These luxury options give festivals a wider audience and separate the festival visitors from each other depending on how much they use the money on their accommodation. (Robinson 2015, 64-65.)

Camping is said to be outdoor recreation and it is a mix of both activity and accommodation. The basic idea of camping in tents has changed into luxury options such as glamping. Glamping is a variation of camping and glamorous and it is a transformation of outdoor and indoor hospitality. The idea is to remove the displeasures of outdoor camping with comfortable accommodation. (Brochado & Pereira 2017.) Glamping is about nature connecting to modern luxury and the glamping industry has grown across the globe. As well, glamping is not just a nice tent, it is all about the experiences. The glamping collection includes e.g., tents, villas, cabins and treehouses. (Glamping N.A.) As said, glamping is all about the experiences and escaping from the city area and stresses about daily lifestyle. Nature offers relaxation, rest and personal wellness. (Brooker & Joppe 2013.)

Glamping accommodation has similar amenities that hotels have such as wi-fi service and kitchens. As well, customer service concentrates on customers' complete comfort. (Brochado & Pereira 2017.) Glamping offers quality linens and modern bathrooms. Also, spa, massage and other wellness facilities. (Brooker & Joppe 2013.) Most of the time glamping accommodations use surrounding materials to be and eco-friendly. They also create places for sustainable tourism. (GlampingHub N.A.)

PodPads is a company that offers boutique camping in festivals in Europe. Every year they set camping facilities to over 50 different festivals. They provide reception services, 24-hour security and upgraded bathroom facilities. The guests can choose from basic, standard or luxury interior. The basic PodPad (figure 3) includes e.g., raised bed, sheets and a solid floor. The luxury Luxpad has all the same interior as the basic one but with duvets and beddings. (PodPads N.A.)



Figure 3. PodPad accommodation. (PodPads N.A.).

The Pop-Up Hotel is another company which offers accommodation and glamping for festivals. They create accommodation for United Kingdom's festivals and events. They have services that guests would experience from a boutique hotel but not in a location that they provide. The rooms are tented suites designed and built by themselves. Guests can choose from 17 different room types e.g., classic room (figure 4), deluxe and tent house suite. The classic room includes air beds bedding and linens. Whereas the deluxe room has a metal-framed bed with a memory foam mattress. As well, they provide restaurant and bar services to festivals and they are designed to fit the events' atmosphere. (The Pop-Up Hotel N.A.)



Figure 4. Classic room. (The Pop-Up Hotel N.A.)

4 Scouting and Guiding

The fourth chapter focuses on defining scouting and guiding. The idea of the chapter is to give the reader basic information about the scouting movement, the objectives and the principles of scouting. Also, a little bit about the history of the movement and what is scouting nowadays, and how it has changed in recent years.

Scouting is an international movement whose members create a unique international community. (The Constitution of the Guides and Scouts of Finland 2020, 8). The main idea of Scouting and Guiding is to support the development of children and young people by considering their personal characteristics. The objective is to raise people who have balanced personalities and lifestyles and also who are responsible, effective and independent members of local, national and international communities. The core is to act and learn together. (Suomen Partiolaiset 2018a.)

Scouting and Guiding is an educational movement, and it is guided by two world organisations: WAGGGS and WOSM. These two world organisations also determine the fundamental values of how Scouting is guided. Scouting arranges for young people opportunities, programs, events and projects that enhance their growth as active citizens. Through these actions, young people become promoters of positive change and they motivate other people to take action. (Suomen Partiolaiset 2018a; WOSM 2019a.)

4.1 Scouting history

The early ages of scouting began with 20 boys in an experimental camp in 1907. It was held in England and it lasted nine days and the organizer was Robert Baden-Powell. Baden-Powell had his own training and methods and they attracted young people. After the camp, Baden-Powell published his first edition book of "Scouting for Boys". Nowadays it has been sold over 100 million copies. (WOSM 2019b.) The book criticized conservative teaching methods and pursued young's desire to act independently and learn new things. (Gran 2020, 13.) The book "Scouting for boys" expanded the scout movement quickly and the movement was named The Boy Scouts. In 1909 the book was already translated into five languages and in London, there were over 11 000 scouts. (WOSM 2019b.) The Girl Guide movement started in 1910 and it was managed by Baden-Powell's sister Agnes. In 1918 the movement got a new Chief Guide, Olave Baden-Powell, Robert Baden-Powell's wife. (Partiowiki 2016a.)

The scouting movement started to expand to countries that gained their independence in the 60s, 70s and 80s. The scouting was a youth program, and it was designed by Scout leaders. The idea was in every country to meet the needs of their communities. Scouts in developing countries become more associated with issues such as child health, food production, low-cost housing etc. By the 1990s scouting expanded to newly independent countries. (WOSM 2019b.) In 2007 scout movement celebrated its 100 years of scouting. Nowadays it is one of the largest voluntary movements in the world. The movement has members almost from every country. Scouting is a unique mix of adventure, education and fun. (WOSM 2019b.) As well, every country has some national features in their scout education. For example, in Europe scouting focuses more on personal growth, whereas in North America the focus is on scouting skills. Even though scouting is an old movement it manages to renew and modify itself to changing the world and interest of young people across the globe. (Gran 2020, 15.)

4.2 The Guides and Scouts of Finland

The Guides and Scouts of Finland (later referred GSF) is the biggest volunteer organisation in Finland with over 65 00 members (Suomen Partiolaiset 2018b). The main idea of GSF is to enhance scouting in Finland. The two official languages are Finnish and Swedish. GSF is a member of two world organizations and its job is to make sure that scouting activity is according to their objectives and principles. (Suomen Partiolaisten peruskirja, 2008.) The scouting and guiding arrived in Finland from Sweden in 1910. In 1917 Suomen Partioliiitto – Finlands Scoutförbund was established. (Suomen Partiolaiset 2018c.) Scouting is open to everyone in Finland. Scouting is an activity that aims to support individual growth but same time considering personal aspects. (Suomen Partiolaiset 2018a.)



Figure 5. The Guides and Scouts of Finland Organisation structure. (adapted from Partiojohtajan Käsikirja. Gran 2020, 69).

The Guides and scouts of Finland are divided into local groups, districts and the central organization (figure 5). In Finland there are about 750 local groups and these local groups are the heart of Scouting. The weekly activities happen in the local groups. The local groups are divided into ten districts. The districts provide training, events and counseling to the local groups. (Suomen Partiolaisten peruskirja, 2008; Suomen Partiolaiset 2018d.)

When making the scout promise the children and young people commit themselves to the values of scouting. The scout ideals are built on Robert Baden-Powell's original Scout law. As well the Scout promise is derived from the original Scout promise. (Suomen Partiolaiset 2018a.)

The Ideals of a Scout are (The Constitution of the Guides and Scouts of Finland 2020, 10)

- To respect others
- To love nature and protect the environment
- To be trustworthy
- To build a friendship across boundaries
- To acknowledge one's responsibility and take action
- To develop as a human being
- To search for truth in life

The Scout Promise is "I promise to do my best to live for the good of my country and the world, to develop in my spiritual beliefs and worldview and fulfill the ideals of the <age group> every day." (The Constitution of the Guides and Scouts of Finland 2020, 11). The Motto of a Scout is "Be prepared." The Motto is the same in every country. (Suomen Partiolaiset 2018a.)

4.2.1 The principles of scouting

Everyone in Finland is able to join Scouts when they agree with its objectives and fundamental values. The target group of the scout movement in Finland is all children and young people aged between 7 to 22. The activities of the children and guided and supported by adults. For adults, scouting provides opportunities, personal growth and self-development. (Suomen Partiolaiset 2018a.) The transparency of scouting contains that the Scout movement obeys the principles of equality and decision making. These are for example regional, cultural and gender equality. Everyone can practice their religion. Also, the scout movement is an independent, party-politically non-aligned and non-profit organization. Young people are promoted to decision-making at all levels e.g., in Finnish society and globally. (Suomen Partiolaisten peruskirja, 2008.) As well, GSF supports the principles of sustainable development. Also, GSF creates cooperation agreements with various faith-based organisations. (The Constitution of the Guides and Scouts of Finland 2020, 7.)

4.2.2 Educational objectives

The educational objectives define the target of Scouting and are associated with time, society and culture. Education of scouting includes educational objectives, the scout method and the youth program. The youth program means practical education in Scouting. As well, the goal of the youth program is to instruct scouts to act responsibly and actively to themselves, to others, to society and to the environment. (The Constitution of the Guides and Scouts of Finland 2020, 12.) The goal of the educational objectives is that Scouts learn skills, approaches and values that help them to live a complete and balanced life (Gran 2020, 24).



