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LET'S GO TO THE COUNTRYSIDE

**Farmhouse Accommodation Web Pages in the Ostrobothnia
Area**

Thesis

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ABSTRACT

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Name of thesis LET'S GO TO THE COUNTRYSIDE Farmhouse Accommodation Web Pages in the Ostrobothnia Area		
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<p>The subject of this thesis was farmhouse accommodation in Finland, especially in the Ostrobothnia area and the internet pages of farmhouse accommodation companies. The aim of the thesis was to find out if the farmhouse accommodation companies' web pages are the solution to attract foreign visitors to Finland's countryside and if possible what could be done better with the web pages.</p> <p>Six different companies and their web pages were chosen and the only criterion was that there should be one company from Ostrobothnia, one from Central Ostrobothnia, two from Southern Ostrobothnia and two from Northern Ostrobothnia. As methods were used qualitative research method and text analysis. The researched web pages were analysed by their colour scene, pictures, English-version of the pages, font and use of text.</p> <p>The research results revealed that the farmhouse accommodation companies need to concentrate more on their web pages if they want to reach foreign travellers. The largest problem, was the lack of English language on the pages. Many of the researched pages need guidance in other areas as well. After all, all of the pages had a good base and structure and with a small adjustment they could be excellent web pages which would attract foreign visitors.</p>		

Key words

Farmhouse accommodation, Ostrobothnia, qualitative research method, text analysis

TIIVISTELMÄ

Yksikkö Tekniikan ja liiketalouden yksikkö, Kokkola-Pietarsaari	Aika Huhtikuu 2013	Tekijä/tekijät Annika Kukkola
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<p>Opinnäytetyön aiheena oli maatilamatkailu Pohjanmaan alueella, erityisesti tutkimus keskittyi maatilamatkailu yritysten internet sivuihin ja niiden mahdollisuuksiin houkuttaa ulkomaalaisia matkailijoita kyseisiin maatilamatkailu yrityksiin. Tarkoituksena oli saada selville ovatko internet sivut nykyisellään houkuttelevia, erityisesti ulkomaalaisia matkailijoita ajatellen, ja mitä voitaisiin tehdä paremmin.</p> <p>Työssä käytetty tutkimusmenetelmä oli kvalitatiivinen tutkimus. Kuuden maatilamatkailu yrityksen internet sivuja arvioitiin käyttämällä teksti-analyysia, ja sivuilta arvioitiin niiden Englannin-kielistä versiota, kuvien ja tekstin käyttöä sekä värimaailmaa. Ainoa rajoitus näille kuudelle internet sivulle oli se että yhden tulisi olla Pohjanmaalta, yhden Keski-Pohjanmaalta, kahden Etelä-Pohjanmaalta sekä kahden Pohjois-Pohjanmaalta.</p> <p>Tulokset osoittavat, että maatilamatkailusivustoilla on vielä tarvetta kehittymiselle, jos halutaan saavuttaa kansainväliset markkinat. Suurin puute oli englannin-kielisen version puuttuminen joko kokonaan tai sen vajavuus. Monet tutkituista sivustoista kaipaavat ohjausta muillakin osa-alueilla. Loppujen lopuksi sivustoilla oli kuitenkin hyvät pohjat jotka pienellä kehittämisellä voisivat tulla hyvinkin houkutteleviksi internet sivuiksi kansainvälisille matkustajille.</p>		
Asiasanat Kvalitatiivinen tutkimus, Maatilamatkailu, Pohjanmaa, Teksti-analyysi		

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1 INTRODUCTION

People are interested in farmhouse accommodation, because they want to get away from the rush and in the countryside in the laidback atmosphere, they have the time to relax and enjoy nature. Another reason is that many people want to get back to their roots, many older people see things that they remember from their childhood, and some others want to see how their ancestors lived. Many people are interested in the history, for example architecture, and how things were done before and are done today. One more reason is the animals; there are no cows or horses in the city backyards. Many farms arrange activities, for example treks, where there is a possibility to see wild animals. Even in the 18th and 19th century, travellers went to the countryside to get to know the people, their traditions and their lives. These are some of the many reasons that make farmhouse accommodation popular. (Koivunen 2004, 81; Laitamäki 2009, 97-105; Nilsson 2002, 7-24.)

