

TAMPERE

Destination for domestic and international visitors

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TAMPEREEN AMMATTIKORKEAKOULU

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ABSTRACT

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Tampere is one of the finest tourist destinations of Finland with numerous activities, beautiful nature, well facilitated accommodations and well being in general. Since becoming the part of it, the concept of the thesis was achieved with the help of studying and of four years long lively experience. The aim of the thesis was not only to explore the situations but also to analyze the key factors that could help to enhance tourism development in this particular region. Suggesting ideas for improvement and development was one of the main aims of this research.

The structure of the thesis is formed of both theoretical framework and practical judgment. The theory involves every possible element that is distinguished to help in practical solutions. An analysis of tourism behavior was carried out in order to find out the visitors and their preferences. Qualitative research method was used including theme interviews, surveys and the usage of statistics. Customers` or visitors` participation was directly involved in order to find out real information during the process. Thus it helped to represent the level of customer satisfaction and the experiential image of the enterprises.

Tampere tourist's office played significant role to provide the latest and most reliable information regarding the topic. In addition, experienced authors and official web pages helped to discover more information in order to add some value over the matters.

Key words: distinguish, well-being, customer satisfaction

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1 INTRODUCTION

Customer satisfaction, tourism behavior and experience tourism are the main themes of the work. It describes the concept of Tourism in Tampere by means of different elements and analyzes those sectors in every possible way. Thus the result will favor in terms of marketing research and tourism development in that specific area.

Despite of the ordinary facts this thesis values the uniqueness of Tampere; dealing with the people why they choose Tampere as a unique destination. The theoretical framework includes introductions of the ordinary facts marketing mix, destinations as varieties of visitors, tourism services, characteristic of the visitors; either domestic or international and suggestions of improvement. To support the theoretical figures thesis includes various charts, tables, graphs, data's and other possible options given by the authorized personnel and included on official web pages.

This thesis applies qualitative research including Surveys, questionnaires in order to gather information and analyze the suitable result with draw conclusions. Questionnaires could be done in both ways either online or in a field. Use of statistics will also help to gather and evaluate the data in a proper way.

2. RESEARCH PLAN AND METHODS

2.1 Focus of research

The research aims at determining the level of tourism development and conceptual behavior of domestic and international visitors in Tampere. In addition it focuses on how and why Tampere is known as a major destination. Thesis will introduce the different elements of every possibilities regarding tourism behaviors, activities that could be done while staying Tampere, situations of accommodations including hotel and restaurant operations, cultural and regional facts that could in touch the visitors, getting to go around, natural phenomenon and so on.

The objective of the thesis is to provide the enterprise information which can help to analyze in developing tourism in Tampere and explore the situations, its operations and performances. Reliable data and sources of information will be in touch. In addition thesis tries to explore certain norms and values that could enhance tourism sectors from domestic and international point of view. Also customer relations help to understand the situations and preferences of tourists while getting around Tampere. It also helps to conduct a research to learn needs and wants of customers. To review the things, it focuses to the strong research and marketing elements by means of customer interview. SWOT analysis will always guide us to make out better result during the term.

2.2 Concepts and theories

The research is based on customer survey. Several questionnaires would be asked in order to gain the specific concept during the period. Consumer research takes its methodology, research questions and analytical model from the social sciences. (McInnis 2009, 3) It could be either social or psychological aspect of the people. The result may not be satisfactory because different types of costumers favor several aspects which should be summarized to make at least some result for further development.

From social point of view, the research could be done through why or what factors have been impressive or depressive during the visit. It explores more social aspect, asks for predictions about the behavior of groups of people, services, well beings and other domains meanwhile psychological aspect asks if customer would like to visit the places

again or not, if so why, what things could be changed to improve the quality, customers first and last impression, moreover psychological ideas and expectations. Communication, consumer behavior and quality services could be influential on this process. So here thesis includes theoretical framework of questionnaires which are asked to the certain amount of customers in order to gain quality information's that may affect the trend and services of Tampere region during their visit and also motivate other travelers which are planning to visit around in near future.

2.3 Data and methods

Research data is being used in order to support the theme and guidance of the work. Statistical data, graphs, tables have been presented through official and reliable sources and it has been described underneath to get to know exactly what it is about. The research follows a systematic course of action that begins with the statement of a research question and ends with the researcher drawing conclusions. (McKenzie 2001)

However quantitative research methods have been used on this work which includes customer interviews and statistical representation. Field experiment are conducted in the friendly environment where visitor can express their opinion to find out the related issues and try to make some solution out of it. SWOT analysis is a key part under these circumstances. Here the questions asked can be open ended allowing flexibility in the respondent's answers or they could be chosen to answer on well-structured questions. Hence the choice of questions is made in a sensitive way so that the goals could be achieved after the meeting. To evaluate the things, all answers are recorded and matched with the specific needs. Also based on social and psychological research methods, it has been problematic to find out all kinds of answers from the questions because visitors might be busy or not intended to give all answers which somehow have been difficult during the process.

2.4 Research contents

The process of research often begins with an attempt to arrive at a clear statement of the research question. the research question is a statement of what you hope to have learned by the time you complete the program of research. (Sminia 2007, 159) It is good practice to revise and refine the research question several times to ensure that you are

very clear about what to want to know. Below are the total eight questions that has been asked to the visitors during the research .

Table 1. Research questionnaires (Appendix 1)

- | | |
|----|--|
| 1. | Have you been to Tampere before? |
| 2. | Why did you choose Tampere as a destination? |
| 3. | How did you get information's about the destinations? |
| 4. | What things you like most during your stay? |
| 5. | What you think about prices of accommodation services? |
| 6. | What kind of things caused you satisfaction during your visit? |
| 7. | Why you would like to visit Tampere in future? |
| 8. | Why you would not like to visit Tampere in future? |

So the above mentioned questions overall include all kinds of expectations of the interviewer. It reflects the concept of Tampere in every possible way to examine the visitor`s view with all aspect such as: Accommodation factor, future perspective, pricing, satisfaction and dis-satisfaction on overall things which could enhance to address Tampere for further tourism development from domestic and International point of view.

In additional it also directs people not to force to answer but for logical ideas and values. In a nutshell this research would meet the objectives of the researcher in terms of tourism development in Tampere.

3. TOURISM

Tourism is the commercial organization and operation of vacations and visits to places of interests. It is one of the major commercial industries in the world today. This chapter explains tourism in a broad way and different components will be examined during the process (Kotler and Keller 2011, 51)

3.1 Tourism

Tourism is travel for recreational, leisure or business purposes. The world tourism organization defines tourists as people `traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (European Commission, 1958) It has become a popular global leisure activity. It brings large amount of income in payment for goods and service available, accounting for 30% of the world's exports of services. It also created opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, such as airlines, cruise ships, cabs, hospitality, accommodations and entertainment venues, e.g.: casinos, parks, theatres etc.

Tourism itself is a travelling philosophy according to Stanley Middleton (1992). It combines cultural, economic and social aspects which delivers positive trends in the society. It also combine recreation, education and benefits to either side; entrepreneur and consumer. It could develop mutual understanding and international relationship which enhances global exchange, converting cultural and diversity, social integrity and psychological harmony.