Figure 6. Educational objectives. (adapted from Suomen Partiolaiset 2018. Partio-ohjelma. Kasvatustavoitteet.)

The relation to self stands for taking responsibility for personal development and to accept own skills and weaknesses. As well, live active life accepting themselves and own characteristics and follow a healthy way of living. Scouts find an answer to problem situations and have the courage to go into new situations. The relation to other people is taking care of others and respecting another. Also, expressing opinions appropriate way towards other people. Scouts are ready to help others without benefiting personally from it and scouts prevent bullying. Besides, scouts know diversity and you can trust their word. The relation to society means advocating peace and influence in decision-making and advocate democracy. Scouts know their own culture and are keen on other cultures. The scout

takes action to correct common issues. As well, scouts act in different group roles such as leaders or members in groups. They also seek sustainable development. The relation to the environment is taking responsibility for surrounding and advertise sustainability. Scouts want to protect the environment for future generations. (The Constitution of the Guides and Scouts of Finland 2020, 13.)

4.2.3 The Scout method

The basic idea of the scout method is that it tells how to do scouting and help young people to grow. When every aspect of the scout method is visible it should cause experiences that are recognized as scouting. The Finnish scout method is based on WAGGGS' and WOSMs' scout methods. The people who have been a scout for more than two years know what scouting is and how it feels like, even though they do not know the whole scouting theory and history. (Gran 2020, 25; Suomen Partiolaisten peruskirja, 2008.)

The scout method consists of eight aspects. Commitment to the values of Scouting: by accepting the promise, ideals and motto the scout engages itself to the values of scouting. Symbolism: it links young people and kids to their group, local group and to the Scout movement. Personal progression: every scout has individual challenging responsibilities, and they are suitable for each age section. The patrol system: All responsibilities and decisions are made together in peer groups and this helps the young people act in a group. Learning by doing: it is the natural method to learn and in scouting, learning is made through doing and experiencing. A good deed every day: every scout is taught to take responsibility for themselves and others. Activities in nature: nature creates unforgettable experiences when working and learning about the environment. Adult support: the adults provide possibilities for children and young people and also adults support them. (Suomen Partiolaiset 2018a.)

4.3 Scout camps

Usually, scout camps last 5-10 days and are held in nature. Camps are organized by local groups, a mix of a couple of local groups, districts, or central organizations. Most of the time camps are during the summertime from June to August. The camps have a management team that includes for example camp leader, camp vice-leader, food manager, safety manager and finance manager. (Partiowiki 2016b.) Finnish scouts can participate in camps and other events which are held abroad. Also, scouts from abroad can participate in events and camps in Finland. (Suomen Partiolaiset 2018g.)

The relevant part of Scouting is an activity in nature and nature education. The camps, trips and nature competitions are perfect ways to educate children and young people on how to behave in nature, survival skills and manual work. One of the educational objectives is working in nature and the main idea is to guide scouts to appreciate nature diversity through their own experiences. (Suomen Partiolaiset 2018e.) Finnjamboree is the biggest camp that GSF organizes. It is an international jamboree and is held every six years. The last one Roihu was in 2016 and the next one Kajo will be in 2022. (Suomen Partiolaiset 2018f.)

The biggest scout district camp Kliffa was organized by Pääkaupunkiseudun Partiolaiset ry and it was held in summer 2018. The scout district camps are held every six years. There were over 5600 participants and as well international guests. The activities in the camp were to train different skills such as orienteering, problem-solving and manual skills. But on the other hand, provide unique experiences such as the words biggest escape room and circus-themed party in the woods for 700 people. (Pääkaupunkiseudun Partiolaiset 2018a.) Other activities were ten-meter-long climbing walls and mud wrestling (Pääkaupunkiseudun Partiolaiset 2018b). Kliffa also had a camphotel named Oiva. The hotel accommodation was Tentsile which is a tent that is attached to trees. Tentsile is in the air and the idea is that it does not harm nature than a normal tent would and also the straps do not harm the trees. (Enbuske N.A.)

All in all, Kliffa was a different type of camp that no one could have expected (Pääkaupunkiseudun Partiolaiset 2018b).

4.4 World organisations

The main objective of the world organisations is to expand Scouting and Guiding and support national associations. Scouting is a youth movement that develops young people's living conditions and opportunities. The scouting movement influences international organizations such as United Nations and European Union. (Suomen Partiolaiset 2018f.) From the beginning, Scouting has been an international youth movement with identical scout promises and the same ultimate values (Suomen Partiolaiset 2018g).

The two world organizations are The World Organisation of the Scout Movement, WOSM and The World Association of Girl Guides and Girl Scouts, WAGGGS. WOSM was founded in 1922 and has local organizations in over 161 countries and it has over 40 million members. WOSM has both girl and boy members. Whereas WAGGGS has mainly girl

members. WAGGGS also promotes Scouting and Guiding activities and improving equality for girls and young women. WAGGGS has over 10 million members in 150 countries and it is the largest voluntary movement for girls. (Suomen Partiolaiset 2018f.) WAGGGS aims to encourage and empower girls and young women to become responsible citizens and achieve their goals (WAGGGS 2019a).

4.5 How scouting has changed in recent years

One of the changes has been the modification of the constitution of Guides and Scouts of Finland. The modification process started in 2017-2018 because there were conversations about fundamental values and based on these conversations arise the demand of renewing the constitution. (Suomen Partiolaiset 2020a.) As well, there were workshops and surveys to collect information to make the Constitution look like its members, the scouts (Suomen Partiolaiset 2020b). The new constitution tells more clearly the values and new principles, and they have been updated in the present day. The scout promise and the ideals of scouting changed because they live in the time. (Kamppari 2020.) The modifications process started in 2019 and was ready in November 2020. The constitution also guides the Scout movement's principles and methods and defines the role of GSF. The constitution of GSF is based on WAGGGS and WOSMs' constitutions and both world organizations have approved the changes of the constitution of GSF. (Suomen Partiolaiset 2020a.)

In the constitution, they changed the Scout Promise. The promise has four themes: society, environment, view and the Ideals of a Scout. The old promise had the word "loving own God", but they changed it to "growing in own beliefs". The Scout Promise is the same for all scouts because it connects each other. As well, the new promise makes possible religious freedom and space for everyone even though they belong to different religions. It also gives a space to find own beliefs and study them. (Suomen Partiolaiset 2020b.)

Another change is a new strategy and vision for the years 2021-2026 (figure 7). The idea is that scouting gives skills for every young person to change the world. The strategy has three parts: Scouting grows, Scouting gives skills to life and Scouting is the best place to do voluntary work. The new strategy was approved in November 2020. (Suomen Partiolaiset N.A.)



Figure 7. The Guides and Scouts of Finland strategy 2021-2026. (adapted from Suomen Partiolaiset N.A. Partion Strategia.)

5 Methodology

The second part of the thesis is the empirical part: The fifth chapter concentrates on defining the used research method. For this thesis, the chosen method was quantitative. As well the data collection method was a survey and explanation what is a survey. Lastly, what kind of questions the survey had. The used survey tool was Webropol.

The main goal and subgoals for the thesis are

Main goal

- To find out is luxury necessary in scout camps camphotels in Finland

Subgoals

- To get a wide perspective from luxury in general
- To find luxury suggestions for camphotels from a different point of views such as the hospitality industry, hotels and festivals
- Study the use of money when luxury is available in scout camps
- Find out is the wanted luxury a product, service or an experience for camphotels

5.1 Quantitative method

In this research the chosen method was quantitative. The method was chosen because it will give more information about luxury in scout camps as well as if it is needed. The information was collected via survey. The survey will also get a wider perspective from a scout's point-of-view if they are interested in luxury in scout camps camphotels. Also, is the wanted luxury in camphotels services, products or experiences. Lastly, are they willing to pay extra when luxury is available?

The basic idea of the quantitative method is to answer the question “what?” and what factors affect the study. The quantitative method requires to study of the research subject. It is not possible to make a survey without knowing what to measure. The idea of the quantitative method is to generalize. The results got from quantitative research are analyzed using statistical methods such as using percentages. The quantitative method demands a decent number of responses to have reliable results. The quantitative method is based on measurement which goal is to produce reliable and generalized data. The use of the quantitative method is flexible, and it gives the researcher different possibilities, and the risk of dead ends is small. On the other hand, a bad research frame can lead to failing the research. (Kananen 2011, 15-18.)