Today's modern technology gives a possibility to reach out to the international markets, even for the smallest companies. Computers and the internet have become a large part of people's lives and that is the best place nowadays where to market yourself. This research will concentrate on farmhouse accommodation in Finland and especially in the Ostrobothnia area. The research will focus on the best marketing tool today, the companies' own web pages. (Juttila 2010, 10-11; Kokkonen & Tiainen 2011, 8-10.)

The aim of the thesis is to find out if the farmhouse accommodation companies' web pages are a key to attract foreign people to these places and possibly what could be done better. The thesis is research-based and document analysis, which is a qualitative research method, will be used.

Second chapter is about defining the term farmhouse accommodation and the different meanings of it in Finland. The following chapter tells the history of farmhouse accommodation in general and in Finland. The fourth chapter is about what the farmhouse accommodation nowadays is and what the future of it is. The research process is described in chapter five, and at the same time the text analysis, the target group, the research questions and the researched area will be defined. The choice of web pages and the way that they will be analysed is described as well in chapter five. In chapter six the researched web pages are described and in chapter seven they are analysed. Chapter eight will collect together the results of the thesis and will look towards the future.

2 DEFINING FARMHOUSE ACCOMMODATION

In this chapter the term 'farmhouse accommodation' is defined. Sub-chapter 2.1 specifies the general meaning of the term and sub-chapter 2.2 tells a little bit of the history of the term in Finland and how it is seen there.

2.1 General information about farmhouse accommodation

Farmhouse accommodation is a Guest house-type of accommodation; it offers some food, usually only breakfast, and accommodation. Other types of this kind of accommodation are Guest houses, Bed and Breakfasts and Inns. These types are similar to farmhouse accommodation, but for example, hotels are much different. In hotels there are more rooms and a restaurant, where many meals are served per day. Hotels usually look different than farmhouse accommodation, because hotels do not look like farms.

In many European countries the countryside tourism is built around products that the country is well known for, for example in Italy around wine, cheese, olive oil and ham and in France around wine and the food. In France there are still a lot of traditional village markets that are worth a visit. Switzerland is known for its Alps and ski holidays, but actually there are more tourists in the summer time than in the winter. In Switzerland there is a demand for rural tourism but there are not enough services to fulfil this need. Austria is known for the Alps, but as well alpine flowers and these flowers are used in the grading system instead of stars or points by Austrian Farm Holiday Association. (Laitamäki 2009, 97-105.)

2.2 Meanings of the term in Finland

In Finland the term 'maatilamatkailu', which means in English 'farmhouse accommodation', has meant different things in the past and it has had many synonyms. The other synonyms have been for example 'luontomatkailu' - 'nature tourism' and 'kylämatkailu' - 'village tourism' and as well there have been expressions that mean specific spare time activities, for example 'fishing tourism' or 'bird tourism'. The farmhouse accommodation term in Finland meant at first rented cottages that were owned by people who had a farm or were in some other way related to farms. In comparison, nowadays it means idyllic farms, farmhouse accommodation places where there are possibilities to take part of the place's everyday life, for example baking farm pastries or milking the cows, and enjoying the peaceful atmosphere of the countryside. (Vesterinen 2007, 2-40.)

3 HISTORY OF FARMHOUSE ACCOMMODATION

This chapter is concentrated on the history of farmhouse accommodation. The general history goes as far back as to the 18th and 19th century and continues to the 1990s. Sub-chapter 3.2 tells more about the Finnish history of farmhouse accommodation.

3.1 General history

The roots of nature tourism date back to the Romantic era, in the 18th and 19th century, and in many countries the new rise of rural tourism started in the 1960s, for example in the United Kingdom and in Finland. The most popular and best known countryside tourism countries nowadays are Italy and France. (Edwards 1993; Koivunen 2004, 15; Laitamäki 2009, 97-105.)

