

Elämys Group – Sport: Identification of customer needs and preferences after COVID-19 pandemic

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<p>Sports tourism is a relatively new segment in the tourism industry, but it dates back hundreds of years. As a result of the technological developments and rise of social media, travel due to sports has increased tremendously. Especially events sports tourism has gained more and more popularity as people want to see their idols and favourite athletes competing in international competitions.</p> <p>As the tourism industry is at a turning point due to the COVID-19 pandemic, tour operators have a chance to renew and develop their products and services. The tourism industry is starting to show slight signs of recovery, meaning that the need for updated information about the customers' needs is required. The thesis is conducted for a commissioner, Elämys Group – Sport, which specializes in sports tourism travel packages. The objective is to find out what kinds of sports events are the customers of Elämys Sport interested in after the pandemic. The research aims to also find out what are the factors affecting the customers travel making decisions and what kinds of preferences they have regarding the packages.</p> <p>In the theoretical framework of the thesis, basic concepts of sports tourism and its segments are broken down. Typical packages from each category are also compared for an overall image of the currently available products. Sports events, both before and during the pandemic are analysed and the recovery and future is discussed in addition.</p> <p>The data for the thesis was collected from a quantitative survey sent to the commissioner's customers via a newsletter. The survey was open from May 6th to the 10th, and it received answers from 92 customers.</p> <p>As a result of the research, it was found out that majority of the answerers can see themselves travelling again after the pandemic eases. Many are also expecting to travel outside Finland as well as participate in sporting events inside the country within a year. Travelling outside Europe in a year, on the other hand, was not seen as likely. The most desired length for a sports event trip is 2-3 days and the main three things the customers want the package to include are tickets to the event, accommodation, and flights. What comes to the safety of the customers, transparent and up-to-date communication was the most appreciated factor. Proper hygiene measures, clear instructions, following the Finnish Government's rules and acting responsibly were also thing the customers wish from the tour operator.</p> <p>The results help the commissioner to shape their products to fit the customer's needs and wants. Thus it helps them gain more competitive edge and success as the tourism industry continues to recover. The thesis is done using the Harvard citation style.</p>	
Keywords Sports tourism, event sports tourism, COVID-19	

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1 Introduction

Despite sports tourism being a moderately new and not-so-much researched concept in the tourism industry, records are dating back hundreds of years of people traveling to watch and take part in sports games. The earliest and most known of these sports events are the Olympic Games. (Hudson, et al., 2002). For several decades, democratization, a phenomenon in which formerly non-accessible areas or activities become available, has transformed the behaviour of tourists (Hinch & Higham, 2003.) This has led to increasing demand for sports and tourism in industrialized countries (Ritchie & Adair, 2004.)

The development of technology and the expanded number of people owning a television both accelerated the interest in traveling to sports events in the early 21st century. Specifically narrowcasting, the broadcasting of an event to a distinctive audience amongst the better media coverage raised people's interests in sport event tourism. (Hudson, et al., 2002).

Additionally, the changes in politics and values along with economic improvement in many nations around the world expedited the growth of the somewhat niche market. As a result, sports tourism, in all of its forms, has become a major global trend within the tourism industry. (Hinch & Higham, 2003).

At this time, the rapid development of social media, technology and internet, people have better access to these events from various channels. It has also led to people being able to follow their favourite athlete's lives closely, resulting in athletes gaining celebrity statuses. All in all, people from all over the world can now travel to visit places and events where their favourite teams and athletes play and thus add on to the growing number of sports tourists. (Kang, 2017).

Nowadays most of the the world's population live in cities or other urban areas. Hence why everyday concerns stress and ever more hectic lifestyle have become a part of people's everyday lives. Consequently, traveller's expectations have leaned progressively more towards meaningful and conscious experiences and the demand for recreational and more transformative travel opportunities have increased. (Ward-Perkins, et al., 2020). Thus, as one of the main features of tourism as well, escaping from the chaotic everyday life was considered to be a motivator to travel for sports events as well. (Hudson, et al., 2002.)

The seeking of transformational experiences when traveling, according to Yvette Reisinger, (2015) has gained more popularity in the recent years. As transformations first key component is a problem, in the case of sports tourism, it could be the hectic and stressful life of the visitor. Throughout the trip the visitor may make choices or participate in activities that shift the person's way of thinking. As a result, when the trip is over, the visitor can have a new set of skills, a different way of thinking or another style to handle things. The whole process, no matter what the activities during the trip are, result to a transformation of the person. (Robledo & Batle, 2017).

It has been argued that travel before, was more about relaxation, but the needs of customers have modified over the years. Currently, the popularity of trips that allow the visitor to develop and improve themselves are increasing constantly. (Reisinger, 2015). Sports tourism allows visitors to, for instance, learn something new, and thus when returning home from the trip, the skillset of the traveller has evolved (Reisinger, 2013).

1.1 Objective

The thesis is conducted for a commissioner, Elämys Group. The purpose of the research is to investigate and find out what kinds of sports events the customers of Elämys Group are most interested in after the pandemic. As traveling to major sporting events isn't possible at the time of the research, the goal is to figure out which are the events customers are most interested in. This way as the international sports events become accessible again, there's more knowledge on which are the ones the commissioner company should focus on.

1.2 Research questions

The thesis research questions are divided into two categories: the main problem and sub-problems.

Main problem: What kinds of sports events are Elämys Sport customers interested in after the pandemic?

Sub-problem 1: When do the customers see themselves traveling with Elämys Sport again?

Sub-problem 2: What would be the desired length of the holiday?

Sub-problem 3: How far and to which countries are the customers keen on traveling to?

Sub-problem 4: How much money are the customers willing to pay?

Sub-problem 5: What makes traveling feel safe and hygienic during the pandemic?

Besides receiving answers to the research questions mentioned, additional answers will also be collected. Customer demographics, which help divide people into customer

segments, will be identified. Despite discovering the customer segments being a part of the research, it's not the most relevant information. Thus, not a part of the actual research questions. Since the survey is sent to already existing customers of the company, the customer profiles are somewhat known already. Getting more information about the demographics is still beneficial in terms of knowing even better to whom to market and what types of packages that the customer segment is interested in. Especially when targeting new customer groups, the knowledge of the current demographics helps to make better and more strategic choices.

The research is carried out by conducting a quantitative customer survey. Both the estimated time when the customers see themselves traveling again with the length of the desired holiday will be looked into. Besides, the destinations to which the customers prefer to travel to for an event are going to be identified. The price range, meaning how much customers are willing to pay for the package, is also found out. The last one of the sub-problems focuses on the safety side, regarding the pandemic restrictions and rules. The factors which people consider to be making an activity safe to practice are detected and thus give new ideas to practice safe operating during and after the pandemic.

1.3 Defining the research subject

The research focuses on discovering the factors Elämys Group's customers want and need from the travel organizer after the pandemic. Due to most of the company's organized trips heading overseas, in the thesis, outbound travel is emphasized. Despite international trips being prioritized, domestic trips are not fully left out from the research.

The survey is also limited to a certain group of customers. As Elämys Group has multiple different brands which all offer distinctive travel services, the study only focuses on one. The Elämys Sport brand, to which the research is conducted, has an already existing list of customers. From these customers, only the ones who have permitted receiving newsletters are sent the survey. Hence why not all of the already existing customers nor possible new customers are taken into account in the research.

1.4 Structure of the thesis

The thesis consists of seven different parts and also appendixes. The first chapter addresses the objectives and research questions of the thesis. In the second part, the theoretical framework of the thesis is laid down. Additionally, the different segments of sports tourism are explained thoroughly. As a result of the COVID-19 pandemic, the future of sports events alongside the changed needs of customers are discussed in the third part

of the thesis. Since the thesis is commissioned, the company, to whom the research is conducted, is introduced in the fourth part. In the fifth chapter of the thesis, the research and data collection methods are presented and in the following sixth chapter, the results of the survey are broken down. In the last chapter, the answers gotten from the survey are revealed, improvement suggestions to the commissioner are given, the reliability of the research is evaluated and learning outcomes are discussed. The whole thesis ends with the reference list used for the thesis together with the research questions and other appendixes.

2 Sports tourism

“Sports tourism is a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place” (Bull & Weed, 2003). As the name suggests,

sport tourism is a combination of travel and sports. Hence it has characteristics from both segments and as a result, creates the concept of sports tourism. (Ritchie, et al., 2004).

Sports in general are described as systematic and often competitive activities that require physical strength and skills. In addition, sports have, for many years, had the characteristics of being goal-oriented and dividing people into champions and losers. (Ritchie, et al., 2004). What makes sports tourism different from the other types of travel is what motivates the visitor to go to the specific destination. When talking about sports tourism, the driving force for the trip is sports, in all of its forms. (Niezgoda, 2016).

The main characteristics of tourism, alternatively, have to do with the movement of people. The travel is from a person's usual environment to either to a different domestic or international location. The purpose of the trip can have recreational, personal, business, or other backgrounds. (UNWTO, n.d.). The period of the trip is also ruled to twelve consecutive months after which the travel is not considered as tourism anymore. (Tilastokeskus, n.d.) The people traveling are called visitors, but they may also be entitled as tourists or excursionists. (UNWTO, n.d.). The word "tourist", despite being used sometimes, is known to have a negative connotation to it. Consequently, the word visitor should be used instead. (Lew, et al., 2008).

The biggest growth seen in the market was during the Olympic games, in Athens 1896, when almost 100 000 spectators gathered to watch the games. (Bull & Weed, 2003) (International Olympic Comitee, 2021.) In his book, Higham (2004) states that both sports and tourism share characteristics of recreation and leisure as combining factors. The main two categories to which tourism is divided, leisure and business travel, can also be used when describing types of sports tourism. Leisure sports tourism represents a trip to a destination for at least one night where the tourist participates in sports-related activities. (Higham, 2004).

Business sports tourism on the other contrary has more to do with professional athletes and professional sports competitions. Because of globalization, sports events and professional sports have become a driving force for the growth of sports tourism (Bull & Weed, 2003). This is because nowadays competitions and sports games are constantly broadcasted all over the world with the help of technology. Hence why people's interest in visiting these sports destinations and games has increased. (Higham, 2004) Also, the emergence of sports teams and the branding of those teams and leagues, such as NHL and Formula 1 have risen the attractiveness and demand of sports tourism. (Higham, 2004)

2.1 Sports tourism segments

The sports tourism industry can be divided into two main categories depending on the level of active participation of the tourist. These classifications are called active and passive sports tourism. Passive sports tourism can also be divided into sub-categories called event sports tourism and nostalgia sports tourism. (Ritchie, et al., 2004). See Figure 1.

Despite sports tourism being roughly divided into the categories, there was seen exceptions when activities have characteristics of multiple segments. The exceptions, and situations where activities cross the sports tourism category lines, will be discussed in the following chapters.

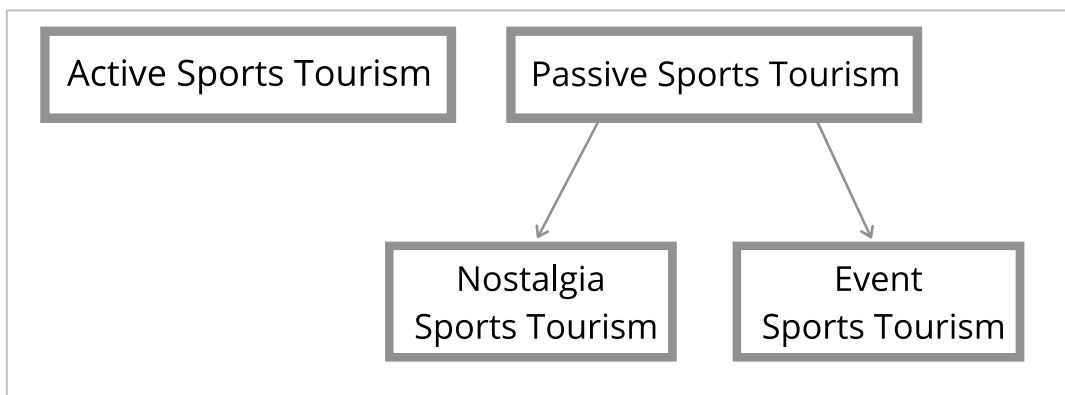


Figure 1. Sports Tourism Segments (Ritchie, et al., 2004)

2.1.1 Event Sports Tourism

Out of all the biggest sports tourism segments, event sports tourism is the one with the most research data. (Higham, 2004). Sports events, both big and small can be categorized under passive sports tourism. In this particular category, the tourist doesn't actively participate in the sport but rather spectate it. (Ritchie, et al., 2004). Such events that go under the event sports tourism category are the Olympic Games and football World Cup (Bull & Weed, 2003.)

In event sports tourism there are two types of travellers: the participants and the spectators. The participants, also known as the contestants, are the ones competing in the event. The spectators, contrawisely, are watching the participants compete in the event. In large-scale sporting events, the spectators form the bigger group of people. There are also two types of spectator groups, the visitors and residents. Although the spectator group is divided into two, they're usually referred as a whole. (Henderson, et al., 2010) See Figure 2.