Tourism is a labor intensive industry which creates lots of job opportunities encouraging local people to develop their own sectors by using several techniques. The tourism sector is huge where everyone could be benefitted with using right use of resources. It highlights the monuments, hidden treasures that have not been enhanced to the public, identify the country and people who they exactly are in a global world. Moreover it's all about diversification and existence of the sources which has been strengthened through tourism. For this purpose tourism education has been playing a significant role in generation build up process. It doesn't matter how much to contribute but basic education always determines the concept and usage of tourism resources in a right order

which particularly affects the future tourism and sustainable environment. The economic development is a huge part. The money keeps circulating until some of it is spent on imports and leave the country. Through tourism also the local products are exported. Another benefit is also from the revenues that are derived from the tourism taxes. (Kotler et al 2011, 719-720).



Picture 1. Logo for United Nations World Tourism Organization (1974)

The above picture is the official logo created for United Nations World Tourism Organization. This is the global logo which features all kinds of tourism action around the world and helps to make the global concept of tourism and development.

3.2 Types of tourism

Types of tourism can be divided into many different categories but the two main categories are domestic and international tourism. Domestic tourism consists of people traveling within their country of residence and staying in a destination outside their usual environment for no longer than a year. This can be divided into two sub-categories. Overnight visitors are tourists staying for a certain period of time in a destination. An overnight visitor would be a person from Helsinki traveling to Rovaniemi for a holiday. Day visitors normally travel within the destination for the limited time. They often visit it only for a day. These people might be known as visitors more than tourists. For example a person traveling to Tampere from Helsinki and return

back at the same day after some purpose.

International tourism consists of people who are traveling outside their normal country of residence and staying in a destination country as longer as possible. These are many times thought to be the most important tourists tending to stay longer and bringing more foreign currency. (Haywood 2011) It also could be divided into two sub categories; inbound and outbound tourism. Inbound tourism is known as incoming tourism means travelers arriving in different countries from their own. It is a valuable source of income for the country and local economy because it's not just the hotel and attraction the benefit from the spending power of tourists.

Outbound tourism is when someone goes out of their own country for various purposes e.g.: holidays, business trip and so on. Simply it is the tourism of resident visitors outside the economic territory of the country of residence. It comprises the consumption of resident visitors outside the economic territory of the country of residence and provided by non-residents. It does not include goods and services acquired for or after the trip within the country of reference. (Haywood 2011, 67-69) Under domestic and international tourism there are many smaller categories. For example winter tourism, adventival tourism such as cultural and Eco tourism, business tourism. As the tourism world develops there are many more different types of tourism arising.

Travel and tourism also plays significant role in terms of tourism development. so basically to know the basic concept between them is quite essential. Travel is an activity that is undertaken by individuals and group of individuals. It's the movement of people relatively distant geographical locations (www.travelandtourism.com). Reasons for traveling may vary such as, recreation tourism, vacationing, research travel for several purposes. Motives to travel include pleasure, discovery, relaxation and exploration, getting to know other cultures and for inter personal relationships. It may be local, regional, national or international depending on needs and purposes of traveling. It may hold for short period up-to long period of time. Travel safety and travel guidance help to motivate travelers into the right direction.

However tourism refers to the business or industry that is engaged in providing services and facilities to tourists, that is people on tour for their travel related needs. It covers activities like actual travel and transport services, accommodation while traveling, restaurant and catering services, fun and enjoyment activities for people traveling for fun and organizing sightseeing for tourists. Simply it's an organization that plans arrange and evaluate travel and tourism activities.

4. TOURISM BEHAVIOR ANALYSIS

4.1 Introduction to tourism behavior

According to Kotler et al. 2011 the understanding of tourist behavior is an important first step to facilitate destination choice discussion. According to Pearce (1982), travel related behavior of tourists typically involves taking pictures, buying souvenirs, visiting popular places and staying for short period of time. Several components such as social, cultural and psychological atmosphere could affect tourism behavior while decision making process. Five stages have been identified to make a decision before hand of an action. Such stages (figure 1) are as follows:

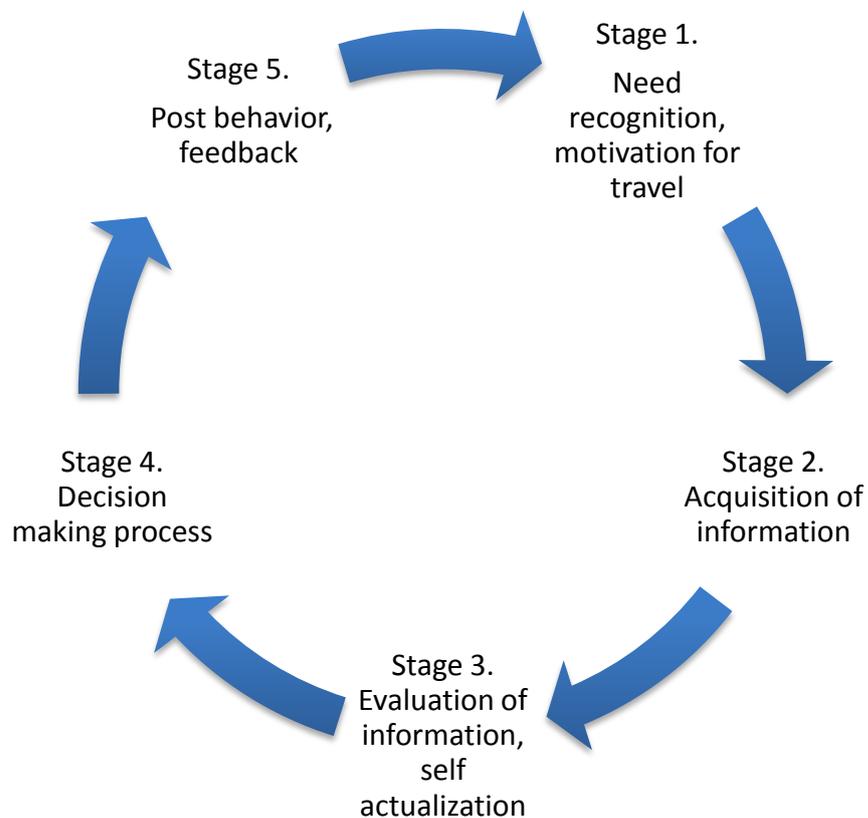


Figure 1. Stages on tourism behavior (Kotler and Armstrong 2011, 152)

Stage 1 describes the preliminary factor of tourism behavior while people need to be impressed throughout traveling. Such motivations are directed by cultural and psychological aspects. This is the first important element that could either turn the situations in favor or against it. As Chinese quotes `first impression is the last impression`. People want to find out more information after they chose certain destination. Such process could be done through online, personal interaction or social exchange. Lack of information could miss-judge the whole term while visiting new environment. Between these processes there is no certainty of tourist behavior as they can change their preference any time as they like so self-evaluation plays significant role on it. After all examination tourists finally behave to visit the places. Post behavior are obvious factors that could change their mind whether to travel again or not on the same situation.

4.2 Tourism behavior domains

Tourist behavior domains before travel

The first decision tourist is faced with is whether to travel or not, whether they can or should travel or not. According to Law Rob 2007, there are various reasons for this dilemma. On the `yes` side, positivity affects the whole atmosphere. It fulfills the variety of personal, social and recreational needs providing motives and incentives for travel. Hierarchy of needs is addressed and willingness of traveling is the key points of this stage. However on the `No` side there may be personal, social or psychological constraints. Financial situations are a key factor. People want to travel, ready to perform but lack of finance could force them back for traveling. It may also be concerned related to the travel risk and safety and individual may have travel anxiety as well.

Tourist behavior domains while traveling

On this stage the behavior of tourist is on another level. Now the behavior is affected through preferences. Such as travel mode choice, transportation choice, accommodation, food and activities at destination. Each of the above decision areas includes variety of sub decisions on which differences among tourists from various cultures could be expected. There behaviors capture the norms of various societies, individual differences or personal characteristics as well as psychological process underlying travel and

tourism behavior. Cultural and social factors could easily motivate tourist behavior in either way thus the performance could be different according to Law Rob 2007.