In the Romantic era people started to be more interested in the feelings, and this was seen in the tourism industry. This affected the ways of travelling as well the choice of the destinations, people were more interested in destinations in the untouched nature, especially the wild and untamed. Before the Romantic era people mostly used horse wagons to move from one place to another but when the Romantic era started to affect on opinions the most popular way of travelling became walking. Another typical thing in these trips was that the travellers slept in the nature but still many people spent their nights in the Inns, from which farmhouse accommodation has developed (Koivunen 2004, 70 – 85.)

The first and one of the most important destinations was Switzerland, because its nature is versatile. Switzerland has high mountains and a flat landscape. People in the 19th century were especially interested in the unfertile sceneries, for example mountain areas, but lake and river views were still popular. And if the place had an interesting history, its value was raised. In the 18th and 19th century, a few tourists came to Finland to seek exoticism, and the most popular destinations were Lapland and Imatrankoski. (Koivunen 2004, 70 - 85.)

3.2 History of farmhouse accommodation in Finland

In Finland most of the farmhouse accommodation providers are part of Lomarengas. Lomarengas is a society that provides farmhouse holidays. Next there is something about the history of Lomarengas and the farmhouse accommodation in Finland.

Maaseudun Lomaliitto (own transl. Countryside Holiday Union) founded in the 1960s, started to provide private owned cottages and after a while as well full board in the farmhouses. In 1964 Sininen Rengas (own transl. Blue Ring) for farmhouse accommodation companies, was founded, and that time it meant farms that were renting cottages. In 1966 the Lomarengas was founded by holiday organizations. The name came from combination of the two words 'Lomaliitto' and 'Sininen Rengas'. (Vesterinen 2007, 2-40.)

In 1972 Matkailun Edistämiskeskus (Finnish Tourist Board) was founded and it started to work closely with the Lomarengas. There was a trip made to Germany for farmhouse accommodation providers in 1974 and after that trip there was a new brochure made and that time there were 25 farmhouses that provided full

board service. In 1974 a new general name for farmhouse and cottage holidays was invented, and it was Lomalaidun. (Vesterinen 2007, 2-40.)

In the following year 11 Lomalaidun-courses about farmhouse holidays were arranged. In the end of the 1970s several researches about the farmhouse and cottage holidays were made, and they started several projects, for example, development plans. (Vesterinen 2007, 2-40.)

In the end of the 1980s the Lomarengas made a research about starting a Bed and Breakfast-program and demand for this kind of services there was already in the 1970s, especially in other countries. In 1992 an organization for developing countryside politics was founded, and that made a big change to the industry. It created clear targets and efficiency. In the year 1997 the countryside tourism development part of the Lomarengas was made independent and it took the old marketing name Lomalaidun. (Vesterinen 2007, 2-40.)

4 FARMHOUSE ACCOMMODATION TODAY

Many people that have earlier had small- or medium-sized farms have changed the farming to tourism, or to do both at the same time and that is one way how farmhouse accommodation started in Finland. Another way that these farmhouse accommodation businesses are born is that people have a vision and they start to look for a suitable place to implement their vision. The farmhouse accommodation is usually ecological, because people tend to renovate the old farmhouses and not build a new place. The farmhouse accommodation business can mean different things to different people, for example, to some people it can mean just one destination in one holiday but to someone else it can become like a summer cottage. (Aula 2010; Arell 2002, 6; Busby & Rendle 2000, 635-642; Vesterinen 2011, 16-17.)

4.1 Internationalization

The change of the millennium has brought different tools and problems to the farmhouse accommodation companies, and one example of those is the computers and the internet. The computers and the internet has made it easier for the entrepreneurs to do their marketing by themselves. When planning a holiday almost ninety per cent of the gathering of information is done through the internet. And when there is a possibility to book the flights, accommodation and everything else people need for their vacation, people tend to do it through the internet. People many times have problems with the computer, because of viruses or troubles with computer programs. The computers are at the same time a solution and a problem. (Kokkonen 2011, 8-10; Lindqvist 2010, 12-14.)

