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RECOMMENDATIONS FOR THE
CREATION OF A PROGRAM FOR
CHILDREN'S CAMPS
IN RANTASALMI, FINLAND

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DESCRIPTION

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Abstract <p>The research is focused on the study of the differences in the programs of children's camps in different countries, particularly in Russia and Finland, and formulating recommendations for the creation of a program for children's camps in Rantasalmi adapted for the Russian market. As the object of study was chosen organization of children's leisure activities in children's camps in the two countries. It should be noted that the subject of the study were not specialized camps. Programs of camps, which were the subject of research, also include educational goals. Children's camps, which are located in Russia, were analyzed with particular attention. Rantasalmi Travel aims to enter the Moscow market of tourist services. Therefore, potential buyers of tours were selected Russian citizens residing in the Moscow region.</p> <p>This study was divided into two parts: theoretical and practical. The theoretical chapter provides information about the differences in the organization of leisure activities for children in Russia and Finland on the basis of the analysis of the theoretical material.</p> <p>The practical part is devoted to the study of children's camps in Rantasalmi. The practical part provides introductory information about Rantasalmi Travel and describes the methods of research. This part completes the formulation of recommendations for the creation of the program in children's camps in Rantasalmi adapted for consumers from Moscow.</p>		
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CONTENTS

1 INTRODUCTION	1
2 CHILDREN’S CAMPS	2
2.1 History of children's camps in the world.....	3
2.2 History of children’s camps in Russian Federation	4
2.3 History of children's camps in Finland.....	6
3 TOURIST PRODUCTS IN THE SPHERE OF CHILDREN’S TOURISM.....	8
3.1 Current situation on the Russian market	11
3.2 Current situation on the Finnish market.....	16
4 RANTASALMI CASE.....	18
4.1 General information and specificity of the camp	18
4.2 Methods and the implementation of the research	22
4.3 Results of the research	26
4.3.1 Results of the research of theoretical material	26
4.3.2 Results of the interview.....	27
4.3.3 Results of the questionnaire	28
4.4 Recommendations for Rantasalmi Travel.....	35
5 CONCLUSION	39
BIBLIOGRAPHY	40

1 INTRODUCTION

Since long ago tourism has become an integral part of human life. According to the Report of World Tourism Organization (2013) international tourist arrivals worldwide exceeded the 1 billion mark for the first time ever in 2012. International tourist arrivals in Europe, the most visited region in the world, were up by 3%. Despite continued economic volatility around the globe, demand for international tourism held up well throughout 2012. With an additional 40 million tourists (+4%), international arrivals reached 1,035 million, up from 995 million in 2011. In 2012, travel for holidays, recreation and types of leisure accounted for just over half of all international tourist arrivals (52% or 536 million arrivals). Some 14% of international tourists reported travelling for business and professional and educational purposes and another 27% travelled for other purposes, such as visiting friends and relatives, religious reasons and pilgrimages, health treatment, etc. The purpose of visit for the remaining 7% of arrivals was not specified. (Report of World Tourism Organization 2013.) During the last years, the number of travel for educational purposes has risen. Every year the International Children's tourism is becoming more popular. Tours are becoming more affordable and acceptable for the quality.

Children's tourism sector occupies a most noble part of the market of tourism industry. Recreation programs designed to enhance the children's horizons, improve their health, or the talents, ultimately aimed at the development of the younger generation. Tourism provides a unique opportunity to learn and to get acquainted with the historical and cultural heritage of their country and other countries, to awaken young people's sense of national identity, nurture the respect and tolerance for life and customs of other nations and peoples. Traveling plays an important role in ensuring the multilateral development of personality. Hiking, sightseeing journeys can give the younger generation a chance to improve their intellectual level, the ability to perceive the beauty of the surrounding world. Tourism is also important as a means of removing physical fatigue, psychological tension and stress. It should also be noted that children's tourism affects the development of communication skills, self-discipline, and adaptation to the conditions of modern life.