Tourist behavior domains after travel

This stage includes tourist satisfaction/dis-satisfaction and intention to re-visit. The satisfaction is based on expectations which tourist have in typically before travel stage and perceived performance or evaluation which result after the travel experience in during travel stage. When the perceived performance exceeds expectations it leads to satisfaction and motivation to travel again but it doesn't then it goes other way around. So based on those things, normally five stages gave been evaluated during this term as; service quality evaluation, evaluation of pricing, overall evaluation, satisfaction and intention to revisit. (technofunc 2009)

4.3 Motivations for travel

So why do people travel? What are the things that motivate people to travel? There are many reasons as there are individuals. Motivations that cause a person to travel as a tourist should be distinguished from features of destination. For example, good weather could motivate tourist to visit or physical comfort, mental refreshment and various features could influence traveling motivation. Also different groups of people many visit a single spot with several motives in mind. In terms of practice, motivation for travel could be categorized into four main elements as follows: (Thomas 1964, cited in Moutinho, 1987)

Physical: people chose to travel to refresh their mind after exhausting working schedule or hectic life. Such moods prefer cool and calm places. Hiking, fishing or boating could be an example of it. Meanwhile other groups prefer resort to enjoy the climate as well as recreation facilities available there. Some tourists travel for health reason. Spas, body massage or Ayurveda treatment could be the reason for people to travel. Such destinations are numerous in the present world.

Social/cultural: According to Tilastokeskus 2011, above 50% people travel for cultural reasons. It includes to sample local food, distinguish various traditions, life styles, dress up and cultural inheritance. Local festivals and hospitality influence tourist to motivate and diverse into their culture. Sports activities motivates sports fan around the world. They travel a long distance to watch their favorite team. Adventure sports facilities attracts several tourists to hill stations, sea and river side destinations. Events like Olympic, world cups and numerous domestic and international sports events force people to travel either inside or outside nations. On the other hand religious people travel for religious reasons such as pilgrimages which united people and exchange their opinion throughout traveling.

Interpersonal: Visiting friends or family as one of the reason people travel.

Economic: It's the key factor of motivation to travel. People conduct business around the world. So in order to gain soft relationship with client, people need to travel.

Bharath Josiam (1998) emphasizes a distinction between push and pull factors. According to them push factors are more general and induce the need to travel while pull factors are destination specific attributes that can determine the destination choice. Pull factors should reflect the tourist needs and preferences in order to be selected. Meanwhile these both combinations strongly motivate the tourist to travel and one can't exist without the presence of another.

5. TOURIST ATTRACTIONS IN TAMPERE

A tourist attraction is a place of interest where tourist visit, typically for its inherent or exhibited cultural value, historical significance, natural beauty or amusement opportunities. (Josiam 1998). Such as, monuments, museums, art galleries, parks and so on. Many tourist attractions are also landmarks. Here the topic discuss about the features of tourism attractions in Tampere region.

Tampere is one of the finest cities in southern Finland. It is the most populous inland city in any of the Nordic countries. The city has a population of around 200,000 people in the conurbation and over 340000 in the metropolitan area. It is the second largest urban area and third most populous municipality in Finland after Helsinki and Espoo. Tampere is located between two lakes, Näsijärvi and pyhäjärvi which has been an important power source for generating electricity (Tampere All Bright 2000). It is a lively university town which includes four institutions of higher education commonly known for the city of student. It is known as the Manchester of Finland for its industrial part as the former center of Finnish industry. In terms of Location, Tampere is situated with equal distance to Helsinki and Turku, the two biggest cities in Finland.



Picture 2. Tampere All Bright 2000

The above picture 2 is the main Tampere city located nearby the beautiful lake. This snap was taken on summer which looks absolutely stunning.

Tampere is among the major tourism destination in Finland. There is a lot to see in Tampere such as: Finnish architecture, breathtaking lake scenery, magnificent glacial ridges, parks, lush Forests and many more artificial structures. Nokia Corporation (Finnish multinational communications and information Technology Corporation) is also located in Tampere, Pirkanmaa region which draws millions of attention all around the world. This city is also famous for its Tampere Art Museum which Featured American artists Richard Humann in 2004 for his exhibition entitled (Tampere All Bright 2005). Tampere film festival attracts numerous international visitors annually which often held in March.

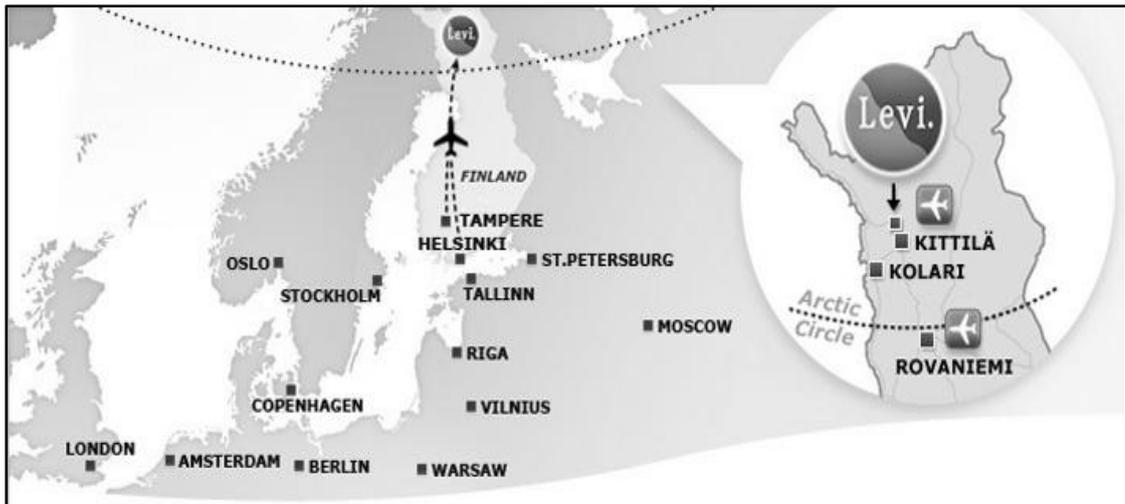
Tampere is home to music festivals which organizes three international music events; Tampere Jazz happening, Tampere vocal music festival and Tampere Biennale different season. It has made a name for itself as a major Nordic congress destination particularly after the inauguration of Tampere Hall. The city's excellent infrastructure and quality services enhance the needs of even the most demanding congress organizer. So that it organizes more than 150 international congresses each year.

In addition to numerous theater performances, concerts, exhibitions, international festivals are the touristic features of Tampere. It offers something for everyone, doesn't matter which age group we belong e.g.; culture, theater, rock, cafes, nightlife and natural phenomenon. To explore Tampere is not difficult for anyone. Official Web pages provides sufficient information to guide to new visitor alongside tourist information services. In addition, warm and charming people always help the visitors to explore the places in a different way. (Tampere All Bright 2005).

5.1 Getting to and around Tampere

Tampere is located the northernmost point of the triangle formed by Finland's three major cities: Helsinki, Turku and Tampere. It is more convenient to reach one another direction by train or car or even more flexible by air. Transportation is well managed between the stations. Almost all cities and town are connected with railway and bus way services. Direct flights are possible from major international cities as: Sweden,

Denmark, Germany, UK and many more.