4.2 Quality and environmental issues

Nowadays people are more demanding and they have seen the world, which means that they want more quality from their holiday. It is a crucial thing for entrepreneurs to know what are the trends and what are the customer's needs and wants. A farmhouse accommodation building should look outside like a grandmother's house but the inside should be luxurious and have all the modern qualities, and on top of that it should be cheaper than a night in a hotel. (Kauppinen 2009, 18; Lindqvist 2010, 12-14.)

There is as well a different kind of farmhouse accommodation, organic farmhouse accommodation. The organic food and way of life has been growing into a large business. In 1992 the European Centre for Ecological and Agricultural Tourism (ECEAT) was founded to improve ecological tourism in East Europe's small farms and to help them to move into organic production. Nowadays ECEAT works in over 20 countries and they release guides of the members' services in every country. (Arell 2002, 7-15.)

4.3 Market sectors outside Finland

In the study "US Market Opportunities for Finnish Travel Experiences" (2009) is said that Finland has a lot of cottages but not many other places in the rural tourism to offer. As well there is said that if Finland wants to be popular destination, like Italy or France, it has to increase the awareness, associations and attractions of its rural tourism products. And that is the hard part, because you should come up with an idea that is one of a kind and it has to be related to Finland, which means that the marketing is the main thing. A good marketing plan is needed and farmhouse accommodation companies that have really good quality as mentioned before.

Germany is the most potential market area, because they make about 60 million travels to abroad every year. In research made for the Finnish Tourist Board in year 2007, Germans are most interested in countryside holidays by a lake or sea in the summer time. The most important factors for them were beautiful scenery, stress relief and clean unspoiled nature. For the French the most popular holiday type is the same as for Germans is; vacation in the countryside by a lake or sea in the summer time. These show that farmhouse accommodation companies have good market areas abroad and thus it is crucial to invest in web pages. (IPK International 2007.)

In the "Matkailijan ihmeellinen maailma" (2004) is said that the nature and culture tourism will be growing in the future. And that Finland is, for most of the foreigners, a country that you have to make a lot of research before you go there, for example the names are hard to understand. Reasons to come to Finland for many foreigners are nature, cleanliness, peace and space. (Ahtola, Koivunen, Korpela, Kostianen & Syrjämaa 2004.) Which means that those who come to Finland want to find relaxing place were to be by yourself and just enjoy. When thinking about this it is easy to see that farmhouse accommodation could be a perfect choice for those kinds of people.

5 IMPLEMENTATION OF THE RESEARCH

This research is about finding out if the farmhouse accommodation companies' web pages are a key to attract foreign people to these places and if possible what could be done better. In this qualitative research text analysis of the internet pages of farmhouse accommodation companies which are situated in the Ostrobothnia area in Finland, is used. The target group for this is possible foreign customers. The following sub-chapters give more details about the analysis and how the research is implemented.

5.1 Text analysis

Text analysis is a qualitative research method, which means analysing text which is either printed or audio-visual, for example pictures, brochures, films and internet pages. Text analysis can be called as well document analysis, which tells better the idea of this research method. This method was chosen because the idea was to research the web pages' qualities by one self. In the text analysis it can be concentrated on the wanted qualities of the pages, for example pictures, text and colours. Another suitable qualitative research method would have been the case study, which concentrates on one case. But in this research it was needed to concentrate on more than one and hence six different cases were chosen. (Bell & Bryman 2011, 544; Veal 2006, 198-203.)

5.2 Target group, research question and research area

One of the research questions is if the web pages of the Ostrobothnian farmhouse accommodation businesses are interesting for the possible customers. Another question is what could be done better. The target group for the research is possible foreign customers. The research area is called Ostrobothnia, which is divided into four smaller areas; Southern Ostrobothnia, Ostrobothnia, Central Ostrobothnia and Northern Ostrobothnia.