Most of the time quantitative method is used for studies that look for what happens, find new viewpoints and phenomena. Also, find out little-known phenomena and develop a hypothesis. (Hirsjärvi, Remes & Sajavaara 2009, 138.) This thesis's main idea was to find out new viewpoints about luxury in scout camps. The study subject was also a little-known phenomenon because there are no previous studies in Finland related to luxury in scout camps camphotels.

The starting point for research is the research problem and to which seeking a solution. The research problem is solved with knowledge. The research questions are leaded from the research problem. With the research questions, the research problem is solved. The research questions need also auxiliary questions which help to get the needed data. (Kananen 2011, 21.)

According to (Hirsjärvi & Al. 2009, 140.) the key parts of the quantitative study are conclusions from previous researches' and theories. Secondly, defining the key concepts. After that planning, the literature research and important part are that the data is suitable for quantitative measurement. When the literature research is ready the researcher needs to select the research persons and do a sampling plan. When the data is collected the researcher need to make it in statistical format and analyse the results including percentage tables. Lastly, make conclusions based on the statistical analysis and results.

5.2 Sampling

Shortly said sampling is taking a small version of the whole. It is necessary because the populations are not identical. The whole is the population, and it is not always people it can be products and brands. The first thing before starting a study the population should be defined. The sample should be as much same as the population of the study. (Brother-ton 2015, 203-205.) In other words, a population is all the individuals or things that the researcher generalizes (Sue & Ritter 2012, 33).

In this thesis, the population was the leader aged 15 onwards scouts in Finland. The sample was a Facebook group called HC-Partiolaiset with over 6 500 members. The group was chosen because there are scout leaders from all over Finland.

5.3 Survey

The basic idea of the survey process is to determine the goals of the study and objectives. After that comes the literature search. It is crucial to tying every question to one of the study's goals. In general, if the goals are not defined clearly the results might unclear. There are different ways to collect data via surveys such as questionnaires face-to-face or web-based and interviews. The basic idea of the email and web-based survey is that the respondent clicks the link to the questionnaire, answers to questions and submits when it is completed. Online surveys are fast and efficient but, on the other hand, they rely on software. (Sue & Ritter 2012, 3-6.) Another advantage of surveys is that is easier to analyse and save with a computer. But some disadvantages are that there is no way to be sure how seriously the respondents answer questions. As well, there can be misunderstandings about the questions and the respondents have not been familiarized with the topic. (Hirsjärvi & Al. 2009, 195.)

In this thesis the chosen survey tool was Webropol. The survey had nine questions in total (appendix 1) and the survey was made in Finnish. I chose to do it in Finnish because I studied scout camps in Finland. But the survey is also translated to English (appendix 2) because the results are analysed in English. As well, the survey was anonymous. The questions were close-ended, multiple-choice, ranking and open-ended questions. The survey only had nine questions because I only wanted to ask the relevant question that gives me the answers that I needed. All the questions were based on my theoretical framework, main goal and subgoals. Questions 1-8 were obligatory, and the last open-end question was optional. The first questions asked about the age group (close-ended). After that the questions were about the importance of luxury in scout camps (ranking) and what kind of luxury scouts want to scout camps camphotels (multiply-choice). Lastly, anything to add box (open-ended).

I tested the survey first to my scout leader friend and asked her if the questions were understandable. I asked her opinion because I wanted to know from a scouts' point of view if the survey had the right questions and are the questions relevant to this study. She said that put the age to the first question and as well to correct some grammar mistakes. Lastly, my thesis instructor went through the questions and gave improvement ideas such as were some questions relevant to this study.

The survey was sent on Wednesday 7th of March 2021 and it was open until Sunday 14th of March 2021. The goal was to get over 100 responses. The first place where I published

the survey link the was HC-Partiolaisset group on Facebook. There are over 6 500 members and all of them are scouts or have been scouts. The members are all over from Finland. I also send the survey link to my local group (Partiolippukunta Suosirrit ry) leaders on WhatsApp. There are 26 members. So, in total, the survey was visible to around 6 526 persons. All in all, I got 327 responses to my survey. From this, we are able to calculate the response percentage which is 5,01%. In the next chapter, I will present the survey results.

The first thing when the data is collected is to clean it. To check that there are no incomplete answers or errors. When the data cleaning is done the next step is to transfer the data to values. The descriptive statistic is used for describing the data in the study. The idea is to make a summary of the responses to individual questions. Most of the time the data analysis is made by looking at each question individually. The descriptive statistic with tables and charts creates together the quantitative data analysis. (Sue & Ritter 2012, 147, 149-151.)

6 Results

This chapter focuses on the survey results. The survey had nine questions and they concentrated on studying luxury in scout camps. The responses are analysed question by question and comparing them to the theoretical framework. The tables and figures were transferred from Webropol to Excel in order to visualize the results. Webropol calculated all the data itself.

6.1 Age group

The first question (figure 8) was about the respondents' age group (N=327) and have they stopped scouting or are they on a break. This question was close-ended. This was the first question because the survey was meant only for scouts and guides that are or have been scout leaders. As we can see from the figure most of the respondents (82%) were adults, about every tenth (11%) were rovers and 3% were explorers. Only 1% of the respondents had studied scouting and 3% were on a break.

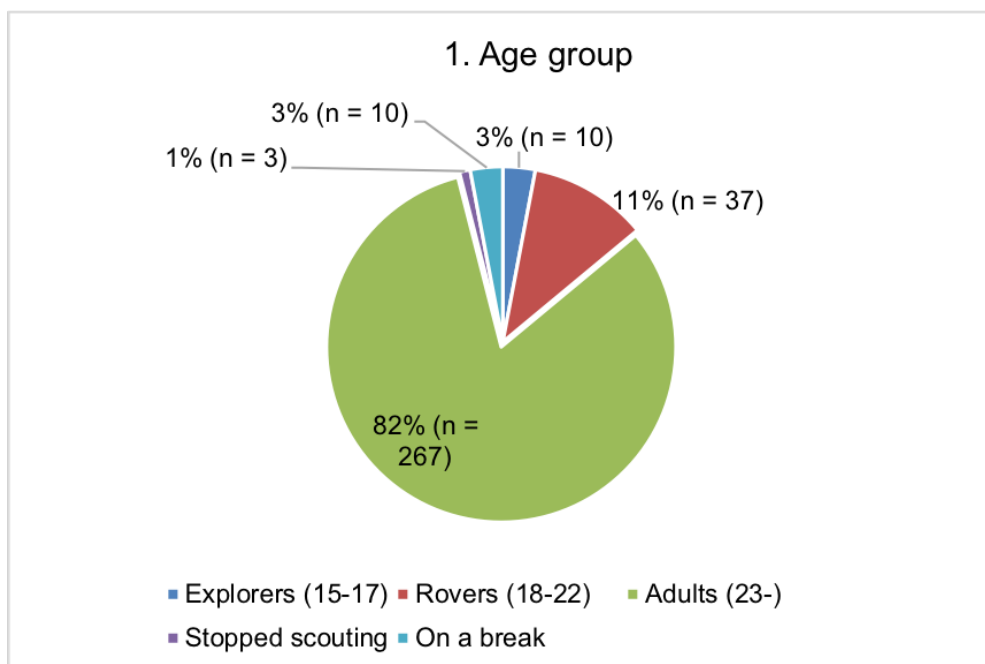


Figure 8. Age group (N=327)

6.2 Luxury in scout camps

The next three questions concentrated on luxury in general in scout camps. The luxury concept was explained in the introduction part of the survey. The concept was explained because the respondents needed to know what luxury meant in this study. The objective

was to find out is luxury missed in scout camps and how often. As well, do scouts feel that luxury is important to them in scout camps. The results are also cross-tabulated between the age groups.

The second question asked to do the respondent need luxury in scout camps (figure 9). This question was dichotomous questions where there are presented two possible options. As we can see from the table more than half of the respondents (61%) do miss luxury in scout camps. Whereas 24% answered no that they do not need luxury. Only 15% answered that they do not know if they miss luxury in scout camps. From this table, we are able to see that the respondents somehow miss luxury in scout camps.

One interesting finding was that the scouts who have stopped scouting or who are on a break answered don't know more than adults and explorers & rovers. Whereas adults and explorers & rovers answered more yes than scouts who have stopped and who are on a break. But the no selection percentage was quite the same between all the groups.