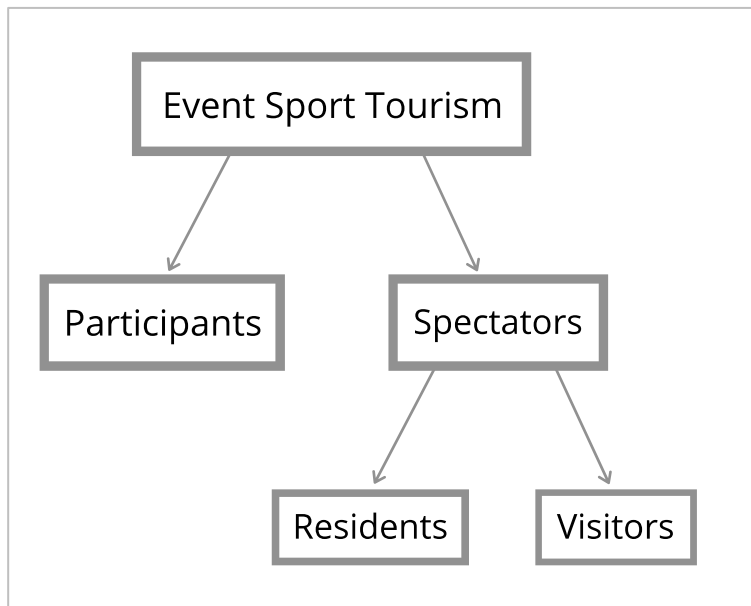


Figure 2. Event sport tourism customer segments (Henderson, et al., 2010)

Sports events have a long history, dating back hundreds of years to ancient Olympic Games (Hudson, et al., 2002.) Regardless of the long history, the popularity of travelling with the main intention being a sports event is a more recent trend. (Roche, et al., 2013) The reasons why sports events are attracting more and more foreign customers are multidimensional. One of the causes, according to Roche, et al. (2013) are the lowered costs and different spectating options given to visitors. Notably, the increased number of reasonably priced options, made for travellers with small to medium size travel budgets, has risen the spectator numbers. (Roche, et al., 2013).

Despite sports events usually segmented under passive sports tourism, there are exceptions. For example, marathons and other international competitions where the participant travels to take part in a mega-event are counted as event sports tourism. (Ritchie, et al., 2004). In these cases, the participant isn't a professional athlete and thus the segments mix together.

2.1.2 Active sports tourism

As the name suggests, active sports tourism refers to travel in which the tourist's active participation in a sport is in the main role. Such examples are skiing holidays to the Alps, hiking trips to Spain and so on. (Ritchie, et al., 2004). As people all over the world have a better access to information regarding health and the benefits of sports to it, the demand for tourism activities with sports in them, have gained more popularity. Additionally, in cases where sports activities aren't the main reason to travel, people tend to want to add recreational activities to their trips. Gozalova states in her article that according to a study

conducted in Russia, 90% of the 150 participants seek active leisure while traveling. (Gozalova, 2014).

Even though in the definition of sports it's said that a level of competition is part of sports, this has changed and evolved through time. In addition to so-called traditional competitive sports, hybrid sports with fewer regulations and structures have emerged. Examples of these kinds of activities are skateboarding and kite surfing. (Higham, 2004).

Like in event sports tourism, there are traveller segments that determine the type of person travelling for active tourism purposes. The first category includes professional athletes that travel to take part in competitions. What makes professional athletes differ from other travellers is that they do it for their living and earn money from the competitions. The second type of active sports tourism traveller is the amateur. This segment includes all other visitors travelling with the desire to have sports integrated into their trip. In the case of amateurs travelling, the aim of the trip isn't as competitive, rather recreational and fun. (Pawlikowska-Piechotka, 2016). See Figure 3.

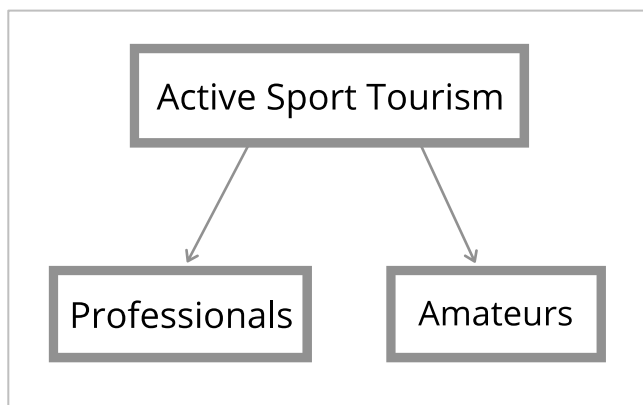


Figure 3. Active sports tourism customer segments (Pawlikowska-Piechotka, 2016)

2.1.3 Nostalgia Sports Tourism

Another sub-category of passive sports tourism, nostalgia sports tourism concentrates on past events and famous locations which are significant to the sports industry. The fandom which tourists have towards a specific attraction or an athlete, such as a stadium or a museum about a certain sport, is one of the initiatives of why nostalgia sports tourism exists. (Ritchie, et al., 2004).

Like in event sports tourism, there are exceptions to nostalgia sports tourism as well. Some of these exceptions of nostalgia sports tourism are themed events such as fantasy camps, cruises, mock training, etc. What unites all of these activities is the fact that

previous events and parts of time are lived again in a nostalgic environment. (Hinch & Higham, 2003).

The word nostalgia, in its core, means past events and memories from before (Cambridge University Press, 2021.) According to newer research, visiting currently used sports venues can also be categorized under nostalgia sports tourism (Pawlikowska-Piechotka, 2016.) This may be caused by either a famous sports venue or an athlete who has gained celebrity status (Roche e, et al., 2013.) See Figure 4.

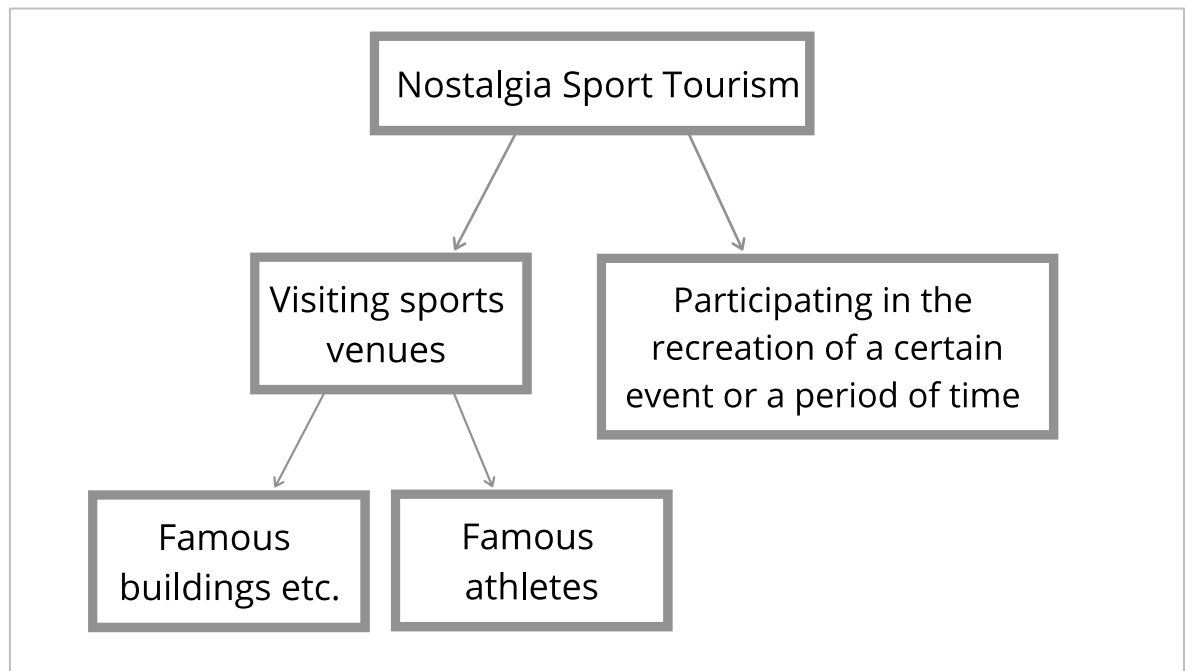


Figure 4. Nostalgia sports tourism segments (Hinch & Higham, 2003; Pawlikowska-Piechotka, 2016; Roche, et al., 2013)

2.2 Typical sports tourism packages

Over 3 decades ago, Clare A. Gunn (1988) defined tourism products as intricate packages consisting of various services. The products in these packages have varied over time, but some of the main elements like accommodation, transportation and sight-seeing or other attractions (Gunn, 1988) are still there nowadays. Customers' needs and wants have, and will, change rapidly due to the changing trends in the tourism industry. Therefore, travel package providers need to be able to adapt to these changes by altering their products these needs to stay competitive. (Jones & Haven-Tang, 2005).

What comes to segmenting event sport tourism packages, it's argued that the easiest way is by gender. Women were discovered to be more interested in passive events and males into ones that allowed them to actively participate more. In the study, majority of the

participants were middle aged and 24,5 percent were the age 61 or older. The study's ratio between male and female was almost equal. (Meng & Uysal, 2008). Despite women being researched to prefer more activities, in a research conducted by Valek, et al. (2014) it was shown that males travelled to more sports events than female. The ratio between men and women in the research was 62,8 percent men and 38,2 percent female. (Valek, et al., 2014). This shows that even though men are said to prefer active sports tourism, they are the dominating gender when it comes to visiting passive sports events. The statement has also been assessed already in 1999 that males are more prone to visit sports event more frequently than women (Frew & Shaw, 1999.)

Event Sports Tourism Packages	Kon-Tiki Tours / Björk & Boström Urheilumatkat	Tjäreborg	Lehtimäki Matkat
Events available	Track & Field, Football, Ice Hockey, Formula 1, Tennis, Biathlon + Custom	Formula 1	Formula 1
Sport	Tennis	Formula 1	Formula 1
Price range	880-6650€	806-1150€	899-1200€
Average price	2 000 €	1 000 €	1 000 €
Average length of stay	2-3 nights	3 nights	3 nights
Includes	Accommodation, ticket for 1 day	Flights, accommodation, transportation to the event site, hotel breakfast, ticket to qualification & Grand Prix	Flights, transportation to and from the airport to the hotel and event site, accommodation, hotel breakfast, tour guide at all times

Table 1. Currently available event sports tourism packages (Kon-Tiki Tours, 2021; Tjäreborg, 2021; Lehtimäki Matkat, 2021)

Active Sports Tourism Packages	KILROY	Aventura	Aurinkomatkat
Activities available	Yoga, Hiking, Surfing, Extreme sports, Fitness bootcamp	Hiking, Diving, Wellness, Yoga, Cycling	Hiking, Diving, Golf, Cycling, Surfing
Activity type in comparison	Hiking	Hiking	Hiking
Price range	280-1200€	1990-9890€	35-60€
Average price	800 €	4 500 €	40 €
Average length of stay	10 days	15 days	1 day
Includes	Accommodation, Meals, Sight seeing tickets, transportation to and from activities, English-speaking guide	Accommodation, Meals, Sight seeing tickets, transportation to and from activities, Finnish guide, Baggage carriers during hike	Transportation to and from the hotel, English-speaking tour guide, Snack & Water

Table 2. Currently available active sports tourism packages (KILROY, 2021; Aventura, 2021; Aurinkomatkat, 2021)

Nostalgia Sports Tourism Packages	KILROY	Utah Olympic Legacy Foundation
Activities available	Athens Olympic Velodrome tour	Utah Olympic Park tour
Price	18 €	12\$
Length	1 day	1 day
Includes	Tour & tour guide	Tour & tour guide

Table 3. Currently available nostalgia sports tourism packages (KILROY, 2021; Utah Olympic Legacy Foundation, 2021)

After researching the currently available sports tourism packages, some similarities between them were found. The research was done by searching for what kinds of packaged trips there were available at the time of the research from each of the sports tourism categories. The categories are divided into three categories by the model suggested by Ritchie, et al. (2004). See Figure 1. What made the research more complicated were the ongoing travel restrictions at the time. Due to them, the number of trips available was low and information regarding pricing and length of stay were difficult to find.

In the event sports tourism category, three companies offering packaged trips to Finnish customers were compared in the Table 1. From the three companies, all offered packaged trips to Formula 1. Information regarding the F1 packages were found from Tjäreborg and Lehtimäki Matkat. (Tjäreborg, 2021) (Lehtimäki Matkat, 2021). From Kon-Tiki Tours on the other hand didn't have any of that data available on their website. Thus from Kon-Tiki tours, the package taken into the comparison was to a tennis tournament in Wimbledon 2020. (Kon-Tiki Tours, 2021). Overall, the average length of stay in all of the packages was 4 days and 3 nights. Price range revolved around 1000€ in Formula 1 packages and 2000€ in the tennis package. In both of the F1 packages, flights, accommodation, transport in the destination as well as breakfast was included. In the tennis package on the contrary, only accommodation and ticket for 1 day at the tournament was included in the price. From the brief research, it can be seen that as an event Formula 1 is lower in price than Wimbledon tennis tournament. To conclude, the length of the trip in event sports tourism packages is close to a weekend trip, 2-3 days and can include different things depending on the type of event and tour operator. (Tjäreborg, 2021) (Lehtimäki Matkat, 2021) (Kon-Tiki Tours, 2021).

Three companies were also compared when looking for active sports tourism packages offered at the time of the research in the Table 2. From the sports tourism packages available, most represented the active holiday segment. All of the companies, taken into comparison, offered hiking trips to their customers. None of them were specialized on only one activity and hence why the options, from which customers can choose from, are wide. (Aurinkomatkat, 2021) (Aventura, 2021) (KILROY, 2021). From the three, Aurinkomatkat only offered one-day trips to their customers who have an already booked holiday with them. This means that the customers can, before or during their trip, book a one-day hiking tour package in their destination. (Aurinkomatkat, 2021). Kilroy and Aventura, on the contrary, offered longer lasting tours ranging from an average of 10 to 15 days (Aventura, 2021) (KILROY, 2021.)

Out of all the three main sports tourism categories, the least number of packaged trips were available in nostalgia sports tourism. The comparison was presented in the Table 3. Thus in this category, only two different packaged tour providers were compared. The first one of the two is Kilroy, a tour operator that offers tours and trips to Finnish customers. The package Kilroy provides regarding nostalgia sports tourism is a tour around the historical Athens Marousi Olympic Stadium area. (KILROY, 2021). The second compared nostalgia sports tourism provider is a United States based Olympic Training Center in Utah (Utah Olympic Legacy Foundation, 2021.) Both provide only one-day trips to historical and famous sports locations. The tours are almost identical content wise but what makes them differ is the price. The Utah Olympic Training Center tour costs only 12 US dollars whereas the Kilroy tour is approximately 18 euros. The nostalgia sports tourism packages taken into comparison are rather ones the traveller can book on the spot without pre-reservations. This is a feature that differentiates these packages from the other categories'. (KILROY, 2021) (Utah Olympic Legacy Foundation, 2021).