5.3 Choosing the web pages

The search for suitable web pages started by googling in Finnish farmhouse accommodation in Ostrobothnia (Maailamatkailu Pohjanmaa). The search engine Google offered several pages with many different farmhouse accommodation companies' pages but only a few had direct links to those companies' pages. It was decided to choose a few of those who contained several pages and then from them links that were suitable for the research were looked for. Those pages were maatilamajoitus.fi, seinäjoki.fi, kokkola.fi and pohjanmaanmatkailu.fi. From those pages fifteen different links to farmhouse accommodation companies' pages were gathered, and from them six were raffled.

The only criterion was that there should be one from Central Ostrobothnia, one from Ostrobothnia, two from Southern Ostrobothnia and two from Northern Ostrobothnia. The chosen six web pages were from companies called Kuusiston Maatilamajoitus (see APPENDIX 1), Maailamatkailu Ilomäki (see APPENDIX 2), Maailamatkailu Jaakonaho (see APPENDIX 3), Maailamatkailu Välimaa (see APPENDIX 4), Salmun Maailamatkailu (see APPENDIX 5) and Maailamatkailu Wanha Tupa (see APENDIX 6).

5.4 Analysing the web pages

From every page the following qualities were looked at: the colour scene, pictures, English version of the pages, font and use of text. And if there was something special in the web site, it was analysed.

By colour scene is meant the colours that are used in the web pages and the meaning of the colours. From the pictures was looked what type of pictures were used and where they were used and from the font, if it is easy to read and if it is suitable for the style of the page. By English version is meant if there even is any English version of the pages and what is said, and if there are versions of the web pages in any other languages. As special things in the internet sites are for example animations or something else that is different and catches the eye.

6 THE WEB PAGES

In the following sub-chapters the researched web pages are described. They are described at least on the point of view of pictures, colours, use of text and English-version of the page. One of these pages is from Ostrobothnia, one is from Central Ostrobothnia, two are from Southern Ostrobothnia and two are from Northern Ostrobothnia.

6.1 Kuusiston Maatilamajoitus - Central Ostrobothnia

Kuusiston Tila is situated in Kälviä, in Central Ostrobothnia. The web page is dark coloured and the main part of the page is framed with darkened wood (see APPENDIX 1). There is used as a background for the text, a notebook page and on the other side there are three images from the summer time and a cup of coffee. There is no English version of the pages. There is in the upper part of the web page a menu bar, where there are links to sub-pages about services and contact information. Every sub-page has information about the sub-page's subject. In the lower part of the page there is a link to a photo gallery.

6.2 Maatilamatkailu Ilomäki - Southern Ostrobothnia

Maatilamatkailu Ilomäki is situated in Peräseinäjoki, in Southern Ostrobothnia. The colours that are used in the web page are blue, green and gray, and the text is in black font (see APPENDIX 2). On the main page there is a picture of the place in the winter time, and above the photo there is their slogan. There is no English version of the pages.

On the left side of the web page, there is a menu bar where different sub-pages that give information about accommodation options, services, prices and contact information, are found. There are to be found links to videos, a photo gallery and to a map. Every sub-page has pictures about the subject and a small amount of text, mostly in the form of a list.

6.3 Maailamatkailu Jaakonaho - Northern Ostrobothnia

Maailamatkailu Jaakonaho is situated in Haapajärvi, in Northern Ostrobothnia. In their pages there is a picture of the place from the air in the background and white and purple colours in other places (see APPENDIX 3). There are a few pictures of the cottage shown that can be opened to be viewed on a larger scale. The pages are only available in Finnish. In the upper part of the page there are links to sub-pages, which are cottages, prices, activities, contact information, links and other services. In the cottages' sub-page there are pictures of the cottage and information about them. Other sub-pages have only text on them.

6.4 Maailamatkailu Välimaa - Southern Ostrobothnia

Maailamatkailu Välimaa is situated in Kalakoski, in Southern Ostrobothnia. The background colour of the page is brown and there are pictures of the place which match the different seasons, for example, pictures of the buildings with snow on in the winter time (see APPENDIX 4). In the upper part of the page there are links to sub-pages, about accommodation, saunas, celebrations, history, food and different menus, prices, general information and a map.