Picture 3. Destination Tampere (Ski sport Finland 2009)

So the above picture 3 describes about the eligibility to reach Tampere from several locations around the world. Such top European destinations including London, Berlin, Amsterdam from where people could visit Tampere in some hours with a direct connection.

5.2 Activities around the year

According to (Tampereen Kaupunki 2009) there are countless outdoor activities to experience while visiting Tampere. Mainly two types of activities are known for: Summer activities and winter activities. These give us Goosebumps and inspire to enjoy the surrounding scenery. **Summer adventures** such as Nordic walking and trekking, rowing and sailing, kayaking and canoeing, safaris, horse drawn carriage, hot air balloon ride and many more thrillers. Despite of the beautiful and mouthwatering scenarios, city offers nature and adventure programs and provides sports equipment for the visitors to make the most of it. Adventurous water activities like; boat rental, fishing, swimming and cruises are the special features of this season. In addition gold, hiking and cycling could add more values on the memorable journey.

Meanwhile Tampere keeps its character in **winter** but wears a different coat. The local landscapes, activities and events have changed and sparkle in the air. Although domestic visitors may not impressed but Snow falls in October brings joy and another excitement

to foreigners. There are plenty of winter adventures in Finland such as: Husky safari, joy of the slide, walking in the dark, snow football and so on. In addition plenty of ice activities like ice hockey games, skating and making snow man makes people to enjoy the nature. Fishing, swimming and skiing, rallying and charting, horse riding are the other aspects of enjoyment in winter for the visitors. ATV safari, cooking contest hunting is possible according to the season. (Tampereen Kaupunki 2009)

A visit to Finnish sauna is most in Tampere. Private saunas are available almost everywhere during winter. Public sauna is accessible in Tampere as well.

Tours and excursions

Tampere area offers interesting sights and experience for everyone, whether you are planning a family trip to Särkänniemi amusement park and the adjacent Angry bird lands, a relaxing golf holiday or cultural visit to Tampere. Bus tours, walking tours, sightseeing, special theme tours, tours of the surrounding countryside are tours and excursions of Tampere. Tours trailer made according to the preference also by taxi cab and mini-bus. Tours are available to many languages with reasonable price. Some particular Tampere tours are as follows:

I) Visit Tampere- tours on request

ii) The guided bus tour to the site of the civil war of 1918 in Tampere

iii) A guided city tour for two hours in English and Finnish language acquainting whole Tampere city and its importance.

iv) Tammerkoski provides vivid picture of industrial city with red brick factory walls and chimney which was declared as a national landscape by Finnish Ministry of Environment.

v) A guided tour to wooden house and breathtaking views of lakes place called Pispala.

vi) Hatanpää Manor house with its large lake, old park and blooming rose garden together with the arboretum are perfect an outing on beautiful summer days (Tampereen Kaupunki 2009)

Factory Island and industry:

A walking tour through the locations where the story of Nokia Company begins, it takes about one hour by walk and several minutes by bus to reach there. Because of its beautiful and wide range of location Nokia village is known as one of the touristic place in Tampere. On request, Nokia matkailuoppaat organize nature tours as well as cycling trips to other locations of Nokia, shopping trips and excursion to local museum are possible during that period (Tampereen Kaupunki 2009).

Tour of the countryside:

It explores local villages and their history. Several villages like Sarkola, Siuro, Tottijärvi, Kulovesi and Taivalkunta could be options. However meals could be arranged during the trip. Art tour takes us to Ossi Somma garden of sculptures in Siuro. In addition, other monuments could be seen created by local artists as Osmo Rauhola and Martti Hompi.

Cultural beat

According to (Tampereen Kaupunki 2009) the foundation of cultural production in Tampere is consists of the hopes and wishes of the city's people as well the co-operation between different cultural producers of the city. Tampere is the theater capital of Finland. It has two large theaters and several other theater groups operating in the city. Tampere hosts a multitude of festivals in different fields. The city of Tampere cultural affairs organize Tampere music festival that is well recognized around the world. It organizes and maintain co-operation with city districts, international activities and numerous events and services. Tampere also has excellent galleries and museums for people to enjoy. Tampere hall hosts variety of congresses, concerts and other events throughout the year, one of them is known as Tampere Philharmonic orchestra. Not only has that it also provided services for all age group of people. Senior citizens enjoy activities including folk dance and poetry groups, thematic happenings and joint projects however young citizens enjoy activities like rock music festival, concerts and theaters and so on.

Tampere is also known as the cradle of children's culture in the Pirkanmaa region. The ample supply of cultural services is guaranteed by a joint project called Pirkkanen which is aimed at promoting children's culture in Tampere. Such culture includes children's exhibition, events and festivals. Pirkanmaa children's week of culture is held every year on February in this region. (Tampereen Kaupunki 2009)

5.3 Accommodation options

Tampere has wide variety of accommodation available from modern first class hotels to comfortable hostels. The majority of hotels are located nearby city center within walking distance of Tampere Hall and other meeting venues. The city's almost 3000 hotel rooms accommodate about 6000 people (Tilastokeskus 2011). Hotel price in Tampere are reasonable compared to other major conference cities in Europe. Most hotels offer to reduce price for congress, and the room rates include substantial buffet breakfast.



Picture 4. Major hotels around Tampere (Tampere Convention Bureau 2004)

The above picture 4 shows 45 different kinds of hotels located in Tampere, easily accessible from city center. These hotels have plenty of offers to the domestic as well as international customers. Services are varying according to the standard and availability of products. In detailed following accommodation services are implemented for visitors

around the world.

Hotels in Tampere offer varieties of services depending on your needs and budgeting. It offers world class convenience and great service that is guaranteed to make feel like home. Often four star hotels offer wide range of services comparing to low rated hotels. Some of the hotels that is well recognized by the customers and has wide international recognition located in Tampere as follows:

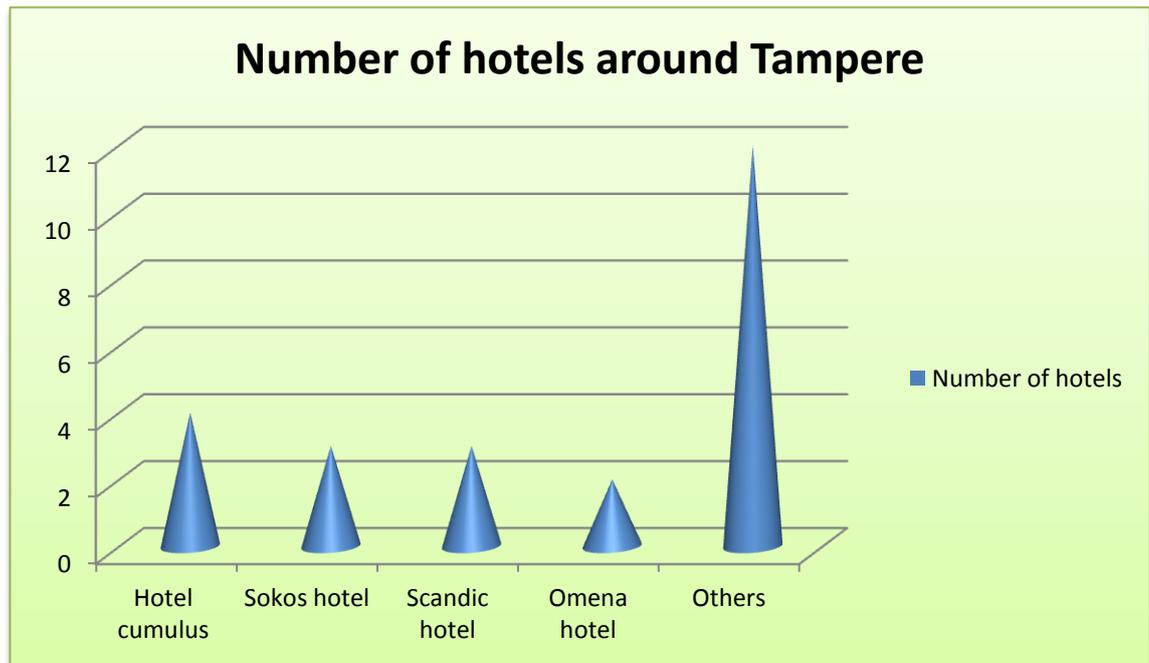


Figure 2. Total number of hotels (Tampereen Kaupunki 2009)

The above figure shows the most number hotels located near Tampere city. According to the figure there are 4 Hotel Cumulus all around city followed by Sokos and Scandic hotels with 3 on separate. Comparatively other hotels are quite many in number which somehow facilitates domestic and international visitors in their different way. In addition, The scale on the left hand side of the figure indicates the numbers of hotels .