3 Sports events

Sports events have now existed for thousands of years, the first dating back to ancient Olympic Games. Even then, Europeans would come to either participate or spectate the games from various places outside the area where the event was held. From there on, the evolution of sporting events has been continuous, and it has not come to an end. (Pawlikowska-Piechotka, 2016).

Many countries have built strong destination strategies around sports events as a way to attract foreign visitors. One way is for nations to make contracts with major sports leagues to get more tourist traffic and thus, gain more revenue. (Strategic Direction, 2018). Additionally, as big sports events are well known all over the world, hosting them can also create more awareness and promote the destination (Roche, et al., 2013.) It's also argued that hosting mega-events, such as the FIFA Football World Cup, the destination's brand image benefits positively (Lyua & Han, 2017.)

As sports events are hosted in destinations, the local communities and people have to be taken into consideration. Unfortunately, if the locals view it as a negative happening, the success of the whole event will suffer. Reasons why locals may dislike the hosting of these events can be disruptions caused by the visitors, the feeling of the event not fitting to the destinations brand or the escalating prices of products and services during the event. (Shipway & Fyall, 2012).

3.1 Before pandemic

As a term, event tourism appeared on the industry vocabulary only a few decades ago. From small, locals only events to international mega-events, sports event tourism combines them all. In the late 20th century, Donald Getz (1989) took the division of sports events to a new level by creating "The portfolio approach" which is presented in the Figure 5. The intention behind the model is to separate and categorize different event types. The smaller more frequently organized events are at the bottom of the pyramid and the bigger less frequently organized ones are at the top. (Getz & Page, 2016). From the tree of event tourism, sporting event tourism emerges (Henderson, et al., 2010) and thus, the Getz (1989) model can be used in this category as well.

It has been argued that sport is an essential part of society's natural rhythm and that it ensures better psycho-social health for people (Huntsdale, 2020). It has also been estimated recently that live events in general are associated with positive emotions and hence why contribute to people's better health. (Novelli, et al., 2010) (Novelli, et al., 2013).

In the United Kingdom only, 2,3 billion British pounds were spent in a research done in 2016. This means that in the United Kingdom, after exhibitions and conferences, sports events are the third biggest money generating happenings in the country. (Eventbright blog, 2016).

The events taken into comparison in the British event industry report by Eventbright (2016) include all the event divisions Getz (1989) created to his Portfolio approach. Although small events can make profit, like in the Portfolio approach, most of the revenue created come from bigger and more rarely hosted events. Thus, mega-events and other big events held in Britain are most likely to account for the larger part of the visitor spending.

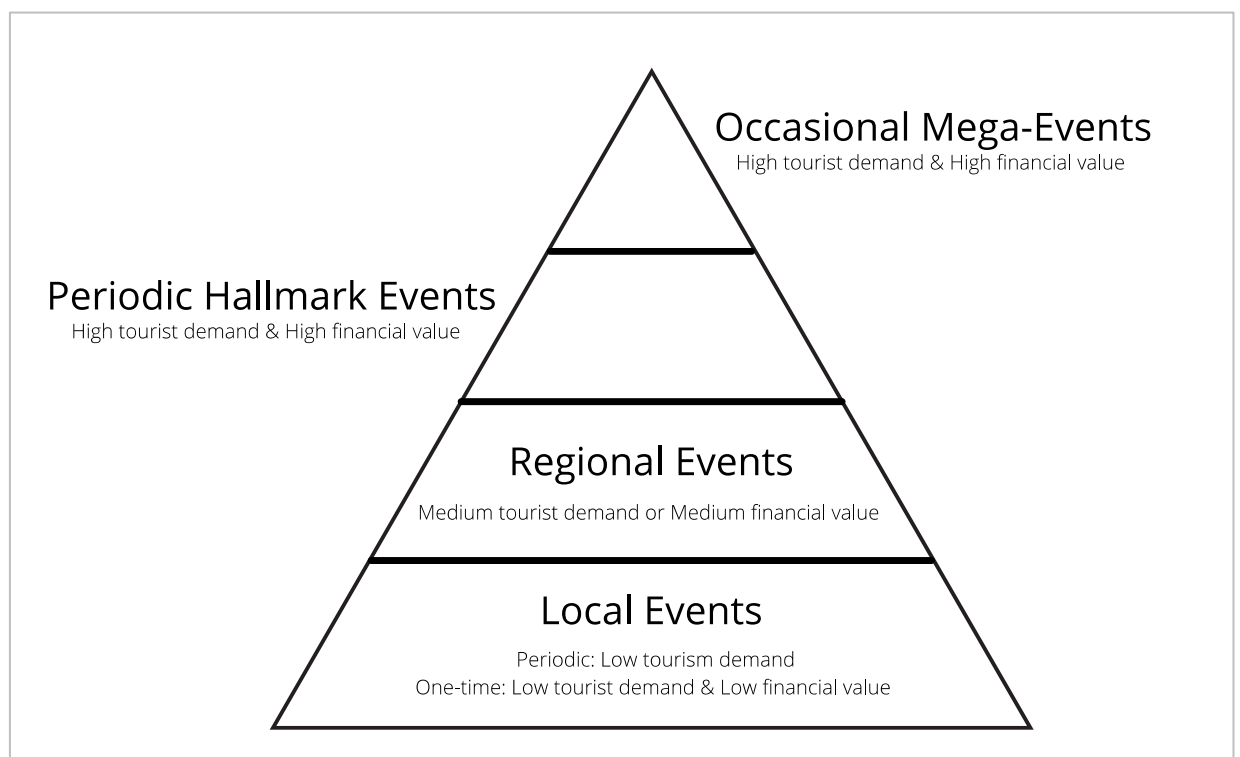


Figure 5. The Portfolio approach (Getz, 1989)

3.2 During pandemic

When the COVID-19 virus was classified as a pandemic in March 2020, the tourism industry took an unexpected hit. Compared to other previous pandemics, such as MERS, the coronavirus has had a bigger negative impact on the tourism industry. (Fotiadis, et al., 2021). The travel restrictions began in February 2020, when multiple airlines restricted and banned flights to mainland China. During March the same year when the virus kept spreading, some people stuck with their travel plans and others decided to cancel (Villacé-Molinero, et al., 2021).

As the virus kept spreading around the world, more and more countries started to restrict the arrival numbers of people. In May 2020 travel restrictions were detected in 217 destinations. In 85% of the destinations with restrictions, the country borders were completely or partially closed. This itself, combined with people's fear of the virus, diminished the numbers of tourists travelling. (Villacé-Molinero, et al., 2021) According to a study conducted in 2020, it was estimated that compared to December 2019, the tourism arrival numbers will drop by 56,1% in a year (Fotiadis, et al., 2021.)

According to statistics published by the United Nations World Tourism Organization (UNWTO), the real percentage the international tourism arrivals decreased in 2020 was 73%. (UNWTO, 2021). Compared to the estimations made by Fotiadis, et al. (2021) the drop in tourism arrivals was more tragic than what could have been predicted. As for January 2021, UNWTO reported a 87 percent decline compared to the numbers in 2019.

3.3 Recovery

As during the research for the thesis, the pandemic is still ongoing, the state to which the tourism industry will recover and when it will happen remain a vague mystery. Estimations and guesses are tossed around but no-one can fully know the true date when the tourism industry will officially start to recover. (Villacé-Molinero, et al., 2021).

As the virus spreads easily from people to people through sneezing and coughing, it's obvious that the risk of getting an infection increases. Hence why hosting large mega-events or gatherings create an optimal environment for the virus to spread. (Majra, et al., 2021). A Japanese infection cluster researcher specified that especially in situations where heavy breathing in tight places was the case, the chance of infection increased (Furuse, et al., 2020.) Therefore, through proper safety measures such as appropriate ventilation, good hygiene, and social distancing, even events could be hosted when the pandemic starts to ease. (Majra, et al., 2021).

The UNWTO released an estimation in March 2021, regarding the recovery of the international tourism arrival numbers. Their approximation on when the international tourism arrivals will start to increase is in July-September 2021. (UNWTO, 2021). In March 2021, the number of countries with travel restrictions of some sort was the same as in 2020. From the 217 destinations, 69 have closed their borders completely. These make up for 32% of all the destinations. 34% of the rest of the countries with restrictions have partially opened their borders but are still not allowing people in the destination as usual. (UNWTO, 2021).

The pandemic situation is, at the time of the thesis, different depending on the country. Therefore, the Finnish Institute of Health and Welfare (2021) has created a traffic light map to demonstrate which countries are safer to travel to than others. In the model, countries are divided into three colour categories: green, red and grey and it's presented in the Figure 6. The first colour, green, demonstrated countries that have an infection rate of less than 25 cases per 100 000 residents in 14 continuous days. The red coloured countries, on the contrary, have an infection rate of 25 or higher per 100 000 residents in the same time span. The last category, grey coloured countries, are subject to the European Union's regulations and thus are not shown in the red and green colours. (Finnish Institute of Health and Welfare , 2021).

To both red and grey coloured countries, the Finnish government advises people not to travel to there. The advising is that all non-essential travel to these countries would be avoided. An additional 14-day quarantine is required when a person arrives to Finland from a country either listed red or grey. People arriving to Finland from the green countries, in contrast, are not required to quarantine. (Finnish Institute of Health and Welfare , 2021). Although this is the official rule, the Finnish Government advises Finns not to travel abroad if it isn't necessary (Finnish Institute of Health and Welfare , 2021.)

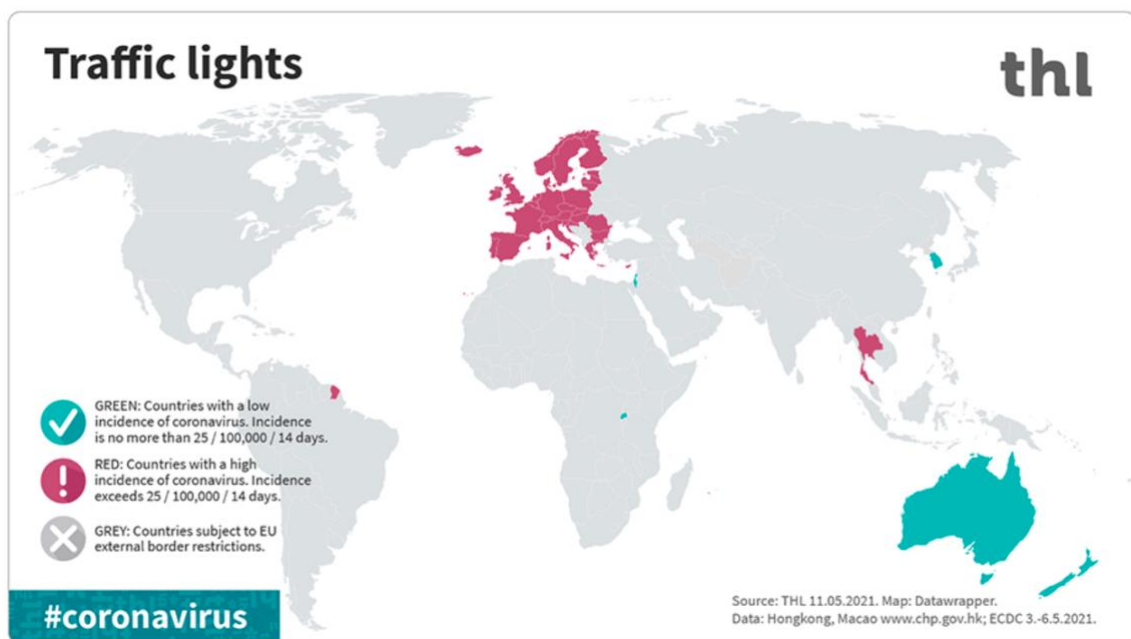


Figure 6. THL traffic light model 11.5.2021 (Finnish Institute of Health and Welfare , 2021)

3.4 Future of sports events

Assessments on what factors and qualities of people affect their willingness to start traveling again has been researched. One of the elements found to be affecting people's

eagerness to continue traveling after the pandemic is the amount of information available regarding the destination's safety. It had been studied that domestic travellers tend to rely on online sources and international tourists go for internal sources. These internal sources can be friends and family or tour operators and printed travel magazines. (Villacé-Molinero, et al., 2021).

Transparency was mentioned as the second big factor determining whether people choose to travel after the pandemic or not. As the pandemic itself caused panic and fear among people, the feeling of safety is important in the future of tourism. It's argued that people feel safer and more confident about traveling when they have easy access to reliable information about the destination. (Villacé-Molinero, et al., 2021). Due to this, especially tour operators should focus on providing as much information, about the safety measures taken in the destination, as possible.

Back in 1972 Cohen divided visitors into four categories depending on their wishes and actions regarding travelling: the organized mass tourist, the individual mass tourist, the explorer, and the drifter, shown in the Figure 7. (Cohen, 1972). It has been argued that the international visitor's view of risk depends on their wish for either novelty or familiarity. (Lepp & Gibson, 2003). Visitors who are more experienced and seek novelty while travelling tend not to experience risks as worrying as unexperienced travellers. (Kozak, et al., 2007). From the Cohen typology model, unexperienced traveller types are the organized mass tourist and the individual mass tourist. The more experienced traveller types on the contrary are the explorer and the drifter. (Cohen, 1972).