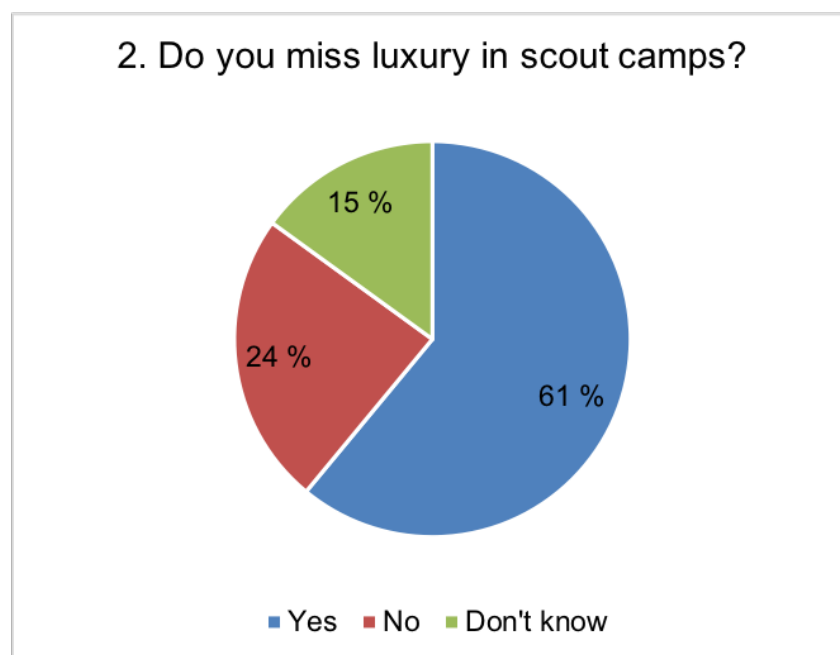
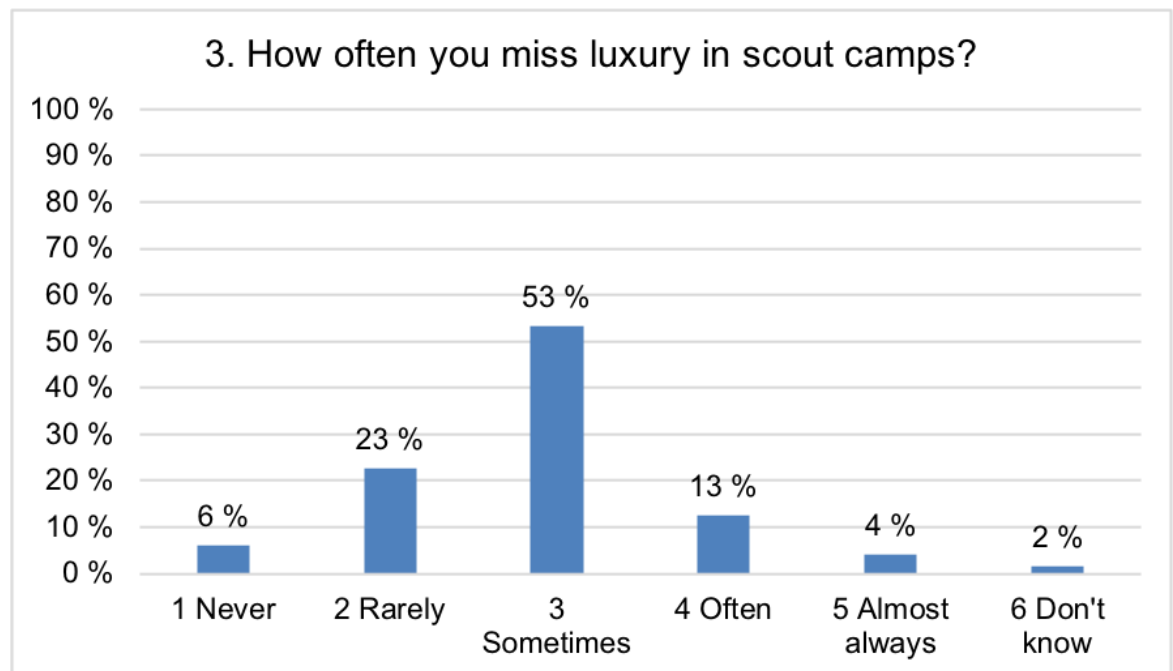


Figure 9. Do scouts miss luxury in scout camps (N=327)

The third question asked about how often scouts miss luxury in scout camps (Table 2). The question was a rating question. The question had six selection options from never to almost always (1-5). The sixth (6) one was don't know option. About half (53%) of the responses were sometimes the third option. There were slightly more never responses (6%) than almost always (4%). Whereas 13% answered often in comparison 23% answered rarely. Only 2% answered that they do not know if they miss luxury in scout camps. From

the table, we can calculate that the weighted average is 2,90 and the median is 3. In this question, there were no big differences between the age groups.

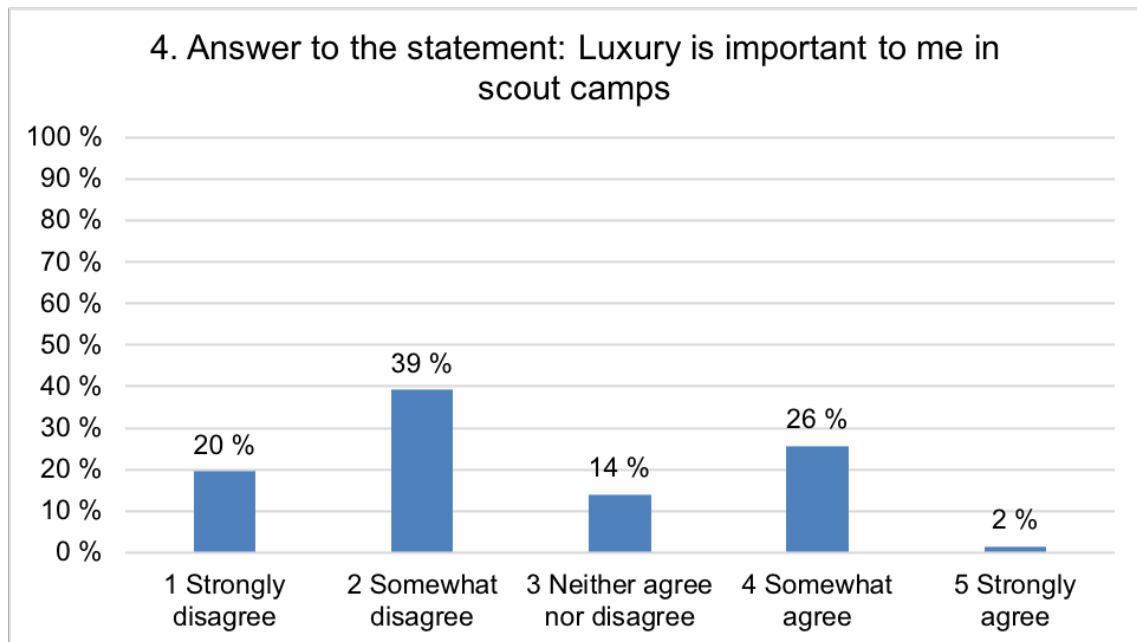
Table 2. How often scouts miss luxury in scout camps (N=327)



The fourth question (table 3) was a statement question asking about how important luxury is in scout camps. The selection option was from strongly disagree to strongly agree (1-5). The aim was to find out the importance of luxury in scout camps. And have information about is luxury wanted or needed in scout camps. Little under half of the respondents (39%) answered somewhat disagree in comparison every fourth (26%) answered somewhat agree. 20% answered that they strongly disagree that luxury is important to them. Only 2% answered that they strongly agree that luxury is important to them in scout camps. Lastly, 14% neither agreed nor disagreed. From the table, we can calculate the weighted average which is 2,50 and the median which is 2.

The scouts have stopped or who are on a break and explores & rovers did not answer the fifth option strongly agree. They do not feel like that luxury is important to them in scout camps. They answered more on the selection one strongly disagrees. Adults answered more on the selections five strongly agree and four somewhat agree than explores & rovers and those who are on a break and stopped. In all groups, the most answered selection was the second one somewhat disagrees.