In English there is a short introduction about accommodation, activities, sights and destinations nearby, restaurant and lastly contact information. In the English-version there are no pictures, only a lot of text together. A special quality in the pages is that there is a snow flake animation, which means that when you stay a while in the page, it starts to snow.

6.5 Salmun Maatilamatkailu - Northern Ostrobothnia

Salmun Maatilamatkailu is situated in Kalajoki, in Northern Ostrobothnia. The colours used in the web page are green, blue, white and yellow (see APPENDIX 5). The text is either in black, green or blue. On the right-hand side of the page there is a direct availability to the company's Facebook-pages. There is no English version of the pages.

On the left-hand side of the web page, there are links to sub-pages. Headings for these sub-pages are cottages, prices, location, photo gallery, activities and reservation agreements. On the cottage's sub-page there are several large pictures of the cottages and after that a few sentences of text which indicates what is included in the cottages. Other sub-pages have a small amount of text on them.

6.6 Wanha Tupa - Ostrobothnia

Wanha Tupa is situated in Kristiinankaupunki, in the Ostrobothnia region. The web page is light toned, the background is flower patterned (see APPENDIX 6). On the front page there is a changing image and the text is in black font. There are on the left-hand side of the page links to sub-pages, under those headings are information and pictures about accommodation, events, fishing, location and their

story. There is a photo gallery as well. There are Finnish, English and Swedish versions of the pages.

In the English version of the pages there are all the same sub-pages, and mostly the same information as in the Finnish or Swedish version. In some parts there is the same information given as in the Finnish part, but in a smaller scale.

7 FINDINGS

In this section the researched web pages are analysed together with the part that has been analysed. These parts are pictures, colour scene, text and English-version of the web pages.

7.1 Pictures

All of the researched pages have pictures of the site or surroundings, some of them have pictures that fit the present season and some of them have pictures of the opposite season. This shows where the company is concentrated, either on summer season or on the whole year. In Wanha Tupa's web page there are changing pictures on the top of the front page, in this way they have many pictures in less space than if they would have placed the pictures separately. One of the pages has a dark background and light pictures, which had the effect that the pictures caught the eye.

In Ilomäki's page there are text over a picture, if not counting the pictures next to the logo on top of the pages, there are only pictures on the page and about the site (see APPENDIX 2). If there is text in a picture, it should be located away from the main thing of the picture; in this case it would work better if the text would not be covering the building.

7.2 Colour scene

Every page has green and white colours in them; green means life and growth and is associated with nature (Hintsanen 2009; Helsingin Sanomat 2009). Those meanings of green are very suitable for farmhouse accommodation, because it is closely related to nature. White colour means cleanliness, innocent and peace, and it can be combined to snow and clouds (Hintsanen 2009; Helsingin Sanomat 2009). This is a good colour for farmhouse accommodation if you think of those meanings, at winter time there is snow and many people want the place they visit to be clean and peaceful.

Three out of six pages have the colour blue; blue is associated with a gentle and peaceful attitude towards life, but as well with quietness, sadness, cleanliness and lightness (Hintsanen 2009; Helsingin Sanomat 2009). You can find blue colour from nature, for example in the sky, water and some flowers are blue. In Finland the colour blue, especially with white, is associated with patriotism. In Finland the blue colour used with farmhouse accommodation, brings up images about the country and water. But when thinking about the emotions and meanings, there should be careful when using blue; peacefulness, cleanliness and lightness are suitable for farmhouse accommodation, but sadness is not a feeling by which anyone would be selling their product.

Two pages from the research area use yellow in their pages. Yellow gives an idea about sun, positivity, happiness, warmth and wisdom. As well it can be associated with diseases, danger and jealousy. From yellow meaning danger or being as a mark that should be noticed, there are many examples in nature, bees are yellow and black. The yellow colour gives things attention, for example if there is yellow and red house, people will remember better the yellow one. Again a colour that is associated with nature is a good choice for farmhouse accommodation, but there

should be careful about how it is used, because of the associations it can have. (Hintsanen 2009; Helsingin Sanomat 2009.)