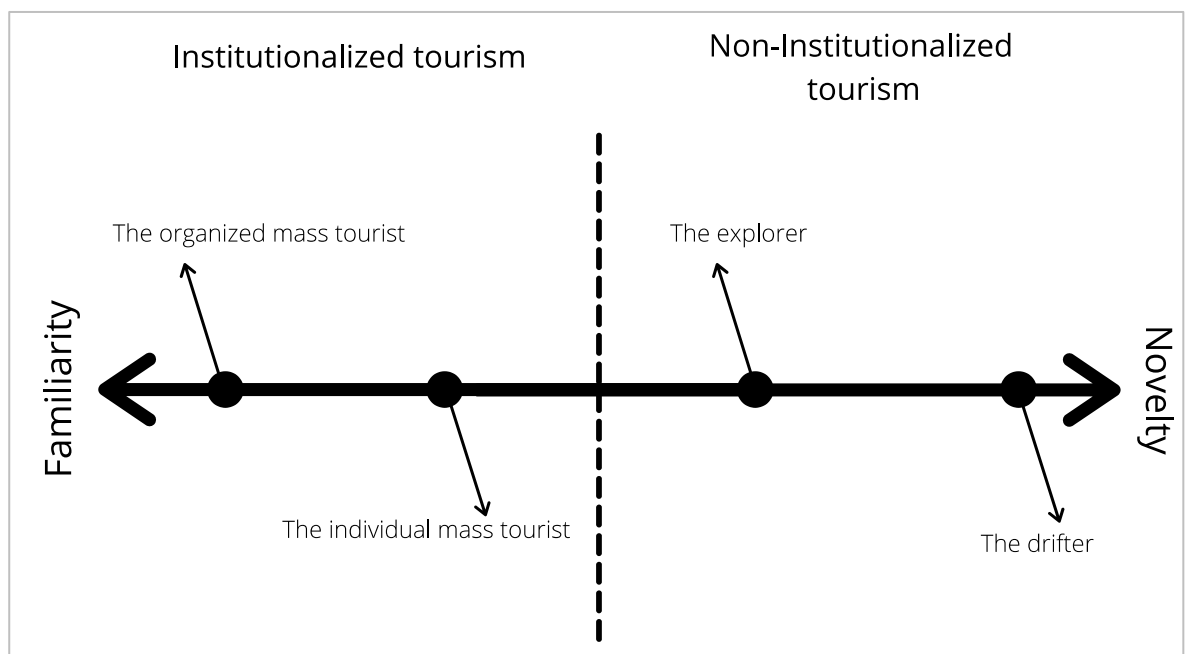


Figure 7. The Cohen's 1972 tourist typology (Cohen, 1972)

As the COVID-19 pandemic took the world by surprise, UNWTO, in 2021, has come up with a recommendation plan for tourism destinations to start their recovery journey. The plan consists of multiple recommendations that, as a whole, create a good launch pad for countries wanting to start the revival process. The plan is presented in the Figure 8. The first recommendation focuses on the proper measures taken by the destination's authorities and DMO's. This means that it's advised to create a safety nest including emergency plans and designated people working for the prevention of the virus. As for the second recommendation, it goes hand in hand with the first one. The destination and tour operators should provide its visitors a proper information package regarding the safety situation in the country, ways to act in case of emergency and other practical material the visitor might need during the trip. (UNWTO, 2021). Both the first and second UNWTO's (2021) principle go in sync with the Villacé-Molinero, et al. (2021) assessment that transparency is one of the most important factors determining whether a person chooses to travel to a destination after the pandemic.

Following the first two recommendations, the third focuses on providing the visitors all the needed services while traveling. Examples of these assistance measures are, according to UNWTO, making sure the visitor's given legitimate information and for the destination to take responsibility of the tourist's safety. For the last part, cooperation between the visitor's country of origin and the host destination is emphasized. With the help of successful alliances between countries, rapid actions can be ensured in cases of emergency. (UNWTO, 2021).

The UNWTO Recommendations for Tourism Destinations

- 1. Prevention**
- 2. Information**
- 3. Assistance**
- 4. Repatriation**

Figure 8. The UNWTO Recommendations for Tourism Destinations (UNWTO, 2021).

In their report, Abbas, Mubeen & Iorember et. al. (2021) assess that, in the future, there may be a demand for people to wear masks and gloves to protect both the visitors and employees of the destination. Other estimations are the need for crowded places to limit the number of people in one place at the same time to reduce the risk of infection and keep the safety distance. This can mean dividing areas, like stadiums, into blocks so that

people can maintain social distance. As for mass-tourism itself, trips with smaller attendance numbers are more likely to be the future. (Abbas, et al., 2021).

4 The commissioner

The research conducted is made for a commissioner, a Finnish tour operator called Elämys Group. The company consists of seven different travel brands which all specialize on their own travel services and products. See Figure 9. Ranging from active, sports related tours to cruises and consulting, Elämys Group offers a wide array of services to both business clients and consumers. (Elämys Group, 2021).

Currently, the company has operations in multiple cities in Finland as well as also abroad. The offices inside the country are in Helsinki, Porvoo and Joensuu and additionally, in Dublin, Ireland. Many of the products offered to customers are made with private people in mind. Some of the company's brands, in contrast, provide services for not only consumers. Elämys Group works in collaboration with multiple Finnish National Sports teams to which it provides its business services. (Elämys Group, 2021).

The first one of the Elämys Group segments is called Elämys Ski & Active. This division focuses on offering skiing, climbing and outdoor hiking trips to its customers. From out of the seven brands, the Elämys Ski & Active is the oldest one. Elämys DMC provides its customers international conferences and seminars as well as events. All the travel arrangements for the trip can also be handled by Elämys DMC. Formerly Elämys Group was known as Elämymatkat. Currently Elämymatkat acts as a core website from which customers have access to all the other Elämys Group brands' experiences. Late 2020 an online booking tool was also published to elämymatkat.com and it lets customers book accommodation, flights and activities in combinations. Cruises ranging from Europe to Antarctica are offered by Elämys Cruises. The segment also works as the Finnish sales representative for the Royal Caribbean International, Celebrity Cruises & Azamara. Joined to Elämys Group in July 2020, Matka-Agentit is a tour operator with over 20 years of experience. The offered trips include tours and holiday packages both in Finland and abroad. Themed tours and packages as well as accessible travel products are some the specialities of Matka-Agentit. The last one of the seven segments is called Menestys. Business travel services and events are both handled by Menestys to enable a smooth experience for corporate customers. (Elämys Group, 2021).

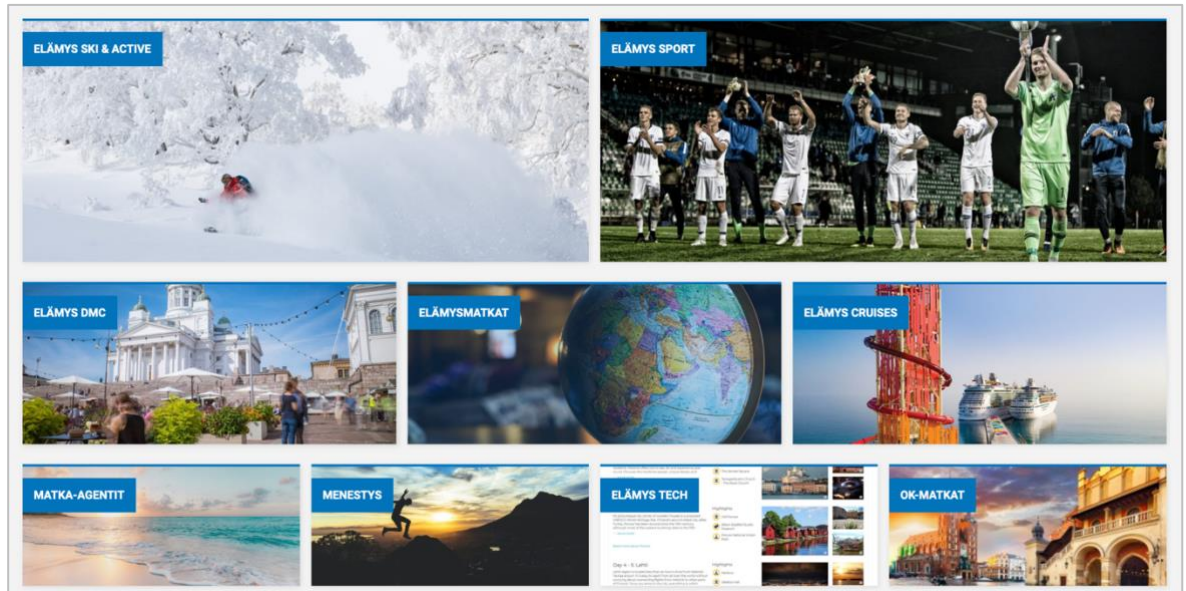


Figure 9. Elämys Group brands (Elämys Group, 2021)

4.1 Elämys Sport

One of the brands Elämys Group has, under its umbrella, is called Elämys Sport. As the name suggests, the brand focuses on providing sports trips, to both business and private customers. Organized trips and tours to major sporting events such as Formula 1 competitions and the Olympic Games are a few to be named from the bunch. There's also a possibility for Elämys Sport customers to follow the Finnish national teams to their overseas competitions with the company's organized trips. (Elämys Group, 2021).

The tours are organized mostly abroad and to provide their customers with the best possible service, tailor made tours are also offered. This way the customer can choose to which event they'd like to travel to and get their other wishes fulfilled. In addition to consumer customers, various national sports teams of Finland are also Elämys Sport's customers. Examples of these teams are the Finnish national football team and the National Olympic Committee of Finland. (Elämys Group, 2021).

4.2 Competitors of Elämys Sport

As Elämys Sport offers travel packages and services only in the sports tourism sector, the market is rather niche in Finland. Thus, there are not so many competitors to Elämys Group. One of the advantages of Elämys Sport is that they're part of a bigger company. This gives the more reassurance and stability for the brand as the tourism industry is at a turning point due to the pandemic.

Kon-Tiki tours is a group travel agency that specialises in providing custom made group travel packages. The tours are made from requests and according to the customers' needs and wants. The sports tours are provided at Kon-Tiki tours by Björk & Boström Urheilumatkat, which is a brand now part of Kon-Tiki on their sports tour side. Event Travel, the second important competitor of Elämys Sport, focuses on sports event trips as well. The most offered sports are football, Formula 1, ice hockey and other individual major sports events. (Elämys Group, 2021)(Event Travel, 2021)(Kon-Tiki Tours, 2021).

Kon-Tiki tours don't offer individual trips to customers as they're specialized in group tours. Thus, Elämys Sport has a competitive advantage since they provide both kinds of travel types: custom groups and individual trips. The variety of sports events Kon-Tiki offers is, although, a bit larger than what Elämys Sport offers. Event travel on the contrary has a smaller variety of trips available but they also let individuals purchase trips through them. Thus, Elämys Sport is in this case as well, more competitive. To sum it up, Elämys Sport has a rather dominant and stable place in the sports tour industry in Finland. With their wide variety of products and offered services, everyone can book a sports event trip from them and find what they're looking for. (Elämys Group, 2021)(Event Travel, 2021)(Kon-Tiki Tours, 2021).

5 Research methods

In this chapter, the research process alongside with the methods used are introduced. The justification of why quantitative survey was used in the research is explained as well. Lastly, the process behind the implementation of the survey, with how the target group was defined and how the data collection was made, are explained.

The thesis' aim is to investigate the factors customers seek from their trip after the COVID-19 pandemic is over. Hence why a research needs to be carried out to find out what those things are. In his book, Naval Bajpai (2018) defines that a research starts with the definition of the research problem. In cases where the study is done for a business, the company should express what that certain problem is. (Bajpai, 2018). This same pattern is followed in the thesis also. The commissioner, Elämys Group Sport, wants to map out which things people view as important when travelling to sports events with them after the pandemic. From the problem defined by the commissioner, the research questions, both main and sub-problems, are defined. After the questions were outlined, a proper research method needs to be chosen.

From the two main categories of research, quantitative research focuses on numbers and numerical data. The opposite method, qualitative research, focuses on non-numerical data such as feelings and images. (Saunders, et al., 2016). There are several options regarding how numerical research can be conducted. The data for the study can, for instance, be gained from surveys, ready-made statistics and registers or systematic observation. From the options, surveys are the most popular and used ones in quantitative research. (Vilkka, 2021).

5.1 Quantitative survey

For the research method of the thesis, a quantitative survey is chosen. As mentioned by Vilkka (2021), surveys are the easiest quantitative research methods to incorporate into newsletters. Thus, as the commissioner has an already existing database of customers signed up for their newsletter, the survey can easily be spread out. One of the other reasons behind the choice is the ongoing pandemic. It limits the ability for people to meet each other and due to the restrictions. Thus, the safer option to conduct the study, is to have an online survey. The customers of the commissioning company can answer to the survey whenever and from their own homes. This way the research can be carried out even if the restrictions changed.

As many of the thesis objectives are related to people's opinions, ranking method is a good way to conduct a study that measures views on things. Ranking method lets the respondents put the asked subjects into importance order in the way they prefer. To prevent the answerers from feeling overwhelmed by the number of ranked items, no more than seven should be in one list. One of the most used ranking methods is called the Likert scale. (Saunders, et al., 2016).

To see what the customer's opinions are on the topics researched, the survey is conducted by using mostly Likert scale. The Likert scale was created in 1932 and it's most known for being used in surveys where the people have the option to choose from options on a bipolar scale (Likert, 1932.) The scale allows the researcher to investigate people's beliefs and opinions on certain topics. Although the original Likert scale has only five points to choose from, it's advised to increase the number of points by two. This way one point to each end of the scale can be added. This simple adjusting of the scale is said to increase the reliability of the survey. (Allen & Seaman, 2007). In some cases, Likert scales have also been adjusted so, that there's only an even number of options on the scale. This is done in cases where the number of neutral answers is wanted to be diminished. (Clasen & Dormody, 1994).

List-questions, also known as multiple-choice questions, are ones where the answerer can choose either one or more answers from a list. The determination whether the respondent can choose only one or multiple answers depends fully on the questionnaire. List-questions are handy when wanting to know that the answerer has considered all of the choices available. There is also be a possibility to have an open-ended question embedded in the multiple-choice question. This is in a case where there is a concern that the respondents might have other preferences besides the already existing ones.

To let the respondents answer freely, open questions can be added to surveys as well. This means that unlike in ranking method and multiple-choice questions, the question guides the answerer but doesn't limit the answer. These open questions can also be referred as open-ended questions. (Saunders, et al., 2016).