Table 3. Statement question is luxury important in scout camps (N=327)



6.3 Luxury in camphotel

The fifth question was a multiple-choice question where the respondents had the option to choose three things that they would like to have in camphotels (table 4). The aim of the questions was to find out what kind of luxury is wanted to camp hotels. All the 327 respondents answered this question, and the number of selected answers was 943.

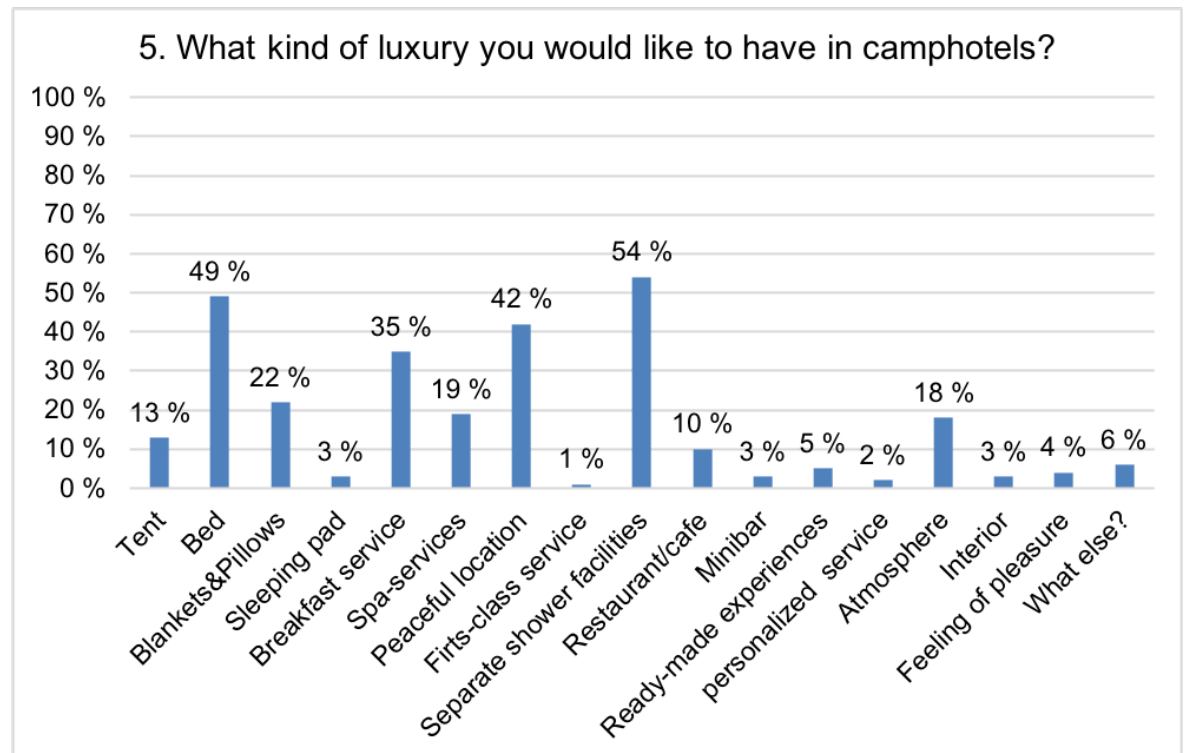
As studied in theoretical framework parts 2.3-2.5 the luxury can be either product, service or experience. These concepts were mentioned in the introduction of the survey but not explained thoroughly because the questions' idea was to find out what scouts want based on their points of view and feelings. Not to guide them to answer based on theory.

In this question, the products are tent, bed, blankets & pillows, minibar and sleeping pad. The services are breakfast service, spa-services, first-class service, personalized service, separate shower facilities, peaceful location, restaurant & bar and interior. The experiences are ready-made experiences, feeling of pleasure and atmosphere.

From the table we can see that the most desired luxury element is separate shower facilities (54%), the second wanted luxury is a bed (49%) and the third is a peaceful location (42%). In total 18 respondents answered what else (6%). The answers were for example. mattress, the ability to charge mobile devices, standing height in tents, warm showers, in-

door toilet, ability to dry clothes and laundry service. Also, few respondents wanted unusual accommodation such as Tentsile or a treehouse and an immemorable peaceful location.

Table 4. What kind of luxury is wanted in camphotels? N=327



There is some differentiation between the age groups. One interesting finding was that the scouts who have stopped and who are on a break did not answer on the selections sleeping pad, spa-facilities, first-class service, interior and feeling of pleasure. On the other hand, they answered more on the selections tent, atmosphere and personalized service than adults and explorers & rovers. Only adults answered on the selection first-class service. For the explorers & rovers, the restaurant/café was more wanted luxury than on other age groups. The separate shower facility was the most wanted luxury for all the age groups and the second most wanted luxury was a bed.

Also, it is fascinating to see what things scouts do not want to camphotels. The least answered things are first-class service (1%) and personalized service (2%). Most of them do not need the feeling that they are treated as special guests. As well as, sleeping pad (3%) because most of the time scouts have their own with them.

6.3.1 Willingness to pay extra when luxury is available in camphotel

Questions six (figure 10) and seven asked would scouts be ready to pay extra when luxury is available in camphotels and how much they would be ready to pay. The aim for these questions was to find out are scouts ready to put their own money into luxury and what would be a reasonable price to pay from camphotel night.

A total of 74% (N= 242) of the respondent answered yes that they would be ready to pay extra when luxury is available in camphotels. Then, 26% (N=85) answered no that they are not ready to pay extra.

Almost half of the scouts who have stopped scouting or who are on a break answered no that they would not be ready to pay extra when luxury is available. Adults answered more yes to this question that they would be ready to pay extra.

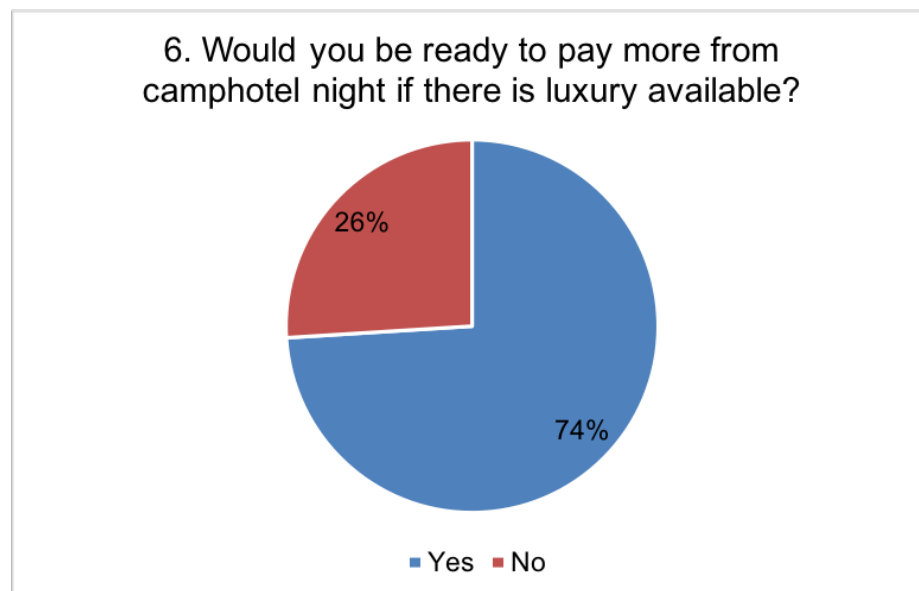


Figure 10. The willingness to pay more when luxury is available N=327

The seventh question was how much scouts would be ready to pay from a camphotel night if luxury is available. The aim was to find out what is the exact amount that scouts are willing to spend on camphotel night. The question had a sliding clutch selection from 10€ to 100€. For this question, the response amount was N=242 because all the respondents who answered no to the previous question (question 6) were directly transferred to question eight. The rule was made because if the respondent does not want to pay any extra from luxury, she would have answered zero to this question. And in the end that