The colour brown is close to earth and simple, but as well associated with warmth and safety. These associations make it ideal for farmhouse accommodation and two out of six researched pages use it. There are a few colours that were used by one of the pages; these were orange, black, grey and pink. Black is the opposite of white, it is unknown, sadness, seriousness and at the same time it is graceful. Orange is about fertility and power, but on other hand pink is sensitive. Grey is the colour which is ordinary and there is not anything unexpected about it. All of these colours are good for farmhouse accommodation when used carefully as small amounts as accent colours. (Hintsanen 2009; Helsingin Sanomat 2009.)

7.3 Text

All of the pages have a small introduction on their front page, and four out of six have contact information and Maaatilamatkailu Jaakonaho have directions to the site in writing. Kuusiston Maatilamajoitus have in addition to a short introduction, a part that shows the current news about the site.

The font colour in these pages is mostly black, mostly the size of the font is quite small, about size eleven or twelve, but the page can be made bigger with any computer and web browser. The styles of the fonts are simple and easy to read. All the researched pages have menu bars with sub-pages and all of them have sub-pages about accommodation, events or activities and location.

7.4 English version

Two out of six of the pages have an English version of the pages, Maatilamatkailu Välimaa and Wanha Tupa. Wanha Tupa has a Swedish version. Maatilamatkailu Välimaa has one page full of text, without any pictures but at the same time Wanha Tupa has everything in Finnish, Swedish and English. The four other pages have Finnish as their only language.

7.5 Special additions

Maatilamatkailu Välimaa has a snow flake animation on the web page and Wanha Tupa has an ongoing show of pictures. The snow flake animation comes after staying at the page for awhile, and gives the page a clear feeling about the season. The changing pictures in Wanha Tupa's web page creates a want to see all the pictures, and in that way keeps customers on the page.

8 CONCLUSION

From the findings it can be seen that the farmhouse accommodation web pages in the Ostrobothnia area need at least some help if they want to reach the international markets. At first the English-version of the web pages is crucial. If Finnish is the main language of the page, there should be the same information in English as in Finnish. As second there should be information at least about accommodation, contact information and about location, activities, services and prices. Some special information about the place always gives a better image of it; example of this could be history of the place. Textual information is most effective when it is in small amounts and there is some visual combination. And if there is a lot of text the best idea is to divide it into smaller parts, which makes it is easier to find the needed information.

The pictures should be about the place, or be related, for example, to accommodation or activities. The pictures should be seasonal, because Finland has clear differences between seasons. And it is easier to sell the product if the customers are able to see what the site looks like at that time of year. Colours that suit farmhouse accommodation well are tones that are close to earth, for example green and brown. Brighter tones, for example yellow or orange, are excellent when used as accent colours to give extra attention to certain information. And if the place wants to concentrate on the old Finnish style, light tones are suitable as used in Wanha Tupa's web pages. Light green, pink and blue are traditionally used with white colour, for example, in old wallpapers and furniture. The font that is used should be simple and easy to read, if it is small in size or winding it may be impossible to be read.

The research shows that the web pages could be the easiest way to reach and attract foreign visitors to Finland. There would be needed a web page that would collect all the farmhouse accommodation web pages into one page and it would be crucial to have it in English. This kind of page would bring more visibility to the companies and to Finland and in that way the companies would be more willing to develop their web pages. After all, all of the pages have a good base and structure and with a small adjustment they could be excellent web pages, which would attract the foreign visitors.

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KAUSTISTEN Maatalousjoulutus

eläviä puolelta kätymästä puolelta



tervetulaa



luonon helmaan

Sinä tervetulleeseen!

puzzle.n

Tervetuloa

Kaukeiden maatalousajoitukseen kotisivuilla. Ota rohkeasti yhteyttä, on sitten syysmyyssiä maajoutumises tai "työ"-päivän järjestämisen. Sehdän sopiva kokonaisuus ja puetaan se rauhalliseen maaseutu ympäristöön.