Websites of tourist companies represent a huge range of tours. At present, the most popular are tours in which the program alternates between activities with the educational program. More and more parents are thinking about learning English. It's no secret that every year the knowledge of international language is becoming an obligatory condition for university ad-

mission and for employment. How to make an optimal program for children? How to combine education and recreation?

This particular thesis is deducted to the Rantasalmi travel operating in Rantasalmi, Finland. This thesis is going to comprise different aspects that should help to understand the differences of children's camps in different countries, including Russia and Finland. We need to get an idea of the needs of potential customers and opportunities to increase the tourist flow of children's tourism in Finland from the Russian buyer. This bachelor's thesis should help to understand the ways of increasing demand for tourist services offered by Finnish travel agencies. The main objectives of this research are to get an idea about the differences of organizing camps for children in different countries, in particular Russia and Finland, to develop recommendations for the creation of program for children's camps in Rantasalmi adapted for Russian customer. Having achieved this goal, the company will be able to enter the international market of children's tourism. It should be noted that under the Russian client company understands potential buyers from Moscow. Many children's camps in Finland are already working with clients from St. Petersburg, Petrozavodsk and other cities in the Republic of Karelia.

This research will be conducted for entering the company to the Moscow tourist market. In order to reach the desired objective we have formulated the following research questions:

1. What is the general situation on the market of children's tourism?
2. What are the differences in the organization of children's tourism in Finland and the Russian Federation?
3. How to improve existing programs and adapt them to the Russian client?

In order to research this topic we are going to use different sources: read books and articles that are related to the subject, browse websites to obtain the necessary statistical data, have an interview and surveys to get the needed information.

2 CHILDREN'S CAMPS

Definitely we should explore the industry in which the company operates, before making any conclusions. For this purpose we should explore the organization of children's tourism in dif-

ferent countries, to realize individual features of activities in children's camps. Theoretical framework is supposed to help in the research, get the necessary knowledge on studied topic.

2.1 History of children's camps in the world

Childhood is the best time. And children like no others need a better vacation. Often parents don't have time to devote time to children - vacation doesn't always coincide with the holidays. But there is a wonderful way out of this situation. We need to give children the opportunity to get what we dreamed of their age, to offer them the right to choose the kind of rest. Give children the opportunity to take a break from your custody and learn to make their own decisions. And the choice is really big. And don't think that the child will be deprived of attention. It will comprehend the world in the company of teachers and peers.

Demand for children's tourism, as well as the proposal is highly seasonal and depends usually on school holidays: one week - in autumn and spring, two weeks - winter and three months - in the summer. The summer period is considered the "high" season, because during this period the demand and supply are equally high and stable. Today children's tourism market is very diverse and is characterized by such directions as the rest, rehabilitation and treatment, sightseeing tours.

The idea of organized recreation for the younger generation emerged in Switzerland in 1873. The initiator was pastor Bion. Three years later he collected money by publishing appeals in the newspaper. Then the pastor bought a small estate and took 68 children on vacation. Good initiative was supported in many European countries. Children's tourism supported by mainly individuals and patrons during this time. First International Congress of camps for children was held in 1888 in Zurich. The meeting discussed the various models of organized children's tourism. Germany offered the option "parents + children", UK - sports camps (designed to receive a thousand or more people), created by the Ministry of Defence UK for education of young defenders of the country. (Tonkosti 2013.)

Now children's tourism is one of the most abundant species of modern tourism. According to the Law "On the basis of tourist activities in the Russian Federation" 132/FZ children's tourism is travelling and tours for children aged 7 to 15 years, children's educational and recreational tours, vacation holiday in health centers and camps, children's sports tourism, visiting

tours within the country and to other countries (On the basis of tourist activities in the Russian Federation 132/FZ, 1996).