Hostels are the service provider in Tampere. Tampere dream hostel is newly established in 2010 with adequate facilities located in the center of Tampere (Dream Hostel 2010) Hostels provide quality services in reasonable prices. It is one and only green design hostel in Tampere as Eco-friendly ways of operating. It consists 90 beds all total. All rooms are designed with maximum amount of privacy. The room is cozy, warm and sound proofed. Friendly atmosphere is the strongest point to this venue. There is no

problem of communication between the people, so international visitors will have no difficulty during their stay. (Dream Hostel 2010)

Apartment hotels are a serviced apartment complex that uses a hotel style booking system. It is similar to renting an apartment but with no fixed contracts and occupants can check out whenever they wish to. It's a flexible type of accommodation which offers complete fitted apartment similar style of hotel rooms. The length could be varied to stay there from few days to years (Tampereen Huoneistohotelli 2003). However, it doesn't offer meal services or anything else. These kinds of hotels are many more located in Tampere, such as: accommodation overnight Finland, Kotimailma apartment, holiday club holiday homes and so on.

B&B is a small lodging establishment that offers overnight accommodation and breakfast but usually doesn't offer other meals. It is a kind of self-catering accommodation where max. 10 bedrooms are available for overnight stay. (Tampereen Kaupunki 2009) However Tampere offers huge amount of B&B service for domestic and international tourists with excellent services and adequate accommodation. Staying in a monumental property or on a farm, in villa, in countryside or in city wherever you stay B& B service is available in Tampere for visitors. The prices are reasonable and quality services enhance the motivation of traveling. Such accommodations in Tampere are as: The yellow country house B&B, Kiviranta meeting center, Paavola mainhouse.

Other various types of accommodation are camping sites especially for summer season, charming hotels and cottages, furnished apartments and many more. Thus all accommodations are established in order to facilitate customers according to their needs and objectives and Tampere has been a major destination for the development of accommodation sectors in Finland.

5.4 Other domains

Tampere is well prepared to welcome international congresses. Tampere's strengths as a congress city include Tampere Hall, recognized as the best congress center in Finland and one of the best in Nordic countries. It organizes more than 150 successive international meetings each year (Tampereen Messut 2004). High standard hotels and restaurants, good flight connections and numerous venues for meetings and socializing

Tampere Hall, the largest purpose built congress and concert center in Scandinavia which could easily accommodate up to 2000 delegates. The city's excellent infrastructure and services meet the needs of even the most demanding congress organizer. It also offers an innovative academic environment and numerous interesting research centers and laboratories to visit. Beside Tampere Hall, there are several other congress venues in town.

According to (Tilastokeskus 2013) Finland holds 51st position in world ranking to organize international meetings and congress while Singapore tops USA at first. It's worth trying seasonal food in Tampere too. Tastes are as a rule gentle, rich and full. Recipes are natural as they bring from wilds. Lake fish, Cray fish, reindeer, mushrooms are great delicacies. They often could be cooked or bake using several techniques. The style of cooking is not different for the visitors who come from Scandinavia or Europe rather than Asia and Africa. Hotels and restaurants offer plenty of meals according to the needs. The indoor market hall is for shopping as global brands alongside arts and crafts shops are presented in a systematic way. Tampere offers variety of shopping complex, jewelry shop, technology, food and beverages and many more. Meanwhile numerous bars, pubs, discos, and dance restaurants will be busy especially in a weekend but mostly people often gather around at evening time after work and make socialize themselves which could be effective for any visitors getting to know about city while staying.

6. TAMPERE PRESENTED IN STATISTICAL WAY

This chapter interprets and analyzes the statistical data provided by authorized organization about Tampere region including domestic and international trends. It deals with all aspects of this, including planning of data collection in terms of the design of surveys and experiments. Several statistics has been presented and compared with other sectors in link up with Tampere. All data are reliable and based on true fact provided by Finnish national statistical organization.

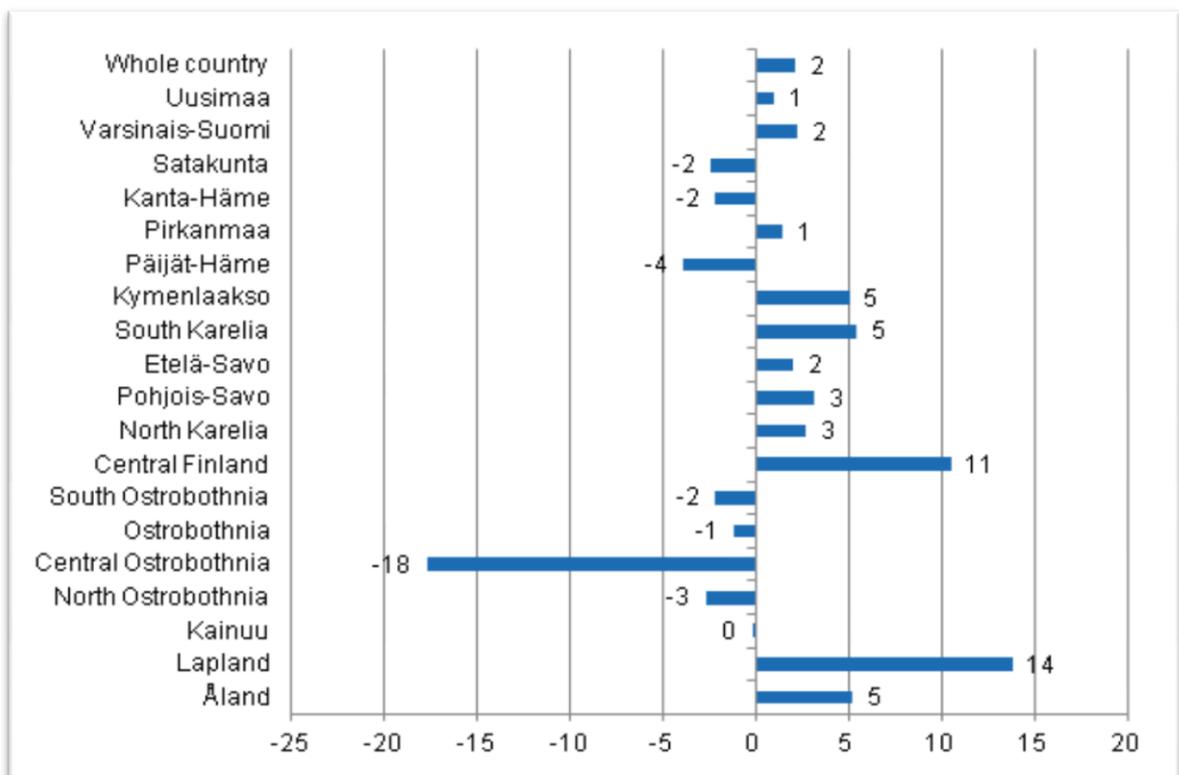


Figure 3. Overnight stay data (Tilastokeskus 2012)

This figure 3 has been published during the term November 2012. According to the statistics the total number of nights spent in all hotels was almost 1.2 million which is increased by 1.6 percent than the same period of last year. Overnight stay by foreign visitors increased by 3.4 percent and accommodation establishment recorded total of nearly 316,000 of them.