Ajankohtainen

1. 2

26.04.2013

Majoitu Kaustiseen Konsensmusikkijuhlien ajaksi meille

Kausseilla juhlii kansanmuusikko jalleen p. - 14.7.2012. Festivaalien ajaksi voit majoitua meillä. Lue lisää festareista www.kaustinen.n

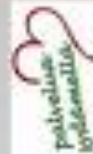
||



Maatilamatkailu Ilomäki



- Etusivulle
- Pöytäseurustus/Talo
- Kotikoko-hirsimökki
- Hinsi- ja rantamökki
- Yksöt
- Historiaa
- Palvelut
- Hinta- ja yhteyshiedot



olet 50661 kävijä

– Katso videoita – Kavagalleria – Kartta

TERVETULOA KOTISIVUILLEMME

Maatilamatkailu Ilomäki sijaitsee Etelä-Pohjanmaalla Seinäjoen Peräseindjoella rauhallisissa ja luonnokanittissa maatilamäärämissä.




FACEBOOK

<http://www.facebook.com/maatilamatkailuilomaki>

Ilomäentie 52

61100 Peräseindjo/Seindjo




Maatilamatkailu Jaakonaho

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Tervetuloa Maatilamatkailu Jaakonahon kotisivuille.

Kaakilan tila ja Maatilamatkailu sijaitsevat kauniin kalajoen varrella Haapajärvellä, Oksavan kylässä. Haapajärvi on Pohjois-Pohjanmaalla vajaa neljänkymmenen kilometrin päässä nelosbiesta. Tarjoamme ympärivuotista mökkimajoitusta kahdessa viihtyisässä mökissä joen rannalla. Lisäksi tuotamme tilalla heinää, sekä meiltä onnistuu myös korjaamopalvelut.

Oksavan kylällä on asukkaita vähän reilu viisi sataa. Kaakilan tila sijaitsee Oksavan laitamilla, kuuuden kilometrin päässä keskustasta Savontien (27) varrella. Kaakilan tilan löydät helposti kun ajat Keskuksen liikenneympyrästä (ABC:n läheltä) Kalajoen suuntaan n.6km



Välilimaantie 65, 61650 Kalakoski | p. 0400 866 658, info@valimaa.fi



Tervetuloa



5.5.2013 | nimpärvää wercas laami ja Ulrik

Etusivu

Maaillimatekko Välimaa tarjoaa työhön, juhliin, vapaa-ajkaan, maastirampajoitus- ruckalu- juhla- kokouspalveluita Semajoella Etelä-Pohjanmaalla.

TERVETULOA TUTUSTUMAAN!



Posti-/palautelaatikko



Alue.../.../...

Salmun Maatilamatkailu



Etusivu

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Hinnasto

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Aktiviteetit

Varaukset

Viihtyisää lomaa maitotilalla!

Viihtyisää lomaa oikealla maitotilalla, Kalajoen Eteläkylällä. Asu mukavuuksin varustellussa talviesittävissä mökeissä tai yksiosassa. Tutustu tilan elämään ja harrasta koskikalastusta. Lupa sisältyy hintaan. Liikuntas ja paljon muita aktiviteettejä löydät Kalajoen Hiekkasärkiltä, jonne matkas n. 10 km.

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Olemme Facebookissa

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Työssä

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Talolla
asukkaalle
vatsaanot
temassa
on nyt
uusi
jäsän
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Wainha Lupa *Aitaja kotomuksia maastalalla*

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Take a step back in time and allow yourself to enjoy and experience the peace and quiet of the countryside in Western Finland. The old farmhouse "Wainha Lupa" from 1821 is ready to welcome both guests and travellers to the village of Lappajärvi in Kristinestad.

The farmhouse has been skillfully and thoughtfully renovated to suit both accommodation needs and the organization of festivities and events. Come and enjoy the ambience of rural life either together with your partner, together with the entire family, or as a group. The farmhouse and its courtyard are also perfect for different kinds of parties and events.