Children's tourism plays a significant role in the multilateral development of personality. Excursions, trips, hikes contribute to the increase of intellectual level, the ability to perceive the beauty of the world, communication and discipline. Sports and recreational children's tourism is also effective technology to provide a children's healthy lifestyle. Educational children's tourism around thematic clusters can be ethnographic, historical, archaeological, geological and ecological. The theme of trips is often associated with the program of school education than contributes to a better education of children.

One of the most popular variant for children's tourism is children's camp. In a situation of cohabitation in the peer group, children learn the norms of social life, culture, and relationships, reveal their talents and abilities, and learn the principles of safe and healthy lifestyles. Children's camp is an opportunity for children to experience life without their parents or other members of their families (Carr 2011, 144).

2.2 History of children's camps in Russian Federation

The description of history of children's camps in Russia is based on the books of Ostapets (2001) and Loiko (2002). The origins of the development of youth tourism in Russia belong to the end of the XVIII century and are associated with the development of the education system. Since the 60s of the XIX century some teachers begin to organize long walks. They were based on natural scientific excursions. At the end of the XIX century are formed two kinds of journeys and excursions. The first - to set goals for the study of geography, geology, botany and other natural sciences, there are also the first technical and industrial excursions. Another type is long educational journeys to get acquainted with the cultural and historical attractions. It should be noted that along with hiking and journeys appeared with use of transport (railway, ships).

Coordination of recreation for children has become a necessity with the increasing number of travel and tours. This led to the creation of the Central Committee of the excursion in 1896 in Moscow (with a branch in St. Petersburg) with a museum and library, where information was collected about statistics of the tourism. Summer vacation work has been canceled in 1900, and the Central Committee of the excursion recommended educational trips and travels. These

instructions have begun summer recreation work with pupils. At the beginning of XX century journeys and tours for pupils are becoming one of the elements of training. The school appears in the center of tourism development. During this period, the most active in the development of children's tourism was Leytsinger R.R. Thus, only in season 1905 he organized eight special student tours of the Caucasus Mountains, which were attended by 246 pupils from different cities of Russia. National programs have been introduced, for example, by the end of high school gymnasium all had to visit three great Russian cities: Kiev, St. Petersburg and Moscow - i.e. it was originally devised for the creation of national, cultural and patriotic program of local history. Young people should be able to travel; he should see his great motherland to grow a good citizen - that was the leitmotif of these programs.

The sightseeing method was introduced into the practice of training sessions of schools after revolution of 1917. Excursions acquire the political and agitational orientation. The desire to see the Petrograd and Moscow was exceptionally large. Teachers went on excursions with children. They were given food, are provided with places on the tour bases. Pupils went sightseeing, visiting museums, went to the factories. First large children's health camp "Artek" in the Crimea was founded in 1922. And in 1929, the country established the print edition of Tourism - Magazine "The Tourist". In 1929-1930, a number of decisions of the Government of the RSFSR contributed to the further development of the productive excursions. In 1939, the amateur hiking was recognized to the type of tourism. At this time, the People's Commissariat of Education saw tourism like one of the types of educational work.

Central tourist-excursion station ceased operations during the war. Further development of children's tourism got only in the postwar years. In 1945, the leadership of the Soviet Union adopted a decision on restoration of activity of tourism and excursion offices. The conference was held in 1955, it was decided to revive of local history movement and regular expeditions of pioneers and pupils. The country has continued to organize summer recreation for children, built new summer camps and tourist centers. By the end of the 60s in the children's tourism began to emerge the following main areas of work: youth and children's camps, hiking and natural history expeditions. During this period children's tourism geography expanded.

At the same time, the main objective of children's tourism was defined as patriotic upbringing of the younger generation. The basis of ideology: education of patriotism, knowledge of their Motherland and friendship between the peoples of the USSR. During these years, replenishes the material base for specialized recreation of students. At this time more than 30 youth and

pioneer camps, recreation centers and resorts of national importance in the Crimea, the Caucasus, near Moscow were built.