As a result, the survey conducted for the thesis is done with a four-point Likert scale. Having an even number doesn't let the answerers have a neutral opinion on the questions asked. It ensures that to every question, there's at least a weak opinion from the customers of Elämys Sport. Also, open questions are added to the end of the survey to let the respondents answer freely to the researched question. One is added into a list-question to make sure all of the respondents have a chance to answer what they feel like the most suitable for them. Two are added to the questionnaire just as they are. Multiple

plain list-questions are also in the survey. These questions measure things that aren't opinions, such as which are the most interesting sports for the respondent. Due to the complexity of the question types, the research questions can be answered better and therefore supplementary, benefit the commissioner.

5.1.1 Conducting and testing the research

Based on the theoretical framework and research questions and findings from chapter 5.1, the survey questions are planned out. Each question is based on either the main problem or one of the sub-problems. This ensures that sufficient data can be collected from the survey and that the results will benefit the commissioner. The questions are formed so, that they're easy to understand and don't confuse the answerer. To make sure as many people would answer to the survey, two 100€ gift cards are drawn amongst all of the answerers.

Due to the European Unions' General Data Protection Regulation (GDPR) the survey must be sent by the commissioner. This is because the customers to whom the survey is sent to, have a chance to participate in a lottery after answering to the questions. For them to win the price, they must leave their information to the survey form. The GDPR regulations forbids the personal data of the answerers to be given outside the commissioning company's doors. Thus, the commissioner suggests that they'll make and publish the survey and then provide the answers and data collected afterwards.

Despite the commissioner making and publishing the survey, most of the questions are not made by them. From all the 15 questions, five were ones the commissioner wanted to add to the survey. These ones are the questions number 4, 5, 10, 11 and 14. See Appendix 2. The reasoning behind the questions is that they've worked well in previous questionnaires made for company's other brands. The rest of the questions are solely based on the research problems. Besides the main 15 questions, additional ones numbered 16-19 are in the survey so the customers to enter themselves to the lottery after answering.

The questions not planned by the commissioner were firstly accepted by the representatives of the company. Already during the first meeting regarding the survey, a few essential questions the commissioning company wanted to include were added to the list. As the questions were firstly made in English, they had to be translated to Finnish for the survey. After translation the questions were proofread and tested by a couple of objective people. The questions were then sent to Elämys Group Operations Manager

Mari Suihko who forwarded them to the Marketing & Communications Coordinator Essi Vesala. The questionnaire itself was created by Essi Vesala, who formed the survey from the created questions using an online questionnaire tool called Survio. At that stage the Elämys Group's questions were added to the survey and the first draft was created. Only a few changes were made to the final version before it was published. One question that didn't fit into the existing categories was removed and an additional mentioning that the survey is used in a thesis was mentioned. After the final changes the thesis was sent for approval and then sent to the customers in the newsletter on the 6th of May 2021.

The planned date for the publishing of the survey was on the 5th of May but due to testing the questions, the sending was delayed. It is also scheduled that the customers would have a week to answer to the questions to ensure high answering rate. As people don't always check their e-mail as often as other social media sites or text messages, there needs to be more than a couple of days for people to answer. As the 13th of May is a public holiday in Finland, the results had to be received before the date. To ensure that the results can be put to forms by the commissioner first, the date by which the data is agreed to be sent is the 12th of May 2021.

5.1.2 Target group and data collection

As the survey is sent embedded in a newsletter (see appendix 1), the target group is defined easily. The people who receive the newsletter are mostly former Elämys Sport customers who have given permission for Elämys Group – Sport to send their newsletter to them. As Elämys Group consists of multiple different brands, the survey is only sent to the Elämys Sport brand's customers. This ensures that the customers answering to the survey are interested in the services the commissioner provides. As a result, the motivation the customers have towards giving feedback and suggestions increases. By having both an outside motivator, two 100€ gift cards to Elämys, and an inside motivation, the abundance of answers can be certified. As a result, approximately 100 answers are expected to be gained from the survey.

5.2 Data analysis

To be able to understand and analyse quantitative data, it must be formatted and segmented first. For this to happen, a proper program, such as Microsoft Excel, SPSS or Stata should be used. SPSS is a statistical software that's made specifically for data coming from questionnaires. (Dawson, 2017). In the case of this research, SPSS is not used since the data from Survio are presented in an Excel form already. Thus, the creation of the tables and chart is more efficient and less time consuming.

Since the survey is sent by the commissioner, they will also be receiving the results first. It has been agreed that as the survey contains mostly numerical data, the commissioner will be providing the results in an already somewhat analysed manner. This means that as the survey is done using a professional questionnaire tool, the data is put to tables and charts already. Survio filters and segments the results as well as creates charts and tables to make the analysing process faster. (Survio, 2021).

After the data has been received from the commissioner, it will first be exported from Survio to Excel. After that it will be divided into two categories: necessary and unnecessary data. This segmentation is done since the commissioner had certain questions, they wanted to ask from their clients but aren't necessary in the thesis research. These unnecessary questions are the numbers 4, 5 & 10. The remaining of the questions will be analysed more thoroughly and the data from them put to more understandable figures and charts.

In the questionnaire, both categorial and numerical data are collected. From the questions, majority represent numerical data which can be measured by numbers. For example, all of the questions measured with the Likert scale are numerical. Categorial questionnaire data will be received from questions regarding the responder's gender and place of living. (Dawson, 2017).

6 Results

In this chapter the results from the quantitative survey are analysed. The data from the survey was received from the commissioner in a numerical form and thus it needed to be transformed into charts. From the charts the data could be analysed and explained more easily. The survey was closed on the 10th of May, a day earlier than what was planned. Altogether, the survey was open for 5 days. The original plan was to have the survey open for 1 week but as the results of the survey needed to be collected by the 11th of May, the time was shorter. Also, the sending of the survey was delayed by a day which also cut down another day. Most of the answers were received within the first two days from when the newsletter was sent. The newsletter in which the survey was embedded, was sent to 1308 customers. There were 127 visits to the survey meaning that the link was pressed that many times. From the 127 visits, a total of 92 answers were received in the end. All the 92 customers who started to answer the question finished it. From these numbers, a total answer rate was calculated to be 7%.

The most common time it took for the customers to answer was 5-10 minutes with 56,5% of the answerers belonging to this category. The second most common time with 31,5%, was 2 to 5 minutes. Overall, it can be stated that the survey was relatively quick to fill and answer according to the time used.

6.1 Responder demographics

As the first step to analysing the results of the survey the gender of the respondents was analysed. The data was collected from the survey's question number 1. From the 92 answerers, 69,6 percent were male and the rest, 30,4 percent were female. There were also options "other" and "I don't want to answer" but they didn't receive any answers. Secondly, the age of the respondents was researched from the responses of question number 2 and the results are presented in the Figure 11. The biggest age group was the over 60-year-olds with 33,7% of the answers. The same number of respondents was in the age group of 51-60- and 41-50-year old's which both counted for 23,9% of the answers each. The second smallest age group was the 31–40-year-olds with 13% of the answers and the smallest the 18–30-year-olds with only 5,4%.

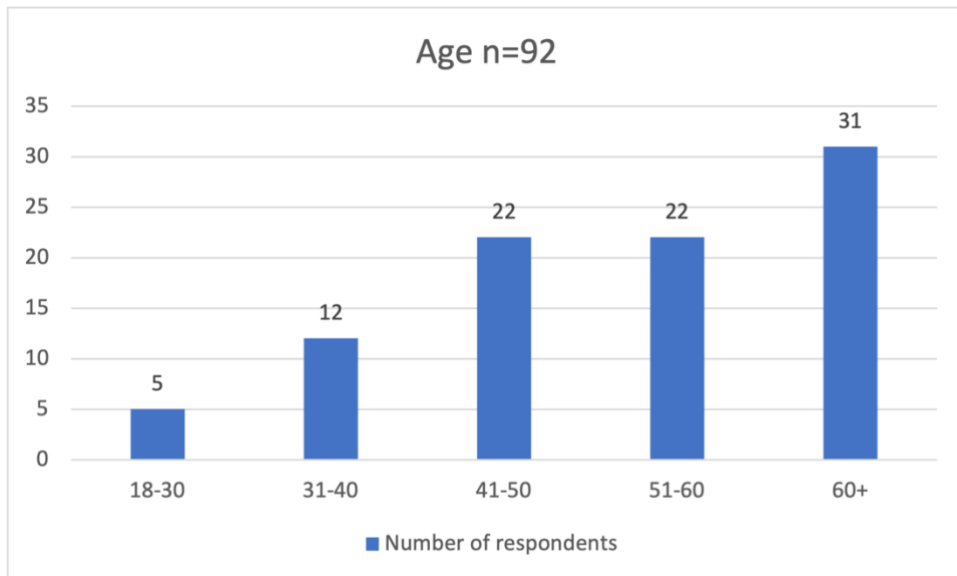


Figure 11. Responder age

The question 3 was an open but mandatory question to which the customers had to write their place of living. As the responses were not in numerical form, they had to be categorised manually to an Excel form. Majority of the respondents were living in Southern Finland, and as presented in Figure 12, in the capital area comprising of Helsinki, Espoo and Vantaa. Altogether, the number of customers living in the area was 42 out of the total of 92. Other big Finnish cities such as Tampere, Turku, Kuopio, Oulu and Lahti were also in the listing. Despite most of the respondents living in the bigger cities, smaller cities and towns were also mentioned. Examples of these smaller towns were Sastamala and Ilmajoki.

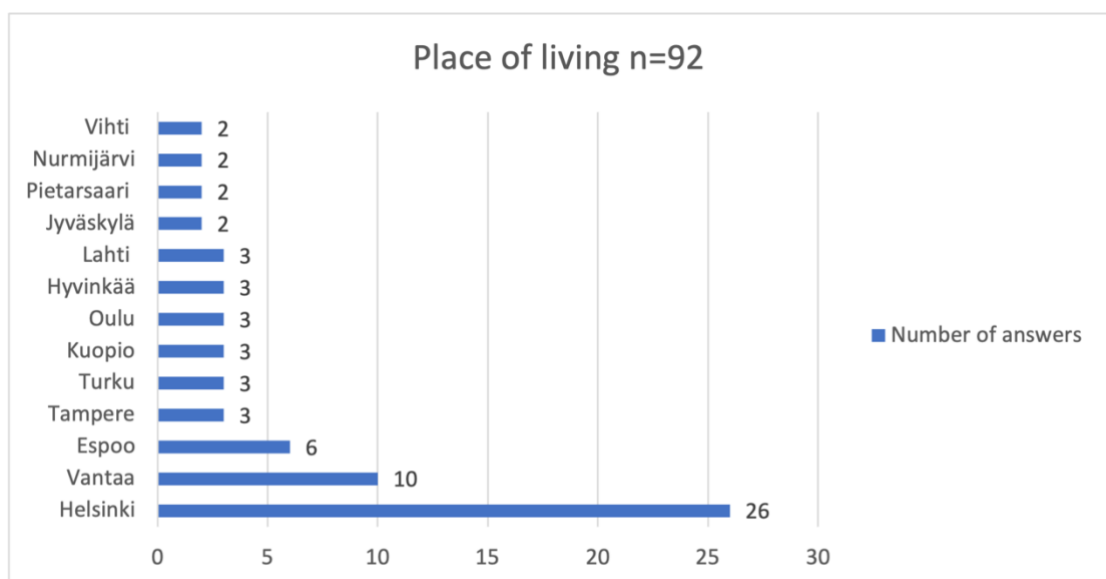


Figure 12. Place of living

6.2 Activity and length of stay

The main problem of the thesis was to find out what sports events are the customers of Elämys Sport interested in after the pandemic. The customers had a chance to choose one or more of the sports events. This is because some customers might have many events, they're interested in. According to the results of the survey, the most popular sport of all was football, as seen on the Figure 13. 56 of the respondents answered in the question number 6, that football related sports events are ones they would be interested in. The two second most interesting sports events with almost identical number of answers were the Olympic games and Ice Hockey. From those, the Olympics received 42 and Ice Hockey 41 answers. The three remaining relatively popular events were basketball, Formula 1 and NHL. Out of these, basketball had the most answers which were 35 out of 92. Formula 1 had 31 and NHL 24 of the 92 answers. Altogether, the sports events mentioned account for 6 of the 9 sports events listed as choices in the survey. The remaining 3 events didn't receive answers as high as the others. These sports events with the least answers were horse racing cruises, floorball, and Moto GP. The numbers of answers these events got were 6 to the cruises, 5 to floorball and 4 to Moto GP.

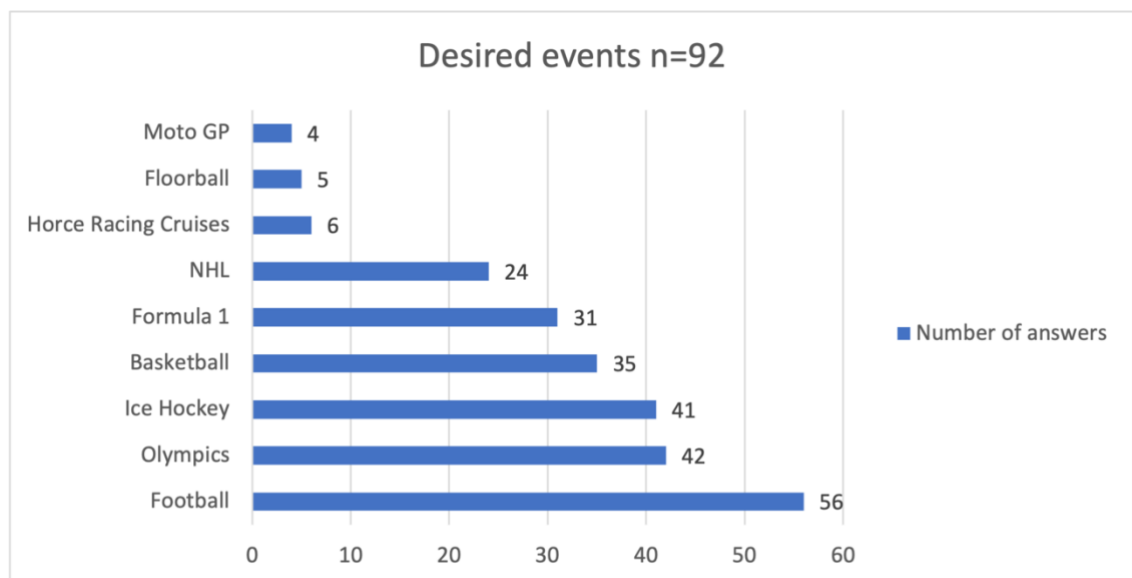


Figure 13. Desired events

One of the questions added to the survey by the commissioner was the number 11. This question consisted of 11 sub-questions measured on a Likert scale of 1 to 4, 1 being not at all interested and 4 very interested. Out of the 11 sub-questions, only 4 were relevant for the thesis. These sub-questions are the numbers 7, 8, 9 and 10. Compared to the other types of sports events presented in the Figure 13, none of the trips from the question 11 were as popular. This result can be seen from the Figure 14. In the Figure 14, the

averages of all the four questions are presented on top of the columns. In addition, a horizontal average line representing all the questions' average is seen on top of the columns. The average rate of interest for cruises outside Finland was 2,7 out of 4. For both culture and skiing trips the average was 1,8 out of 4. The least interesting out of the 4, according to the results, were golf trips with an average of 1,4 out of 4. From the four types of other trips, cruises outside Finland were the most interesting to the respondents. This can be seen from the Figure 14 as this question's average is above the horizontal average line and the others are below it.