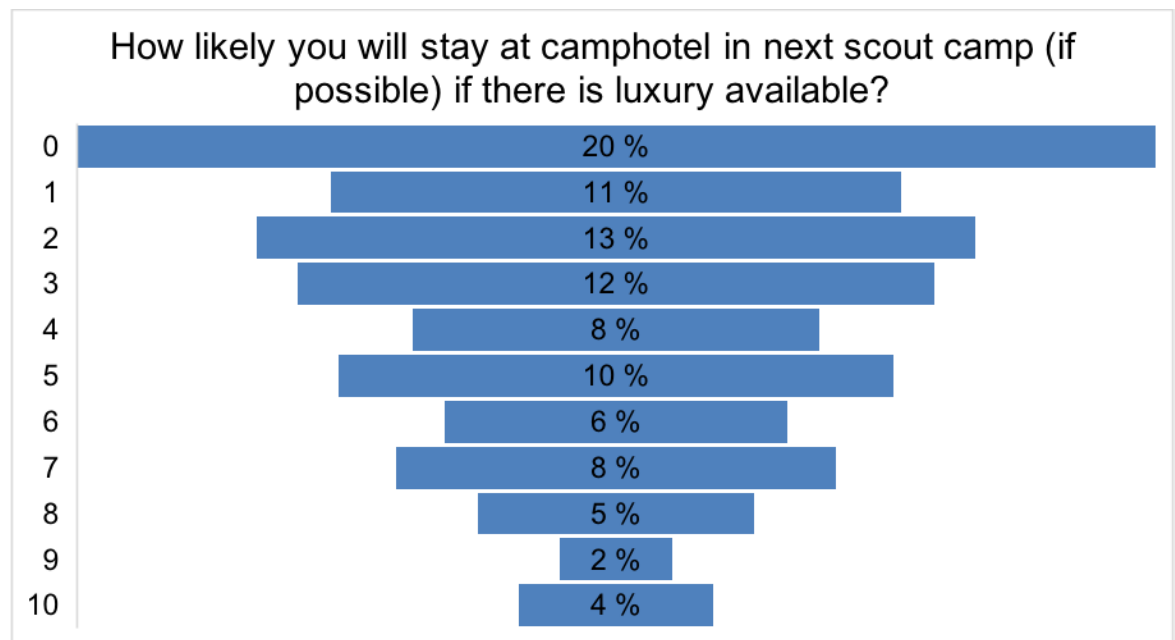
would have harmed the data. The average value was 30,29 euros per night and the median was 30 euros. Thus, scouts would be ready to pay around 30 euros extra from camphotel night if luxury is available.

Those who have stopped and who are on a break answered between 10 to 80 euros and the average value was 34,29. Explorers & rovers answered between 10 to 50 euros and the average value was 30. Lastly, adults answered between 10 to 100 euros and the average value was 30,2.

6.3.2 How likely scouts will purchase camphotel night?

The eighth question (table 5) asked about how likely the respondent will stay at camphotel in the next camp if there is luxury available if there is a camphotel accommodation possibility. The aim of the question was to find out how likely scouts will book camphotel night and from that figure out if luxury in camphotel is needed. The respondents had options to choose from 1 (not at all likely) to 10 (extremely likely).

Table 5. how likely scouts will stay at camphotel in next camp N=327



As we can see from the table 20% answered zero (0) and 11% answered one (1) that they absolutely not would stay in camphotel in the next camp. Whereas 4% answered ten (10) and 2% answered nine (9) that by all means, they would stay in camphotel. Every tenth (10%) answered five (5), a little under a tenth (8%) answered four (4) and a little over a tenth (13%) answered two (2) so these respondents probably not would book a camphotel

night in next camp. Whereas the scouts who would maybe stay in camphotel (6%) answered six (6) and (8%) answered seven (7).

From the table, we can calculate the NPS (net promoter score) rate which is -75. In this question there we no huge differentiation between the age groups.

6.4 Open-end question

The last ninth question was an open-end question. It was anything to add to the survey. The aim of the questions was to see if the respondents had anything to add towards luxury in general in scout camps and camphotels. Also, if the respondents had any feedback from the survey. All in all, 74 answered this question and all answers have been translated from Finnish to English. The answers were divided into six categories (figure 11). The answers are divided into these categories by me because all answers were easy to fit these categories.

There was only one response from the scouts who have stopped scouting or are in a break. The explorers & rovers' response rate was three. And the rest 70 answers came from adults.

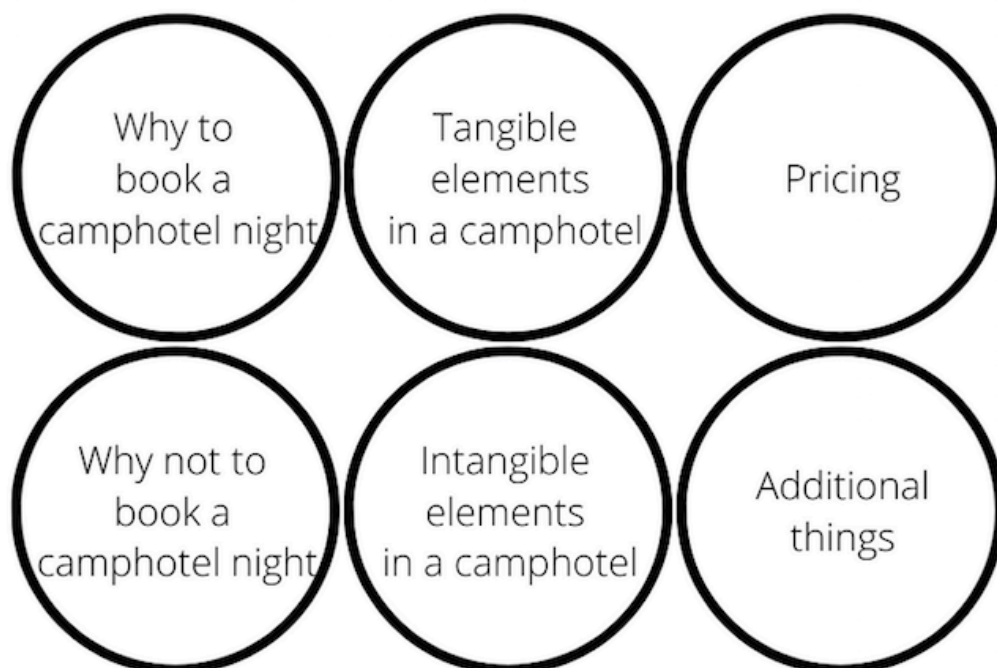


Figure 11. Open-end question categories

The main things that come up why to book a camphotel night were if the camps are long the leaders need one good night sleep somewhere peaceful place. Also, if you come to the camp only for one night the camphotel would be a good accommodation option. Some said that when they are becoming older, they have some physical disabilities so the camphotel makes it possible to participate in camps. Also, the camphotel night would be a lovely way to thank other leaders and scouts could also buy packages that include a camphotel night and massage.

“I think in camp life, luxury is a nice extra, for example, for one night in a camphotel. It allows in long camps or intense circumstances (e.g., physical tasks) an opportunity to rest and sleep one night very well. “

“There are actually two different needs. 1) Sometimes you would like to spend the whole camp in a private and compact environment than with the local group where you walk 500 meters to breakfast and 300 meters to the bathroom. I’m old and tired. 2) In the middle of the camp one night in silence, warm and dry with adults with peaceful showering, sauna, swimming, good food, sleeping and breakfast. And here we go again. “

Why not book a camphotel night came up few things. Scouts go to camps to have the real scouting experience and have a simple way of life. The important thing is the company, forest and camping. Others said that the leader resources are not enough to go to enjoy luxury things and leave other leaders to manage everything else. The perfect luxury concept should have an answer to this kind of problem. Also, the camphotel concept increases inequality between scouts. The camphotel would be a place where visitors and performers could sleep. One said that luxury can be at home when the camp is over.

“I personally go to scout camp because of its scouting experience. If I missed the big luxury hotel etc. I would probably have taken that package trip to somewhere warm not Evo.”

“Personally, I would like a luxury for those staying in the camp area because I would not be staying in a hotel. For me, those could be for example a quiet location, a separate washing facility, a sauna and perhaps a bed for the back-suffering persons. So, opportunities for everyone, not just the hotel guests.”

The tangible elements were for example the need for electricity, a sauna, proper toilets and shower facilities. The indoor accommodation possibility would be a great advance. Also, the standing height in the tents was considered a luxury element. One said that food

from the local producers would be a great element and versatile breakfast. One great suggestion was that it would be great if you could purchase gift cards for the camphotel. The exotic scenery could be also a nice touch.

“I would have liked to choose several important things from the list. A quiet location, the possibility of charging, separate washing place, bed & pillow and a possibility to purchase pampering (hair wash, foot massage, massage) yoga and fresh fruits available.”

“I enjoy camping in traditional conditions that’s why I do Scouting. Sometimes a single night in the camphotel could be nice. Small luxuries such as a delicacy breakfast, a warm shower and even a soft sleeping place would be enough for a wonderful experience. Mood lighting or even an exotic scenery place would be an extra luxury.”