At the present stage of children's tourism industry has a material base necessary for its development. Children's tourism is now growing by commercial firms and public associations.

2.3 History of children's camps in Finland

The movement of children's camps was born relatively recently in Finland. An important difference is that the camps for children in Finland are part of the educational process, that is directly included in the activities of schools. Their main goal is to provide mental and physical development of the student. Targets of children's camp should be in harmony with the goals of the school.

The description of history of children's camps in Finland is based on the website of Suomen-Leirikouluyhdistys (2014). The movement of children's camps in Finland started later than in the other Nordic countries. In the 1950s, teachers began conducting some excursions for students, which can be called the originators of school camps for children in Finland. In the 1960s Swedish-speaking schools generally supported the learning of school program beyond the classroom. Children's camps became popular in the 1970s and in the 1980s school councils and teachers' unions have adopted a number of guidelines for the activities of children's camps. After this there was a tendency to increase the activity of children's camps in Finland, and they finally got into the activities of schools officially. In 1975 Association of Finnish school camps appeared in the country. The Association is bilingual and is aimed at:

- Spread the idea of children's school camps and knowledge about them in Finland
- Expansion of children's camps in the country
- Training of teachers on the territory of children's school camps
- Nordic cooperation
- Expert consultations in the field of children's camps.

The association also publishes its own journal as an expert in the field, which is called «Leirikoulu - Lägerskola», which is produced 1-2 times per year. (SuomenLeirikouluyhdistys ry., 2014.) Children's school camps established themselves as a tool for Finnish teachers (Kuronen&Rantakangas 1997, 3).

The school in a nearby town or even in another municipality can organize children's camps. Nowadays, they are distributed in foreign countries. School camps differ from study tours and excursions in duration, since they last longer than other forms of extracurricular training (Lahdenperä, Smith, Saarinen & Salmi 1989, 11). It should be noted that the presence of children in the camp could take place during school hours, school year, unlike many other countries in which only widespread summer and winter camps. Although the most popular time for a school camp there the period from May till August-September, winter camps widespread in Finland. Finnish children from childhood accustomed to fresh air, snow and ice fishing. Teachers have the primary responsibility during the camp, but also representatives of the parents can go as accompanying persons.

The objectives of children's camps are learning a new environment, meeting new people and increasing team unity. School camps, applying theory and practice, teach children interpersonal skills and independence of children in decision-making in unfamiliar situations. All students should be involved in organization of various events. It helps children learn to appreciate other people's work and get to know each other. Children's camps help to improve relations in the team and create a team spirit. Good cooperation and fun training can improve learning ability and motivation of pupils to study for a long time after the camp. Children's school camps allow the child to try a new role, which is impossible for learning in school. For teachers, many students can open a completely new side. In addition, these camps allow learning through authentic real-life situations and conditions. This helps children to develop as full-fledged citizens of their country. During the stay in the camp, children can learn:

- Cooperation skills
- Navigating in wildlife: children can canoeing and kayaking, fishing, skiing, hiking.
- Natural Sciences: study animals, birds, learn to discern tracks in the snow
- Handicrafts: learn to make gifts with their own hands, to sculpt in clay, draw.

Many of the camps began to include in its program of learning English, which led to increased sales of tours not only among Finnish citizens, but also among citizens of other countries. In the country began to appear camps aimed at education of children from neighboring countries, including children from Russia.

3 TOURIST PRODUCTS IN THE SPHERE OF CHILDREN'S TOURISM

According to Keksel (2010) the main objective of the tour operator is to create a tour. Experts identified several basic properties of the tourism product:

- All services must be due to the purpose of travel and related conditions based on the needs of tourists
- Reliability – advertising have to correspond with the actual content of the product, reliability of information
- Efficiency - achievement of maximum effect for the tourist at the lowest costs with his hand
- The completeness of the product, its ability to fully meet the tourist demand
- Clarity-product consumption, its focus should be clear to the tourist and service personnel
- Easy to operate
- Flexibility
- Usefulness-the ability to serve the achievement of one or more objectives
- Security.