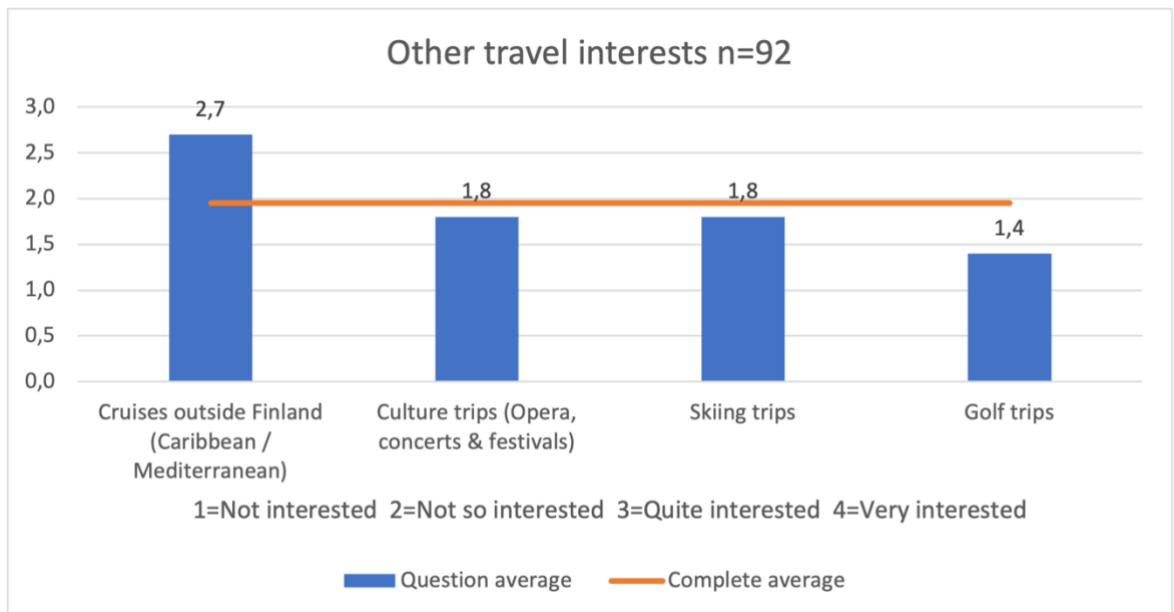


Figure 14. Other travel interests

To find out an answer to the sub-problem 2, the preferred length of stay was asked from the customers in question 8. In the Figure number 15 this preferred length of the trip was presented. To the question, the customers were able to choose one or more answers they prefer. Out of all the four choices, 2-3 days or a weekend was the most answered one. It received 64 answers from the 92. 40 respondents answered to 1 week, 9 to more than 1 week and only 1 to a day as the desired length of the trip.

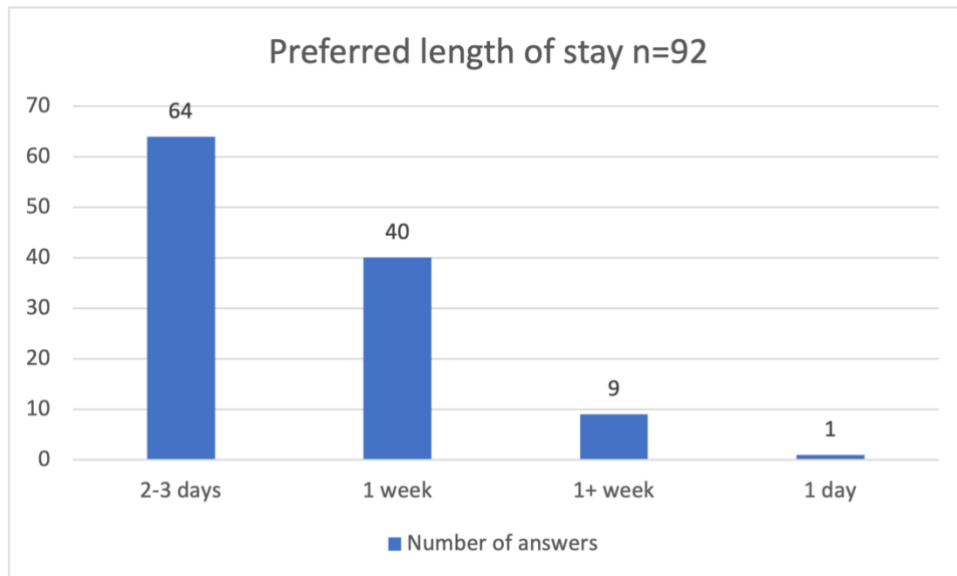


Figure 15. Preferred length of stay

6.3 Travel motivations and safety

To get an answer to the sub-problems 1 and 3, the question 7 was formed. The results of the question are presented in the Figure 16. The question was also made using the Likert scale to see the customer's perception of travelling after the pandemic. Inside the question, there were 7 sub-questions. The respondents had a chance to choose the number best representing their willingness to travel regarding different scenarios in the sub-questions. Number 1 being definitely not and 4 being definitely yes.

From the results, the vast majority seems to feel likely to travel again after the pandemic eases. The average answer for this question was 3,7 out of 4, meaning that despite the pandemic, people haven't forgotten about traveling. Attending sports events in Finland within a year was also one of the questions with a high average of 3,5 out of 4. This means that the respondents are likely to attend sports events inside the country in a year's time. The same average answer number was received when asked about whether the customers see themselves traveling in Europe within a year. Traveling to sports events in Europe didn't, on the other hand, seem as likely according to the results. The average answer to this question was lower than traveling in Europe in general, as the number was 2,9 out of 4. Travelling outside Europe in a year in general was, although, a bit more likely according to the respondents as the average result was 2,5 out of 4. Going to sports events outside Europe in the same time span had an even lower average of 2,1 out of 4.

In the chapter 2.1 the sports tourism segmentation between passive and active sports tourism is presented in the Figure 1. Despite sports events tourism being under the

passive sports tourism category, the respondents seem to be interested in participating to activities while traveling as well. This shows that like mentioned in the chapter 2.1.1 the tourism categories can mix, which in this case is possible.

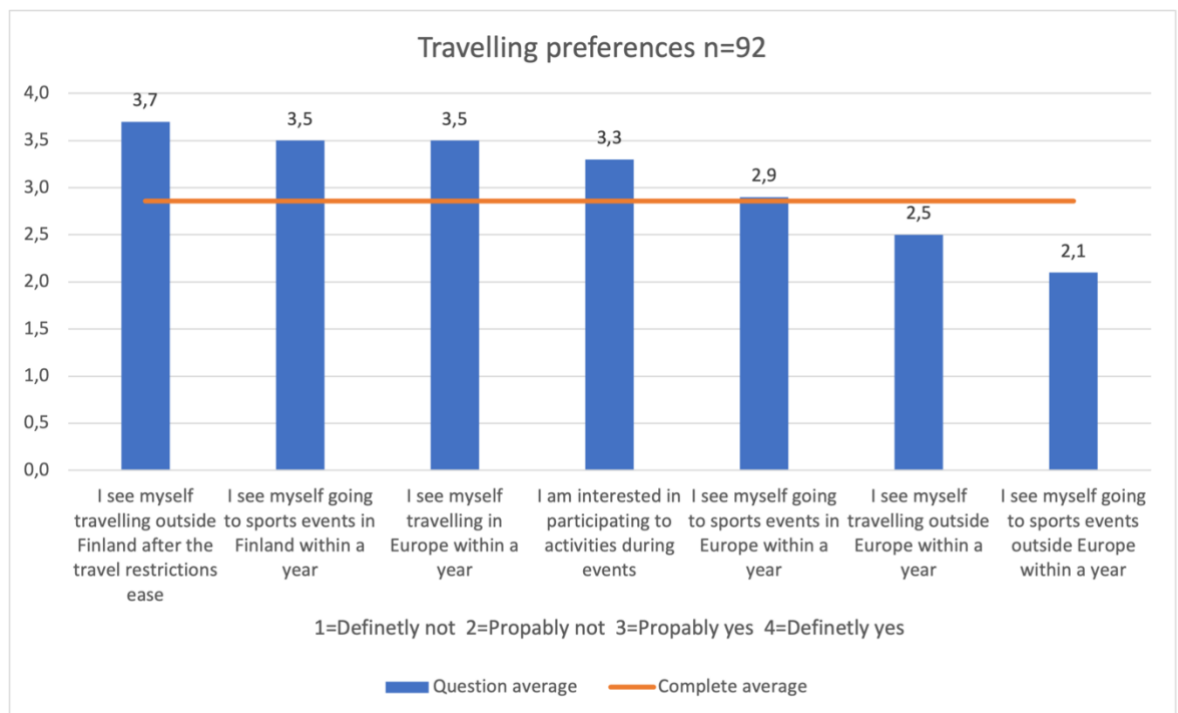


Figure 16. Travelling preferences

In the question number 12 the respondents were asked about their willingness to travel to the red and grey countries on the THL traffic light model. To make sure the answerers were aware of which countries belong to which category, a picture of the map was presented with the question. Likert scale from 1 to 4 was also used in this question to see people's perception about the topic. 1 represented not at all willing to travel and 4 very willing to travel to the grey and red countries. The results of the question were aligned with the results gained from the question 7. In that question, respondents answered that they're not as willing to travel outside Europe in a year compared to traveling in Europe in the same time span. Out of the 92 answers 55 answered either 1 or 2 meaning that they're not as willing to travel to those countries. The same result is also backed up when calculating the questions average answer which was 2. As there are only 4 options from which 1 and 2 are considered "negative" and 3 and 4 as "positive", the overall perception is negative. Thus, it's likely that the recovery of long-haul travel will take more time to recover back to the pre pandemic numbers.

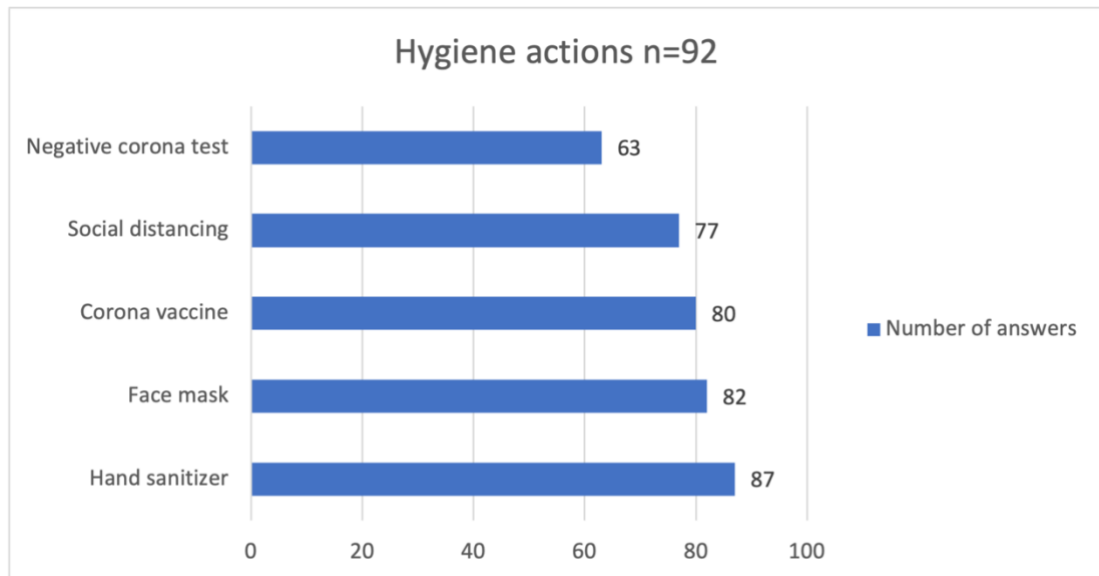


Figure 17. Hygiene actions

In the last question of the survey, number 15, respondents had a chance to write freely what the things are that Elämys Sport could do to make them feel safe while traveling. Caused by the open question, the results had to be manually analysed and categorized since they weren't in a numerical form. As a result, Figure 18 was formed. From the 92 respondents, 54 answered to the open question. The most important factor the customers valued is good up-to-date and transparent communication from the tour operator. This result as well as the second most popular answer of clear instructions followed the estimations mentioned in the chapter 3.4. In that chapter, both transparent communication and the appropriate amount of reliable information are mentioned as important factors customers value from their tour operator in the future. Thus, this estimation can be backed up by the results of the survey. Overall, up to date & transparent communication was mentioned as important by 14 of the respondents. Alternatively, clear instructions had 6 answers out of the 54. Customers also answered that they would feel safer if the tour operator was available and ready to help whenever before and during the trip. These kinds of answers were mentioned as important by 2 respondents. In the chapter 3.4 it has been defined that international visitors tend to rely more on internal information whilst traveling. These sources can be for example, tour operators. Therefore, it makes sense that the respondents feel safer and at ease if receiving information straight from Elämys Sport.