Based on (Tilastokeskus 2012) comparatively the overnight stay of visitors in Tampere has not been impressive rather than Uusimaa and South Karelia. However the result is

satisfactory as it has been increased by more than 3% than the same period of previous year. Also capacity of hotels and food services has been impressively increased during the same year alongside other regions. In November the realized average price of a hotel room was Eur. 91.04 per day as a whole which is constantly increased than last year by 2 Euros.

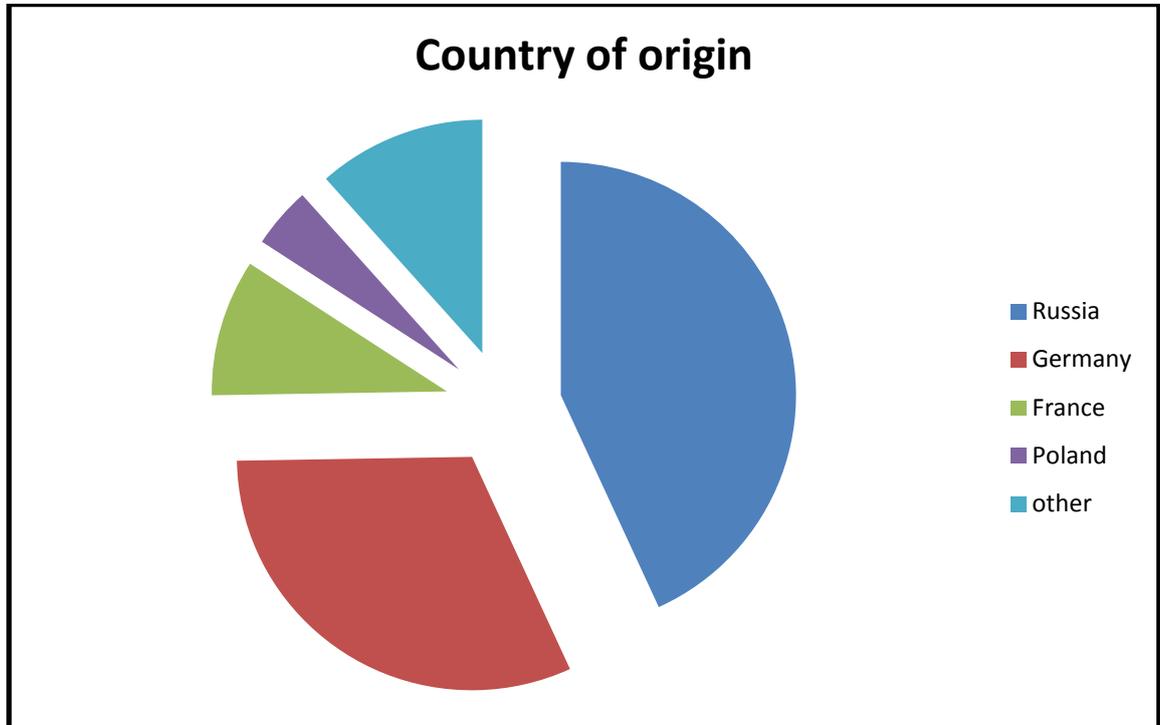


Figure 4. Country of origin of the participants (Matkailun edistämiskeskus 2012).

According to the Tampereen matkailun tunnuslukuja from April 2012, during the first four months 41% Russians have visited and stayed overnight in Tampere which is constantly followed by German visitors who were about 30% percentage (figure 4). They have varieties of preferences while staying Tampere. Russian visitors would like to have spas, massages and luxurious stuffs during stay meanwhile German comes for nature and peace making things. In the other hand French customers are attracted for international cuisines and like that. The stat shows people from Japan and USA have been impressively increasing in the following year. However South American visitors have not been attracted for the past years. Rest of other countries like Czech Republic, Greece and Romania visitors have definitely increased during the period.

So the data shows the increasing trend of European visitors and silence mood of continental visitor's around Tampere. However accommodation capacity has been effective in all.

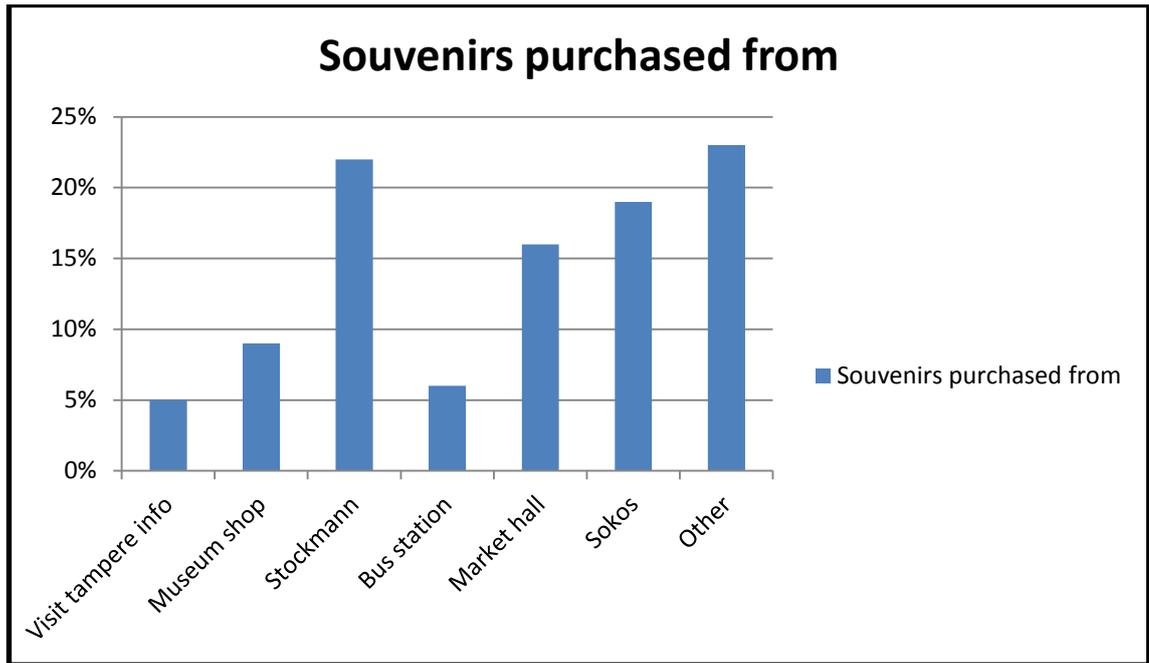


Figure 5. Preferences of place for Souvenirs (Matkailun Edistämiskeskus 2012)

According to the figure 5, out of 6 destinations visitors mostly bought souvenirs from Stockmann with more than 20% which is nearly followed by Sokos. Visitor makes up their mind to go and buy these stuffs from these places in order. However, bus station has been in a less preference nearly followed to Tampere info. Those other places mentioned as Seppälä, bookstore in Tullintori, supermarket, airport, Keskustori, Ideapark and many more.