The intangible things were the quietness and the no need for any schedule. And the biggest luxury would be the extra free time. Some said that luxury is for them something different such as fun and interesting experience. But the camphotel would need to be eco-friendly. The atmosphere would need to be special and if the camphotel were advertised as experiential experience scouts would be interested in reserving a night.

“Intangible things (such as silence, unscheduled) and as well ecological options (organic morning porridge) are the best luxury in scout camps. I could pay more for eco-luxury if part of the money went to reducing the environmental impact of the camp. That would be a modern luxury. Even small things make you feel a genuinely good feeling.”

“Luxury does not have to be the same as the interior. It can be also a (mosquito-protected) hammock or a Tentsile in an experiential location. For service (e.g., breakfast included) I could pay more than just for a nice and quiet night. Reasons to seek luxury could be a moment of calming down, a little pampering or fatigue that is not possible to sleep in your own tent.”

For some respondents, the pricing was hard to determine because they did not know what the price of the camphotel night in previous camps has been. Some were ready to pay extra from a camp hotel night, but some were not. One could be ready to pay more if they knew that there would be no queuing for breakfast. The camphotel would be a good way to fund some camp sectors but it should be produced in a way that is worth organizing.

“The camphotel should be a reward for the leaders that makes the camp happen – not as an additional service.”

The additional things were for example feedbacks that you only could choose from three luxury options. Some would have clarified the questions e.g., why to book a camphotel night. Lastly, respondents said that it was a clever topic and wished good luck for the thesis writing process. One said that they do not want that camphotel is only available for some elite group.

“At some points, I would have needed clarification on the layout of the questions. What does luxury mean? Definition of the term camphotel and explanation of what a camphotel is compared to normal camp stay. For whom camphotel is? Price for the camphotel night? And will it depend on whether you have paid the full camp price in advance or whether you had come as a visitor?”

7 Discussion

In conclusion, the results are neutral towards luxury elements in scout camps camphotels. The main result is that the scouts do miss sometimes luxury, but they do not think that is the key part of the scout camp experience. So, it is not the reason why scouts participate in a scout camp. Luxury services are considered the most desired luxury element in camphotels because the most wanted luxury is (part 6.3) separate shower facilities and a peaceful location. In the open-end question, most scouts stated that one good night's sleep would be a luxury in a hectic camp. In other words, the camphotel would be a place to relax.

On the other hand, the luxury element is not unambiguous. The answers do not support each other in every question because the answers fluctuate between the questions. In the survey, the second question was that do scouts miss luxury in scout camps (part 6.2) and 61% said yes. But luxury is considered different for all people as said in the theoretical framework (part 2.1). Question four asked how important luxury is for scouts (part 6.2) most said 1 strongly disagree and 2 somewhat disagree. Thus, luxury is not the most important thing to scout in scout camps. As well, most of the scouts would not book a camphotel night in the next camp. We can say that luxury is an element that shares opinions.

The major finding between the theoretical framework and my study was that (part 3.1.1) Tutek & Al. (2018, 6) stated that impeccable service has always been a core element of luxury. Whereas in the study (part 6.3) the personalized service was only answered by 2% of all respondents. So, scouts do not reserve the camphotel in order to have impeccable service. But the identical finding was according to Heo & Hyuns' (2015, chapter 4 & 5) study, stated that customers are willing to spend more money when luxury amenities and services are available (part 3.1.2). In my study, 74% of the respondents were willing to spend more money when luxury is available (part 6.3.1).

7.1 Were the goals achieved

The main goal for the thesis was to find out is luxury necessary in scout camps camphotels in Finland. This goal was achieved because the survey got enough answers to state that luxury element is some moments desired in scout camps. But shares a lot of opinions because for all it is not desired. We can see in section 6.2 that scouts miss luxury in scout camps, but they need it only sometimes. Even though luxury is missed in scout camps it is not the most important part of the scout camp experience. In conclusion, the luxury element is desired for some scouts but not the most essential element in scout camps.

The four subgoals were first to get a wide perspective from luxury in general. This goal was achieved. The first part of the theoretical framework only concentrated on luxury. The luxury concept was explained in part 1.2 and then in the second chapter more thoroughly. In the second chapter, the luxury history and luxury industry were explained. As well, how luxury has changed in the last few decades from product to experiences. Luxury is not anymore, some expensive product that is only available for wealthy people. It is an affordable and practical experience that makes memories. Also, the survey was mostly focused on luxury in scout camps.

The second subgoal was to find suggestions for camphotels from different points of view such as the hospitality industry, hotels and festivals. The concepts were first explained in part 1.2 then the third chapter focused on luxury in the hospitality industry and festivals. The accommodation services in festivals were also studied and glamping is a service that provides customers different experiences. All this information was used in the empirical part. In the survey, there was a question about what kind of luxury is missed in camphotels. All the options were taken from the theoretical framework from chapters two and three. As well in the open-end question part, 6.4 respondents had ideas for camphotel such as gift cards, tangible and intangible elements.

The third subgoal was to study the use of money when luxury is available in scout camps. In the theoretical framework in chapters two and three the price element of luxury was studied. In the second chapter (part 2.6) luxury pricing was explained. As well, in the third chapter (part 3.1.2) the use of money when luxury services and amenities are available was studied. In general, people are willing to spend money when luxury is available. In the survey, the sixth question part 6.3.1 asked are scouts willing to spend more money when luxury is available in camphotel and most of the respondents answered yes. They were willing to spend 30 euros on a camphotel night when luxury is available. In the open-end question, scouts said that they would be ready to pay extra but the camphotel night could be also a reward for hard work.

The fourth subgoal was to find out if the wanted luxury a product, service or an experience in camphotels. In chapter two of the theoretical framework luxury product, luxury service and luxury experience were explained. Likewise, luxury amenities and services were explained in chapter three. In the survey, question five asked what kind of luxury scouts want in the camphotel. The most desired elements were separate shower facilities, a bed and a peaceful location. So, the requested luxury for camphotel is services and products.

7.2 Development ideas and further research

The next study towards camphotel in scout camps should have a research question “why scouts book a camphotel night in scout camps?” That question would help the camphotel organizer to market the camphotel in upcoming camps. As well, get more scouts' point of view what they want to have in camphotels. For further research, it would be interesting to study what other countries' scouts have done in their camphotels and get ideas from them. In the future when camphotels are becoming more popular and they are created for most camps, then interview the camphotel creators in order to get their opinions and ideas. The festival element should be used more in the next researches empirical part.

The survey could have had a question with pictures (part 3.2.1) “are you interested in this kind of camping facilities?” With that question, the scout would have got the idea of what kind of luxury options there are available. Another idea is to get more answers from the younger leader age scouts the explorers 15-17 years old. I would have wanted more answers from them because the younger generations' opinions are also important. To get more answers from the younger scouts the researcher should post a survey link for example on Instagram.

7.3 Reliability and validity

In every study whether using different measurement methods to define variables, the measures should be as good as possible. In other words, this means that the methods should be as accurate or valid that one can make. (Brotherton 2015, 121.) Reliability and validity measure the study's trustworthiness and quality (Kananen 2011, 118).

The basic idea of validity is to make sure that the measures indeed measures what it was created to measure (Brotherton 2015, 121). The study's validity ensures that there is used the right research method, the right measure and measuring the right things. The wrong measure will produce wrong measurement results (Kananen 2011, 118 & 121.) An example of validity is that if respondents have understood the survey questions in another way that the researcher has thought. And if the researcher still analyses the questions according to her way of thinking the results are not considered valid. (Hirsjärvi & Al. 2009, 231-232.)

In my mind, the thesis is considered valid. The right research method was used because this type of topic is new and never studied before in Finland. And for new topics' the researcher needs more answers from different people in order to generalize the results. The

study measured the things that it was supposed to do. The respondents understand the questions but there could have been more clearly the luxury concept and what is the aim of the study. Also, explain what is a camphotel.

Reliability means the stability of the results. So, when repeating the study idea is to get the same result. (Kananen 2011, 119.) To determine reliability, one needs to process a test before collecting any data for the study. As well, from previous studies, one can see what measurements were used then. If the measures were reliable in previous studies, then we can indicate that the measures will be reliable in your study. (Brotherton 2015, 123.)