Like in the Figure 17, proper hygiene measures and vaccinations were mentioned as important as well with 5 answers. This result matches with the estimation in the chapter 3.4 about the possible need for more advanced safety measures in the future while traveling. Even though that has been the estimation, there were also responses that

stated the regular safety measures and common sense with responsibility to be enough. These kinds of answers were formed into two separate categories. Regular safety measures and common sense consisted of 2 answers in total. Responsibility had a few more answers with 5 in total. The restriction of travel group size also got two votes. This data can be backed up by the theory in chapters 3.3 and 3.4 where the importance of group size regarding the possibility to catch the virus was stated.

Some answers that stood out of the mass were ones stating that everyone's responsible for their own actions and decisions as well as that the tour operator can really do nothing to make the customer feel safe. The second answer was also specified so that there can't be anything done except wait for the pandemic to ease. The same respondent also stated that there should be proof that the vaccinations work before the normal traveling could be started again. Both answers had only one respondent stating their opinion. Even though there weren't many similar answers, they both have an important meaning.

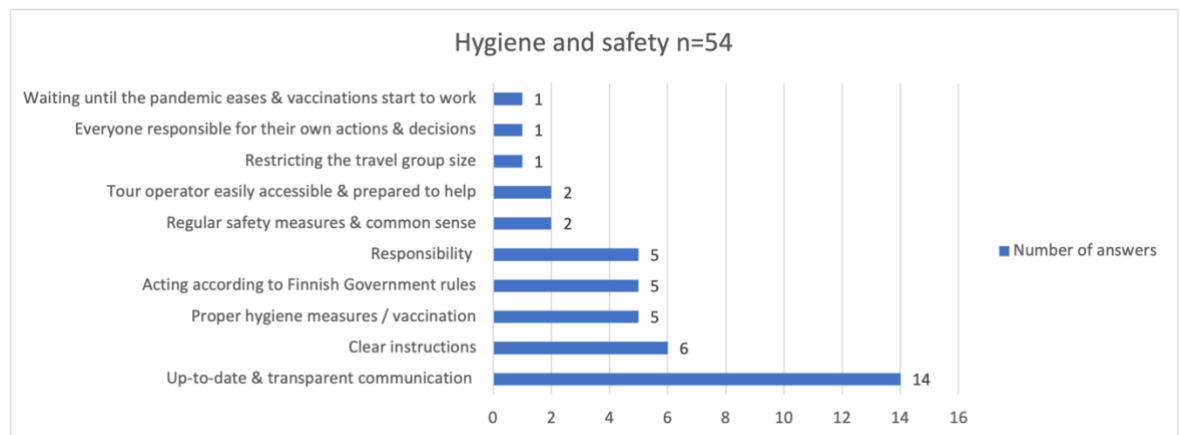


Figure 18. Factors that would increase customer's feeling of safety

Another question made by the commissioner was the number 14. Although it was not planned to be a part of the thesis at first, some important results were gained from this question. The results of the question are presented in the Figure 19. The question itself consisted of 10 sub-questions. The opinion of the respondents was measured on a Likert scale from 1 to 4 with 1 being not important and 4 very important. The most important factor when planning a trip, according to the answerers, was the chance to reschedule the trip if it gets cancelled due to COVID-19. The average answer for this question was 3,7 out of 4, meaning that it is rather important for all of the customers. 3 factors with the same average answer were ones about having the COVID-19 vaccine, having information about the destination's corona situation and having a travel insurance that covers possible costs due to COVID-19. All of these questions were ranked the second most important and their average answer was 3,6 out of 4. With an average of 3,5 out of 4, having proper

hygiene actions during the flight, in the transportation and at the hotel was mentioned. The last factors viewed as rather important were that the Finnish Government doesn't have any restrictions as regards to traveling there and that each passenger has a negative COVID-19 test result. Both questions had an average of 3,4, ranking just above the whole questions average line presented as the orange horizontal line in Figure 19. Thus, they can be categorized as important factors when respondents plan their trip.

The factors the respondents find less important when planning a trip were the ones ranking below the orange horizontal average line. The first one of these had an average of 3 and was about the respondent not having to be in quarantine after the trip. With the same average number, the social acceptance of travel was mentioned as a factor. Having no restrictions in the destination was with the lowest average of 2,7 out of 4. Despite these three sub-questions being lower than the average, their average is closer to being important than not being important. Thus, all of the questions should be taken into consideration at some level and with the help of the results, the factors can be prioritized.

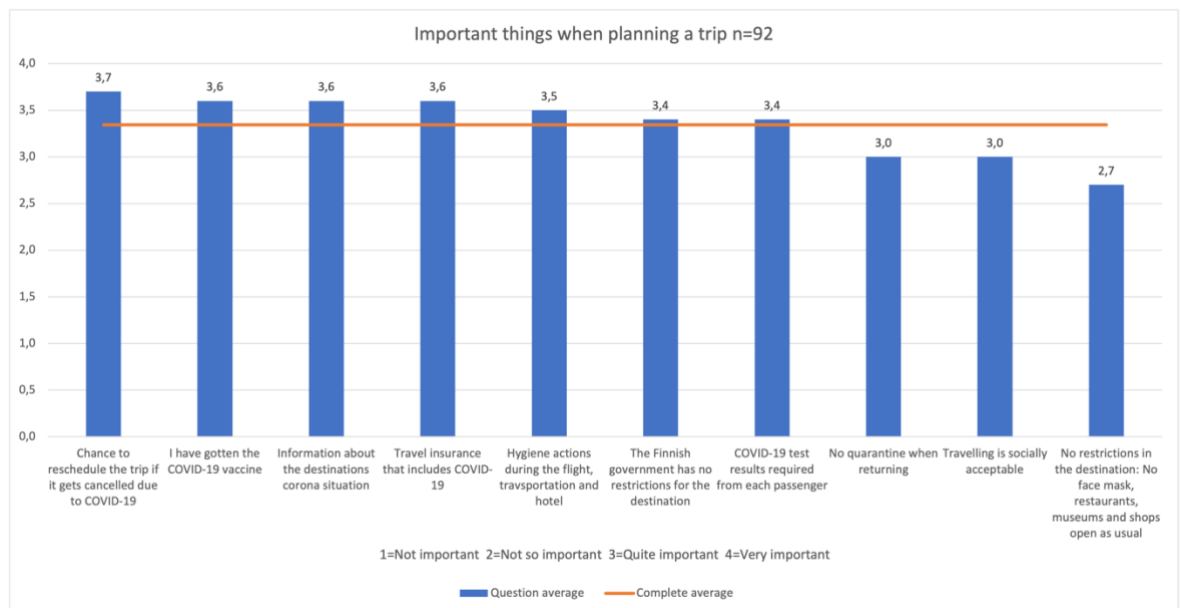


Figure 19. Important things when planning a trip

6.4 Pricing of the package

When trying to map out what are the things the customers are willing to pay for, question 9 was formed. From the results, an answer combined with the results from the question 8 is gotten to the sub-problem 4. As packages consist of multiple elements, they need to be identified and filtered so that they meet the customer needs. Therefore, the customers don't have to pay for things they don't feel necessary and vice versa. After the

identification, Figure 20 was created to present the results in a more visual manner. Three things that the respondents marked as ones they want to be included in the package were tickets to the event, accommodation, and flights. From those three, tickets got 90 answers from the 92, accommodation 85 and flights 82. Secondary elements that there could be in a package are breakfast with 60 answers and transportation in the destination with 58 answers. The gap between the first three and these factors is somewhat large meaning that not all respondents feel like they need the secondary services while travelling. There was also a third category that had even fewer answers. These three were tour guide with 19 answers, foods with 6 answers and other with 4 answers. There was an open box after the choice “other” but no respondent specified their choice to that answer box. Due to that it can't be analysed what could the other services be that the customers wanted the package to include.



Figure 20. Desired travel package includes

6.5 Summary

From the results of the survey, answers to all the research questions were gotten. The result data was mostly in a numerical form already which made the forming of the charts easy. All in all, a typical customer of a middle aged or older man was created. The most common place of living for the Elämys Sport customers was in the capital area of Finland. The respondents seem to be keen on travelling again as soon as the restrictions ease. Travelling domestically or in Europe, either for leisure or to attend a sports event, is more likely than travelling outside Europe. The typical package should last for approximately a weekend or 2-3 days and include tickets to the event, accommodation, and flights.

The feeling of safety when travelling is important to the customers as they value transparency in communication, good hygiene measures and precautionary action such as testing and being vaccinated. The most wanted sports events to attend were football and close behind were the Olympics and ice hockey.

7 Discussion

The thesis was commissioned by a Finnish tourism industry company that consists of several different travel brands. Out of these brands, the research was conducted for Elämys Sport. This travel brand focuses on providing sports events experiences and travel packages to its customers. The aim of the thesis was to find out what are the sports events Elämys Group customers are interested in after the pandemic.

In this chapter the answers to the research questions are analyzed. Each problem is assessed using the result of the customer survey and then linked to the theoretical framework laid in the previous chapters. In addition, suggestions on what the commissioner could do to improve their products and services, are discussed. As the demographics of the survey's respondents weren't part of the research objectives, they are not assessed in the chapter 7.1 with all the other research questions.

Mentioned in the chapter 2.2, the easiest way to segment event tourism packages is by gender. The gender ratio of the survey was almost identical to the Valek, et al. (2014) research's. This result also backs up the statement made by Frew & Shaw (1999) that men are more likely to travel to sports events than women. To find out how many of the respondents want to participate in activities during their event sports tourism trip, results from the question 7 were analysed. The age ratio of the survey follows the same pattern as in the Meng & Uysal (2008) one in chapter 2.2 where the average respondent was middle aged and 24,5% were over 60 years old. Majority of the respondents in the survey were middle aged or older and 33,7% were older than 60 years. Due to this, the results support each other and a typical sports events tourism customer can be said to be a middle aged man.

7.1 Answers to research questions and suggestions to commissioner

The thesis objectives were divided into two categories: the main problem and 4 supporting sub-problems.

Main problem: What kinds of sports events are Elämys Sport customers interested in after the pandemic?

Sub-problem 1: When do the customers see themselves traveling with Elämys Sport again?

Sub-problem 2: What would be the desired length of the holiday?

Sub-problem 3: How far and to which countries are the customers keen on traveling to?

Sub-problem 4: How much money are the customers willing to pay?

Sub-problem 5: What makes traveling feel safe and hygienic during the pandemic?

To get an answer to the main problem of the thesis, the results from the question 6 were analysed. Football, out of all the sports events, was the most popular. Close behind came the Olympic Games and ice hockey. Also, basketball, Formula 1 and NHL had relatively large number of answers. Despite the horse racing cruises not being very popular according to the customers, more were interested in plain cruises. Overall, as the trips mentioned in the question 11 were not related to sports events, they were not as popular amongst the customers of Elämys Sport.

As the tourism industry's been on hold for a good period of time now, the biggest question is, when is the recovery starting. This question was one of the sub-problems, number 1. Travelling and visiting sports events outside Europe are, according to the results, things the respondents don't feel as likely to do within a year. As Finland is part of the European Union, there are some common rules among the EU countries. This can be seen from the Figure 6 in the chapter 3.3, which shows the Finnish Government's traffic light map of "safe countries". Since the countries outside Europe are not subject to the EU rules, the level of safety the customers feel during their trip might not be as good. Due to this, the result of travelling outside Europe is likely to be lower than the whole questions average which is represented in the Figure 16 as the orange horizontal line.

The respondents can be categorised on the familiarity side of the Cohen (1972) model in chapter 3.4, as they look forward to traveling with a tour operator, Elämys Sport. This side of the model is prone to feel at risk easier and thus can be expected to return to traveling a bit more later than people categorized on the novelty side of the model. What struck out was the respondents' willingness to travel even when there are risks involved, such as a bigger chance of getting infected. This may be due to the respondents having experience from travelling which wasn't asked in the survey.

Figuring out the desired length for the trip was the second sub-problem of the thesis. The results from the survey go hand in hand with the research conducted about the currently available sports event packages in the chapter 2.2. In all of the packages taken into comparison in the Table 2, the length of the trip was either 2 or 3 days. Thus, the result represents the average length of the sports event as well, which are also usually 2-3 days depending on the type of sport.

The sub-problem 3 focused on mapping out to which countries are the respondents willing to travel to. As presented in Figure 16, the respondents are more likely to travel

domestically or inside Europe. Travelling outside Europe in a year was not seen as popular and likely to happen. The difference was even more visible in the questions regarding attending to sports events. Visiting sports events domestically was, according to the results, the most likely to happen in a year. The number dropped when asked about the willingness to attend European sports events and declined even more when asked about attending non-European sports events.

This result goes hand in hand with the estimations mentioned in the chapter 3.4 about restricted attendee and group numbers. As mentioned in Figure 5 in the chapter 3.1, occasional mega-events and periodic hallmark events are usually the ones with large attendee numbers. Like stated in the chapter 3.4. by Abbas, et al. (2021), the risk of infection increases when many people gather in one place at the same time. This may reduce the customers feeling of safety and result in a smaller number of respondents seeing themselves visiting sports events in Europe in a year's time. As visitors from different countries and infection rates can come to these European sports events, the bigger likelihood of visiting domestic events can be explained.

As the price of a package depends on the chosen services, a general idea of the package price can be created. This topic was part of the sub-question 4 to find out how much money the customers are willing to pay for the package. The package should, according to the research in chapter 2.2 and the results from the survey, include accommodation, flights, and tickets to the event. The price of the core package would then depend on to which event, for how long and to what type of accommodation the visitor wishes to travel to. The most desired length was researched in the chapter 6.2 and presented in the Figure 15. Secondary services such as breakfast and transportation in the destination, tour guide and all-inclusive foods could be offered to the customer with an extra cost. The price could then be added to the core package. By doing so, the flexibility of the package could be ensured and give the customers more freedom when tailor making their sports event trip.