Mostly to say almost all stations have been located near to city of Tampere. So visitors prefer not to go far as they can buy stuffs which are nearby and easy to shop. so statistics also shows that Around 70% visitors would like to buy something before they land on and off for the destinations.

7. RESULTS OF INTERVIEWS

The research was based on qualitative method as I already mentioned. The research interview has been made in a Tampere train station where I could meet so many domestic and International visitors as expected. It is obvious that it was not easy to find out the right person who has enough time to be ready for the interview but however I did manage to get 4 interviews with different visitors. So far I randomly chose interviewee from different locations with different look and age groups. So, all the information's that I have mentioned here is all in fact because these interviews have been recorded in an electronic device or at least listed on the paper right away during the period.

All interviews has been done in one and half hours whereas I did manage to ask all 8 questions which I prepared earlier. Some of the visitors has slight language problems which seemed miss-understanding of the questions as earlier but everything went well later on.

Interviewee 1:

The first interviewee was a young exchange student from Poland who has been living in Tampere for his professional study since couple of months. He has not been in Tampere before and it was his mixed experience about it. The interviewee said he was looking for the right destination to have exchange study abroad and his close friend suggested him to be on Tampere. So he got all kinds of information's relating everything from his friends as he got no problems for staying here at first. Accommodation issues were quite problematic for him because he didn't apply any of the housing company earlier so he stayed in dream hostel where he found reasonable cost with great atmosphere. He liked honesty and customer care in Tampere. He was quite dis-satisfied with the way of behavior that he expected to have friendlier environment. He liked cuisine and would like to return back on summer visit in Tampere.

Interviewee 2:

This lady was quite interesting to talk with as she has been in Tampere many times but originally she is working in Helsinki. She would like to visit Tampere possibly every weekend because she was born here as she got moved to Helsinki since she was 5 years

old. She prefers to live in Tampere rather than Helsinki but due to the work situations she got stocked there. She has her own preference as she think it's comparatively cheaper to live in than Helsinki. She got some friends here so would have no problem for accommodation while staying. she loves culture and lifestyle of people here and thinks it's good to live in small city than bigger one.

Interviewee 3:

The third guy was from Bangladesh and having import clothing business in Helsinki. He just came to visit his friends in the weekend and expecting to return by starting weekdays. This guy was quite complicated to understand because his accent was so fast and he was answering some questions without being clear on it. So I had to repeat the same questions in a slow mood. He doesn't like to live in small city like Tampere, so he said he is happy to be in Helsinki. That was his first time being in Tampere and he found little bit uneasy to be familiar in a new place. He was waiting for his friends at the train station. Since he has not visited any places here, so he was unable to give his ideas about the places. One thing he was already positive about Tampere is he got immediate help from somebody for unclear directions. So he thought it's much more than Helsinki, people do care to you, I like it. He also promised me to share honest ideas about Tampere if we able to meet again. However Tampere is in his visiting list for summer 2013.

Interviewee 4:

It was an interview with a middle aged lady who was originally from Estonia. She was returning back to home after 2 weeks staying in Tampere. She is working on an international project which operates travel package and tours excursions for the consumers. So she came here during that process. She didn't have anyone here as she got here with the help of internet. She almost visited so many places as she liked to live here. She was living in Scandic City as she found comparatively expensive accommodation than Estonia; she said everything is expensive here rather than my home country. That's the only things she got problem. She would like to visit Tampere in near future but not sure when it is. She jokes if she has to visit here she should collect lot of money.

According to the results analyzed from data collected by a qualitative method in

particular, questioning certain numbers of people over fixed questions, the chart above represents the level of customer satisfaction during the visit to Tampere within all aspects such as; Hospitality, Accommodation services, pricing, getting to go around and business opportunities. Such actions have been taken within all specific age of people as possible.

So the survey clearly point out that majority of visitors whether domestic or international visitors are somehow satisfied with the trip to Tampere no matter they have been here for the first time or not. Such satisfactions could be either based on accommodations services, hospitality and location or Pricing stuffs. Relatively people also would like to consider visiting Tampere in near future with all their specific reasons. On the other hand some visitors have no idea about the things as they don't want to share their opinions with all factors which seem pretty interesting at some point. Overall this chart only represents majority of visitor`s view on Tampere based on personal interviews taken on the practical field.

8. SWOT ANALYSIS

The name says it all; Strength, Weakness, Opportunity and Threat. It guides to analyses the positives and negatives aspects of the situations and tips to overcome throughout it. Developing a full awareness of the situation can help with both strategic planning and decision making. Actually this method is developed to enhance and evaluate the organizational situations but also takes part in personal and social circumstances. .

According to Jim Riley 2012, a SWOT analysis offers helpful perceptives at any stage of an effort. it might take to explore the possibilities, analyzing both aspects, making outcomes and developing social and organizational skills. It also makes decisions about the best path for the initiative; identify the opportunities, determining changes invention of strengths and acknowledgement of weakness. SWOT analysis always focuses on positive results that could be addressed throughout several problems.

Here is the SWOT analysis of the research that has been made by personal interview during the period. This chapter focuses every aspect and makes better solutions of the situations.

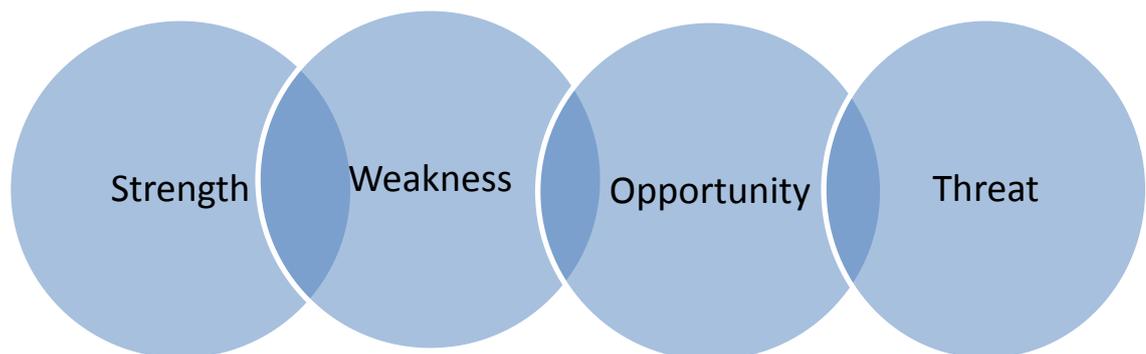


Figure 6. SWOT Chart

The above figure 6 indicates the major types of SWOT analysis in which we are based on to deliver suitable result depending on the survey that has been conducted in a practical field. Strength, Weakness, Opportunity and Threat are the basic element on it

which has been presented in a round diagram. it also shows how these all components are inter-related each other.

Strength

According to the visitors several strengths has been found out in terms of Tampere as domestic and international destinations. Location of Tampere is the major advantage for the visitors. As it is already mentioned above that Tampere is accessible to reach easily for International visitors as direct flight connections are available for major European cities like: Berlin, Amsterdam, Paris, United Kingdom and so on. Visitors who come from Helsinki or other cities would come by train or by bus because it is located in middle way of Finland. Domestic visitors would have no problem to be around by train as we all know train services in Finland are very effective from all major cities and towns.