In my mind the study is reliable. I did not have time to process the test beforehand, but I think that the answers would be around the same if the test would be done again. The reliability is also determined from previous studies and what measurements they have used. The studies that were used for this thesis (part 3.1.2) were also used in the survey. And the results were considered reliable. On the other hand, the second “do you miss luxury in scout camps” question might have needed to format differently. Because luxury is different for all persons, so might have been easy to answers yes to that question.

7.4 Own learning process

I already knew when I got into Haaga-Helia that I would do my thesis for Suomen Partiolaiset because I have been a scout since I was seven years old. It was the easiest part to choose the commissioning party. But the topic itself changed throughout the years.

I began my thesis process already in the summer of 2020. First, I had a different topic but after the difficulties, I changed it to luxury in scout camps camphotels. Also, my thesis supervisor encouraged me to change the topic. The topic change happened in December 2020. In total, the thesis process took about six months. I am more than happy that I switch it because after that the writing process was so much smoother. This new thesis topic came to my mind because scout camps are becoming more massive and have all kinds of different experiences which were explained in chapter three. Also, my stream selection is hotel management, so this topic goes perfectly under that stream. And I enjoy the hotel environment as an employee and as a guest.

Before starting to write a thesis, you should be completely sure about your subject and goals. I was not, so it was first really hard to write anything. Likewise, the thesis topic should be interesting from your point of view. As well, it is more than okay to change the

topic in the middle of the thesis process and ask if that would be necessary. I learned that is crucial to narrow down the topic and goals. The thesis process was longer than I expected, and you need to have a lot of patience to conclude the thesis.

When the writing process really started, I learned how to search for the right information on the subject. Also, where to find the literature and studies. I have not done surveys that were this precise and analysed them thoroughly so that was fascinating to learn. Writing the whole thesis in English was a little bit hard because my skills are not native but, in the end, I learned new words, and my writing skill improved. Finally, I am more than happy that I managed to write my thesis and I am satisfied with the results that I got. In the future, I wish that I have a chance to use my study in scout camps camphotels.

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Appendices

Appendix 1. Survey in Finnish

Luksus leirihotelleissa

Hei Partiolainen!

Olen Siiri ja opiskelen tällä hetkellä viimeistä vuotta restonomksi Haaga-Helia Ammattikorkeakoulussa. Teen opinnäytetyöni Suomen Partiolaisille, koskien luksusta partioleirien leirihotelleissa. Tässä kyselyssä luksus määritellään sellaiseksi, mitä ei ole tavallisessa leiriarjessa saatavilla. Sekä, luksus voi olla joko tuotteita, palveluita tai elämyksiä.

Tämän kyselyn tarkoituksena on saada partiolaisten näkökulmaa luksuksesta leirihotelleissa. Voit vastata kyselyyn, vaikka et olisi koskaan yöpynyt leirihotellissa.

Voit osallistua kyselyyn, jos olet johtajaikäinen partiolainen tai harrastanut partiota johtajaikäisenä. Kysely koostuu yhdeksästä kysymyksestä ja vastaamiseen menee noin 5-10 minuuttia. Kyselyyn vastaaminen on täysin anonymia. Vastausaikaa on sunnuntaihin 14.3. asti.

Kiitos etukäteen vastauksesta!

Siiri Launis

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1. Ikäkausi *

- ☐ Samoaja (15-17v)
- ☐ Vaeltaja (18-22v)
- ☐ Aikuinen (23v-)
- ☐ Lopettanut partion
- ☐ Tauolla

2. Kaipaako sinä luksusta partioleireillä? *

- ☐ Kyllä
- ☐ En
- ☐ En osaa sanoa

3. Kuinka usein sinä kaipaat luksusta partioleireillä? *

1	2	3	4	5	6
En koskaan	Harvoin	Joskus	Usein	Melkein aina	En osaa sanoa
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Vastaa väittämään: Luksus on tärkeää minulle partioleirillä *

1	2	3	4	5
Täysin eri mieltä	Jokseenkin eri mieltä	En samaa enkä eri mieltä	Jokseenkin samaa mieltä	Täysin samaa mieltä
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Minkälaista luksusta sinä haluaisit leirihotelliin?

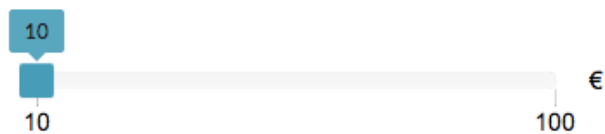
Valitse kolme (3) *

- ☐ Telttä
- ☐ Sänky
- ☐ Peitot&tyyny
- ☐ Makuualusta
- ☐ Aamupalatarjoilu
- ☐ Spa-palvelut
- ☐ Rauhallinen sijainti
- ☐ Ensiluokkainen palvelu
- ☐ Erilliset peseytymismahdollisuudet
- ☐ Ravintola/kahvila
- ☐ Minibar
- ☐ Valmiiksi järjestettyjä elämyksiä
- ☐ Yksilöllinen palvelu
- ☐ Tunnelma
- ☐ Sisustus
- ☐ Mielihyvän luominen
- ☐ Muuta, mitä?

6. Olisitko valmis maksamaan leirihotelliyöstä enemmän, jos luksusta on saatavilla?

- ☐ Kyllä
- ☐ En

7. Kuinka paljon per yö olisit valmis maksamaan leirihotelliystä, kun luksusta on saatavilla? *



8. Kuinka todennäköisesti yövyt seuraavalla leirillä leirihotellissa (mahdollisuuksien mukaan), jos siellä on saatavilla luksusta? *

	0	1	2	3	4	5	6	7	8	9	10	
En lainkaan todennäköisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Erittäin todennäköisesti

9. Muuta lisättävää?

Kiitos vastauksesta!



Kysely luotu Webropolilla

Klikkaa tästä ja lue lisää

Appendix 2. Survey in English

Luxury in camphotels

Hello Scout!

My name is Siiri and I am currently a final year student of Bachelor of hospitality management at Haaga-Helia University of Applied Sciences. I am doing my thesis for the Guides and Scouts of Finland, about luxury in scout camp camphotels. In this survey, luxury is defined as something that is not available in ordinary everyday life in scout camps. As well, luxury can be either products, services or experiences.

The purpose of this survey is to get scouts' perspectives on luxury in camphotels. You can answer the survey even if you have never stayed at a camphotel.

You can participate in the survey if you are a scout leader or have been a scout leader but you are stopped or you are on break from scouting. The survey consists of nine questions and it takes about 5-10 minutes to answer. Answering the survey is completely anonymous. The response time is until Sunday 14.3.

Thank you for your answer in advance!

Siiri Launis

siiri.launis@myy.haaga-helia.fi

1. Age group

- ☐ Explorer (15-17)
- ☐ Rover (18-22)
- ☐ Adult (23-)
- ☐ Stopped scouting
- ☐ On a break

2. Do you miss luxury in scout camps?

- ☐ Yes
- ☐ No
- ☐ I don't know

3. How often do you miss luxury in scout camps?

1	2	3	4	5
Never	Rarely	Sometimes	Often	Almost always
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Answer to the statement: Luxury is important to me in scout camps

1	2	3	4	5
Strongly disagree	Somewhat disagree	Neither agree or disagree	Somewhat agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

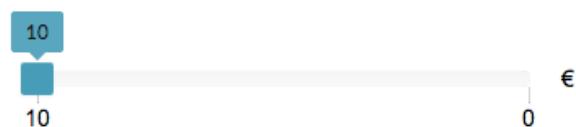
**5. What kind of luxury you would like to have in camphotel?
Pick three (3)**

- ☐ Tent
- ☐ Bed
- ☐ Blankets & Pillows
- ☐ Sleeping pad
- ☐ Breakfast service
- ☐ Spa-services
- ☐ Peaceful location
- ☐ Firts-class service
- ☐ Separate shower facilitites
- ☐ Restaurant/Cafe
- ☐ Minibar
- ☐ Ready made experiences
- ☐ Personalized service
- ☐ Atmosphere
- ☐ Interior
- ☐ Feeling of pleasure
- ☐ What else?

6. Would you be ready to pay more from a camphotel night if there is luxury available?

- ☐ Yes
- ☐ No

7. How much per night you would be ready to pay from a camphotel night if luxury is available?



8. How likely you will stay at camphotel in next scout camp (if possible) if there is luxury available?

0 1 2 3 4 5 6 7 8 9 10

Not at all likely ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Extremely likely

9. Anything to add?

Thank you for answering!



Kysely luotu Webropolilla
Klikkaa tästä ja lue lisää