When compared the results of the package desires of the respondents to the already existing packages in Table 1, many similarities can be spotted. All the packages in the Table 1 include accommodation. In two of the packages also tickets, flights, breakfast, and transportation in the destination are included. Only in one of the packages a tour guide is included in the price. In none of the packages in the all-inclusive foods are provided to the customers during the trip. Thus, the results from the comparison made in chapter 2.2 and presented in Table 1 support the results gained from the survey question 9.

To find answers to the sub-problem 5, the factors which make customers feel safe while traveling needed to be researched. The hygiene actions the respondents are willing to do while traveling was asked in the question 13. Five hygiene actions were listed in the question and the customers had to choose whether they are willing to follow these certain hygiene measures during a trip or not. In the Figure 17 these results are showed in a chart form. 87 out of the 92 respondents are keen on using hand sanitiser whilst only 82 are prepared to use a face mask. The COVID-19 vaccine is a hygiene measure 80 of the respondents are willing to take to be able to travel. 77 of the answerers are willing to practice social distancing and the smallest number of 63 is regarding the customers having a negative COVID-19 test result. Overall, majority of the respondents are prepared to follow the hygiene measures mentioned in the question. Like stated in the chapter 3.4 there are estimations that for instance face masks may be mandatory while traveling to protect the visitors and the employees.

The most important factor to respondents when planning a trip, the chance to reschedule, creates a feeling of safety for the customer which the tour operator can provide. As found out from the question 15, some respondents mentioned that they would feel safer if the tour operator was there for them in case of sudden changes and questions. What was not mentioned before was the importance of travel insurance coverage when it comes to travel planning. Both findings can be linked as the main purpose of both factors is to make the visitor feel safe. This is also mentioned in the chapter 3.4 and Figure 8, where UNWTO suggests both destinations and tour operators to provide proper assistance to travellers. From the question 13 and 15, the feeling of safety tested, and vaccinated co-travellers give align with the results from the question 19.

From the open question 15, some rare answers from respondents were received. An answerer stated that all the travellers are in charge of their own actions in the end. Every visitor is indeed responsible for their own actions, especially during the trip and that could be highlighted by the tour operator. Thus, clear advice and instructions should be prioritized. It's also true that before the tourism industry will start to recover more rapidly, time needs to pass as the pandemic is still undergoing as the thesis is being written. Also, as there isn't long-term proof about the vaccinations working, it may delay the recovery.

To see whether the results of the survey were accurate, a following study in five years could be conducted. This way the tourism industry has had more time to recover and thus, real results of what the effects of the pandemic on travel were can be seen. Also, with the help of the following study, it could be investigated, if the respondents travelled according

to what they answered to the survey. Additionally, the needs of the customers might have shifted and changed during the years. By conducting a following research, the commissioning company could make sure their services are up to date and thus, keep them competitive.

7.2 Validity and reliability

To measure if a research is truthful and trustworthy, both its validity and reliability need to be assessed. For a research to be truthful, the criteria of both validity and reliability need to be matched. The overall trustworthiness of a research is met when the respondents represent the average of the target group and there's little to no hazardous answers.

Validity means that the research methods of the survey were able to measure properly what it needed to measure. A research is valid when the questions to the survey are well thought and provide answers to the research questions. Also, the target group needs to be correctly selected for a research to be valid. (Vilkka, 2021). If a research doesn't match the validity criteria, it can be classified as invalid. One big factor lowering the validity of the research is if respondent's answers don't march with what was expected by the researcher. Also not having the research fulfil the other validity criteria mentioned in the beginning of the chapter, a research is invalid. (Saunders, et al., 2016).

Reliability, on the contrary, measures the precision of the study. It focuses on the ability of the study to be non-random. For a research to be reliable, it needs to be generalisable. This means that the answers of the results would be the same if another researcher conducted the same study. Thus, the research method used, questions asked and results with interpretations need to be well assessed in the study. Even though there might be some errors, they may not be as relevant for the sake of the research objectives. The errors need to be taken account as well as assessed in the research discussion. (Vilkka, 2021).

It the case of the research made for this thesis; the research results followed the estimations. As mentioned in the chapter 6.5, answers to each research question were received. The results were also following the pattern and trends introduced in the chapters 2 and 3. The research method was described in detail in the chapter 5. The result of the thesis was analysed and interpreted in chapters 6 and 7. The number of answers was almost the same as the estimated number of 100.

Although the results were mostly in line with the assumptions, there was one result that wasn't exactly as assumed. The number of respondents answering that they're willing to

travel in a year was larger than expected. Despite being categorized under the more inexperienced traveller type in chapter 3.4, the respondent's previous travel experience wasn't asked in detail in the survey. The survey could have also been held open for a longer period to gain more answers. Another factor that could have affected the truthfulness of the study is the online survey. The respondents could have lied about their opinions or over and under-estimated their willingness to do certain things. Altogether, the research conducted can be interpreted and conducted again by the reader if needed. To conclude, the research meets most of the validity and reliability criteria and therefore is truthful.

7.3 Learning outcomes

As the sports tourism industry was a more unclear segment of the tourism industry before conducting the thesis, the author was able to gain more valuable knowledge during the process. The complexity of the sports tourism segments was the biggest learning point. Also, the research on already existing packages was one of the most interesting parts of the research.

The data collection for the theoretical framework was the most challenging task as there wasn't as much reliable sources available on the topic as thought. Thus, the data collection took more time than expected. After finding which keywords were most relevant to find information, the process got faster. Making a public survey was already familiar from previous courses and jobs but making professional charts from the results was also a learning point. A positive surprise for the author was that the theoretical framework made for the thesis aligned with the research results. This gave an extra boost to finish the thesis with precision despite the short timetable.

The process of writing the thesis was done on a rather quick schedule and thus took a lot of dedication to finish. The timetable at first was estimated to be three months but it ended up being only two. Regardless of the tight schedule, the timetable made in the first place was accurate and all of the tasks were accomplished on time. Regular checks with the thesis advisor and commissioner helped the scheduling of the thesis. All in all, the personal interest the author had towards sports and tourism made the process more fun and fascinating and thus, possible.

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Appendix 1. The newsletter



Tervehdys Elämys Sportilta,

Matkailu on ollut pitkään tauolla, mutta meillä Elämys Sportissa on tehty hartiavoimin töitä valmistautuen matkojen alkamiseen tilanteen parantuessa.

Kehittääksemme palveluitamme entistä paremmiksi, keräämme tietoja matkustamiseen liittyvistä toiveista. Arvostamme, jos voitte vastata oheiseen lyhyeen kyselyyn, jonka pohjalta suunnittelemme uusia palveluita ja tuotteita. Kaikkien vastanneiden kesken arvomme kaksi 100 € arvoista matkalahjakorttia. Kyselyn tuloksia käytetään osana Haaga-Helian matkailun liikkeenjohdon opinnäytetyötä ja kyselyn tulokset käsitellään nimettömänä.

Suurkiitos vastauksista!

Pian pääsemme taas nauttimaan matkustamisen iloista ja elämyksistä

Parhain terveisin,
Elämys Sport

VASTAA KYSELYYN TÄÄLTÄ

Appendix 2. The customer survey

1. Olet...*

Valitse yksi vastaus

Nainen

Mies

Muu

En halua vastata

2. Ikäsi*

Valitse yksi vastaus

18-30

31-40

41-50

51-60

60+

3. Asuinpaikkakuntasi*

Kirjoita yksi tai useampi sana...

500

4. Oletko matkustanut Elämyksen matkoilla aikaisemmin?*

Valitse yksi vastaus

Kyllä

En

5. Kuinka todennäköisesti suosittelisit Elämystä ystävällesi?*

0

1

2

3

4

5

6

7

8

9

10

Ehdottomasti en suosittelisi

Ehdottomasti suosittelisin

6. Millaisista urheilutapahtumista olet kiinnostunut eniten?*

Valitse yksi tai useampi vastaus

Formula

Jalkapallo

Koripallo

MotoGP

Olympialaiset

Jääkiekko

NHL

Salibandy

Raviristeilyt

8. Mieluisin pituus urheilutapahtumamatkalle*

Valitse yksi tai useampi vaihtoehto

1 päivä

Viikonloppu tai 2-3 päivää

Viikko

Yli viikko

9. Ostaessasi matkapakettia urheilutapahtumaan haluat, että paketti sisältää*

Valitse yksi tai useampi vastaus

Lennot

Majoituksen

Liput urheilutapahtumaan

Kuljetuksen kohdemaassa

Aamiaisen

Ruoat

Matkaoppaan

Muuta, mitä?



7. Tämänhetkinen matkustuskiinnostuksesi*

Valitse yksi vastaus joka riviltä

	Ehdottomasti en	Luultavasti en	Luultavasti kyllä	Ehdottomasti kyllä
Olen kiinnostunut aktiivisesti osallistumaan urheilutapahtumiin matkan aikana	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskon matkustavani Suomen ulkopuolella matkustusrajoitusten hellittäessä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskon matkustavani Euroopassa vuoden sisällä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskon matkustavani Euroopan ulkopuolella vuoden sisällä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskon matkustavani urheilutapahtumiin Suomessa vuoden sisällä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uskon matkustavani urheilutapahtumiin Euroopassa vuoden sisällä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Miten haluaisit maksaa ensisijaisesti matkasi?*

Valitse yksi vastaus

Verkkokaupassa verkkopankkimaksulla

Verkkokaupassa luottokorttimaksulla

Laskulla ja tilisiirrolla

Osamaksurahoituksella

11. Oletko kiinnostunut urheilumatkustamisen lisäksi matkustamaan muihin kohteisiin?*

Valitse yksi vastaus joka riviltä

	En lainkaan kiinnostunut	En kovin kiinnostunut	Melko kiinnostunut	Hyvin kiinnostunut
Kaupunkilomalle Eurooppaan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaupunkilomalle Euroopan ulkopuolelle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rantalomalle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaukomatkalle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naapurimaihin (Ruotsi/Baltia/Venäjä)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kotimaan kohteisiin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Risteilymatkalle Suomen ulkopuolelle (Karibia/Välimeri)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kulttuurimatkalle (Ooppera, konsertit, festivaalit)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laskettelumatkalle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf-matkalle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Olen kiinnostunut liikematkustamisesta tai ryhmämatkapalveluista yrityksille	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Millaisia hygieniatoimenpiteitä olet valmis tekemään voidaksesi matkustaa urheilutapahtumiin?*

Valitse yksi tai useampi vastaus

Kasvomaskin käyttäminen

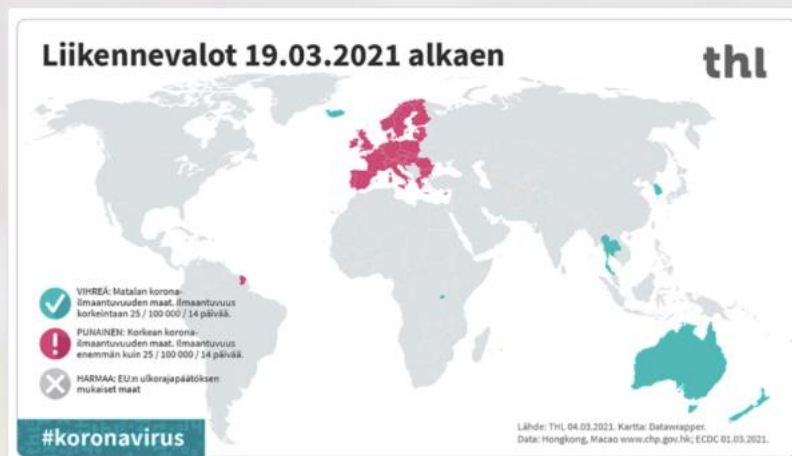
Käsidesin käyttäminen

Negatiivinen koronatestitulostus

Koronarokotus

Turvavälit

12. Oletko halukas matkustamaan maihin, jotka THL (Terveysten ja hyvinvoinnin laitos) on luokitellut liikennevalomallissaan harmaiksi tai punaisiksi?*



Valitse vastaus asteikolla 1-4

En
lainkaan
halukas

Mahdollisesti
en

Mahdollisesti
kyllä

Hyvin
halukas

Kuinka halukas olet matkustamaan maihin, jotka THL on luokitellut liikennevalomallissaan harmaiksi tai punaisiksi?

13. Millaisia hygieniatoimenpiteitä olet valmis tekemään voidaksesi matkustaa urheilutapahtumiin?*

Valitse yksi tai useampi vastaus

Kasvomaskin käyttäminen

Käsidesin käyttäminen

Negatiivinen koronatestitulos

Koronarokotus

Turvavälit

14. Miten tärkeitä seuraavat asiat ovat, kun suunnittelet matkustusta?*

Valitse yksi vastaus joka riviltä

	Ei tärkeä	Ei kovin tärkeä	Melko tärkeä	Erittäin tärkeä
Mahdollisuus siirtää matka uuteen ajankohtaan/kohteeseen, jos matka joudutaan perumaan Covid-19 -tilanteen takia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ei karanteenia matkalta palattaessa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ei rajoituksia kohteessa: esim. ei tarvita kasvomaskia ja ravintolat, museot sekä kaupat ovat auki normaalisti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suomen hallituksella/ulkoministeriöllä ei ole matkustusrajoituksia matkakohteeseen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Olen saanut Covid-19 -rokotteen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hygieniatoimenpiteet lennolla, kuljetuksissa ja hotellilla	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Info kohdemaan virustilanteesta sekä käytännöistä sairastapauksessa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Matkavakuutus, joka kattaa Covid-19:n	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Covid-19 -testi/rokotustodistus vaaditaan kaikilta matkustajilta ennen lähtöä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Matkustaminen on sosiaalisesti hyväksyttyä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Kuinka toivoisit meidän toimivan, jotta kokisit olosi mahdollisimman turvalliseksi matkustaessasi?

Kirjoita yksi tai useampi sana...

500

16. Haluatko osallistua arvontaan?*

Valitse yksi vastaus

Kyllä

En

17. Etunimi*

Kirjoita yksi tai useampi sana...

500

18. Sukunimi*

Kirjoita yksi tai useampi sana...

500

19. Sähköposti*

Kirjoita yksi tai useampi sana...

500