Customer services are strength for the Tampere visitors. People who want to travel in Tampere for the first time would get sufficient information's from customer services as official webpages would benefit the visitors in either way. Tampere tourism office has provided sufficient guidance's via Internet pages for the visitors around the world. In addition the international relationship of Finland has got positive trend on tourism as visitor have strong image towards the cities.

Peace and social security has also been an inspiration for the visitors in Tampere. People want to travel freely. They don't want any kinds of burden during the trip and Tampere has been suitable for all kinds of visitors. Finland has got political stability, social integrity and Internationalism from which International visitors have been positively affected. Also no crimes, wars and public strikes are the other factors.

Travel agency organizes readymade package for Tampere tour for the visitors which enhance full support of guidance and economical reasonability. That's the reason Visitor has been travelling in Tampere as considered one of the strength. Sufficient accommodations and development of technology has been also a key factor on Tampere. Various types of accommodation's including various rages of prices would advantage visitor of different class. With advanced technology and development of infrastructure have been effective for visitor`s motivation to visit.

Weakness

Language has been a major weakness for the visitors in Tampere. It is considered that people generally speak English which has not been problematic so far but that's not the only case. For example; Russian and German customers have effectively been increasing to visit Tampere comparing to previous year and it is obvious that visitors expect to get guidance on their own languages which could not be possible because majority of customer service personnel in Tampere region do not speak Either Russian or German language or let's say international languages which could definitely affect the trend of the visitors no matter which country they come from.

Expensive expenses causing major problem in Tampere. Visitor has expressed their dissatisfaction about the pricing of accommodation, food costs and shopping costs around Tampere which they feel rather quite expensive to other European cities. So it might be disappointing for the visitors to see the consumer prices in Tampere.

Lack of advertisement or presentation has been a key factor that International tourists have not been available to come. It's not worldwide known as Finnish media has not been effective to advertise the products. So people outside from Nordic zone clearly don't know anything about Finland and its cities which costs tourism marketing elements.

Despite of the efficiency visitor think Tampere tourist office has not been effective as expected. Sometimes they have problem to find out proper information in an international language and it was problematic to get exact information which are available in native languages. Old aged visitors who expect to get helped from tour services feel that Tampere has lack of tour operators. So it has been costly and timely expensive to find out the good information relatively in a short way.

Opportunity

Natural settings have been influential for the visitors to explore Tampere in a various way. As we mentioned above it has been surrounded by lakes and forests. Stunning sightseeing, natural activities, summer and winter actions, tour packages has been an opportunity to make something out of it. It's been a great opportunity to relax in

Tampere for all age groups as various activities favor.

Tampere is also known as musical city as various musical programs have been arranging annually. International rock music festival has been held many times. So music lovers would definitely don't want to miss Tampere as their favorite destination. For domestic and international students Tampere is suitable destinations for quality international study as it has numerous Universities and vocational colleges which offer plenty of courses in both language Finnish and English. According to the statistics from (Matkailun Edistämiskeskus 2011), there are over 24 nationalities studying in some kinds of institutions all around Tampere. These studies have been categorized as various level, bachelor and master degree program, vocational study and so on. For business visitors Tampere is a major conference organizer in Nordic countries. It has been listed as top 3 conference and meeting destination in Europe and have been holding more than 200 international conferences each year which is quite impressive (Tampereen Kaupunki 2009). So Tampere convention bureau has been a top destination for domestic as well as international visitors.

People who want to conduct small or large business in Tampere is being welcomed and given opportunities under the Finnish law and act which also has attracted abroad visitors. They think it's good to have a business once you want to invest in Tampere. Those decisions have always been in favored of.

Threat

The economic recession of Europe has been a major threat to Tampere economy as consumers do not want to invest more money for visiting, also they think its comparatively expensive than other cities. It increases unemployment and uncertainty which could obviously affect Tampere tourism in a negative way.

Variation of currency rate has been another impact on Tampere tourism. Finland is using European currency since 1 January 2002 (European Commission 2002). They have prevented to use their own currency which is relatively higher than other currencies. For example If Russian visitor would like to visit Tampere; they should invest more money than they spend in their own country which has been affective in terms of tourism growth in Tampere. In this sense it is almost impossible to visit Tampere especially for

continental visitors.

The closeness to Helsinki has been another threat for Tampere visitors. Helsinki which is also the capital city of Finland contains various sightseeing's, monuments and historical places to visit. So abroad visitors would not prefer to visit Tampere as they have to spend extra to reach and stay here.

Weather is possibly the biggest threat for the visitors. Visitors would not prefer to visit if the weather is in bad condition or not suitable to visit around. In this sense Tampere, Finland is possible the biggest threat as of its long winter and heavy snow fall situations. Also Finnish weather is unpredictable so Visitors will have to be worried about what they might get during the visit. Meanwhile it would not be problematic for Summer time.

Continuous incensement of fuel prices has been another reason why people don't want to travel. So Tampere also has been affected of it. As fuel price increases the travel costs increase. According to Finnish Petroleum Federation the world market prices on fuel is constantly increasing in recent years. So, International market value cost Euro 1.73 per liter of petrol. (Helsingin Sanomat, 21.08. 2012) which has increased visitors travel costs permanently.

9. CONCLUSION

This thesis and research is done to enhance Tampere tourism from domestic and International point of view. It consist two major facts; theoretical framework and practical research. In a hand a theoretical framework has been supportive to mention the background of the subject and to support the practical research in an advanced way. The author had an objective of conducting the research to prove the things that are reliable and based on fact. So for these purposes several interviews have been made throughout the customers with different age groups and the facts with suggestions of improvements has been made in order to analyses quality research.

Quantitative research containing questionnaires for the interview has been utilized in the thesis by the author. The concept of this research has been made after long research and experience within touch with Tampere city. Planning, organization, implementation and Evaluation process is being used in this work including 8 different questionnaires. Analysis of tourism behavior has made a tricky part as author has tried to evaluate all kinds of components relating to the topic and according to the needs of objectives. To support research various statistics have been implemented and evaluated which has been taken from official tourism webpages of Tampere or directly consulted with related personnel.

In order to identify the strength, weakness, opportunity, threats. Author conducted a SWOT analysis after arranging field interviews. Several expectations were fulfilled and the evaluation was made on the basis of that research. A survey by using questionnaire was conducted in order to collect quantitative data, in order to find out what might be affecting Tampere tourism and what visitors think about it. The interview took place in train station where it was possible to meet different kinds of people which was the theme to achieve the objectives of the research. Total 8 questions were asked to 4 different visitors relating all aspects of Tampere tourism. The author is satisfied as things went pretty well as expected but some lack of miss-understanding at first was not vital. Out of four interviewees, three of them were men with different nationalities and were not old comer visitors. In addition average reaction from the visitors was satisfactory as some expected to look quite dis-satisfied with their visiting, for example, they thought its expensive place to be or something. However all in all it was well.

Based on research the trend of incoming visitors to Tampere has been increasing by year in which most of the visitors are from European zone. However it has been disappointing to the trend of continental tourists so far. Lack of advertisement has been affective in these terms.

In a nutshell despite of the lack of sequences the affection of tourism trends and development in Tampere is pretty impressive and it could be more if the related personnel would deeply understand and develop the positive trends in every possible way.

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APPENDIXES

Appendix 1. Research Questionnaire

These questions are made for domestic and international visitors around Tampere.

1 Have you been to Tampere?

2 Why did you choose Tampere as a destination?

3 How did you get information about the destinations?

4 What things you like most during your stay?

5 What you think about prices of accommodation services?

6 What kind of things caused you satisfaction during your visit?

7 Why you would like to visit Tampere in future?

8 Why you would not like to visit Tampere in future?