Tourism product in the broadest sense is the economic benefit for exchange (Menger 1992). The main tourist product is a standard set of services sold to tourists in one “package”. Package is this tourist product produced by the tour operator, consisting of a specific set of services. Touring package is a basic package of services provided on a journey to individual or group plan that has a serial character, which is offered in a broad sell. It includes four main elements: a tourist center, transport, and accommodation services, transfer.

- Tourist center is tourist destination, including all its recreational resources. This element is one of the basic, because without the object of interest is impossible to organize a trip.
- Transportis a way of traveling, with which you can get to the tourist center.
- Accommodation services which are offered in the tourist firm. Catering services are not included in a separate component to tour package because they are part of tourism accommodation services.

- Transfer - means the transportation of tourists from their point of arrival, located in the host country, to the location where they will live and back. It is any of transportation within the boundaries of the tourist center. (Zorin et al. 2005.)

Now we consider in more detail the components of children's tourism product. Tourist and recreational resources is a combination of natural and man-made objects that are suitable for creating the children's tourism product (On the basis of tourist activities in the Russian Federation 132/FZ, 1996). As is well known, an important element in a comprehensive definition children's tourist product, unlike other types of tourism, is the representation of different types of services. All services provided to children, divided into the following main types:

- Services to ensure normal and safe living of children
- Medical services
- Educational services
- Psychological services aimed at improving the mental state of children and their adaptation to the environment
- Legal services aimed at providing legal assistance to children and their parents (legal representatives), the protection of their legitimate rights and interests
- Services for the organization of cultural and leisure activities (tourist, natural history and excursion services)
- Services in the field of physical culture and sports, aimed at physical development and health promotion
- Information services aimed at providing accurate information about the organization
- Correction and rehabilitative services
- Transport services.

Programs for children's camps are very special tourist products, the main feature of which is that customers and consumers of child tourist product are different people with completely different ages. Many of the problems of children's tourism arise precisely because that opinion of children with seat selection and recreation programs are not always taken into consideration, and the representation of children, parents and teachers accompanying the group about how to relax, sometimes diverge. The intelligently designed program is important factor for achieving a positive perception of the recreation. The author of the thesis systematized the material about children's camps and tried to formulate the theoretical recommendations for creation of programs.

First you need to choose the main theme for the program. It will help to determine the attributes, leisure, sports activities and design. For example, you can transform the session in “Indian tribe” or “command of a pirate ship”. Permanent presence in the game will captivate children and give the most vivid memories for many years. It is necessary to develop an evaluation system both for groups, and for each child. It can be colorful labels or icons, which can be issued to children on a daily basis. This will help maintain the competitive spirit and motivation in the team. The final results can be summed at the end of the season. And after that you can give more significant gifts.

It is necessary to pick up a range of activities, which will focus on developing and strengthening the health of children. You should try to balance the number of games designed to competitiveness, with entertainment in the free form, where children can express their creativity. It should be done so that activities flow smoothly from one to the other. Sports activities must necessarily go into the children's camp program. Sporting events contribute to a healthy and active recreation and physical development of children. For variety, you can alternate sporting events with sports and game programs, in which need not only to take part in sporting events, but also to perform certain game tasks. Forest walks are perfect entertainment for children, especially when around such beautiful nature like in Finland, but this activity may not seem interesting for all children. To motivate all children, children can be divided into several groups and organize the forest tournament. Contest time will not allow anyone get bored, and new knowledge about the natural environment will be useful in the future, and training of attention and memory will never be superfluous.

Children are waiting for holidays during their session with special interest. Holidays are always special days, because they aren't as usual (at school or at home), and in a new environment and with new friends. Therefore, we need to think over organizing the holiday, so that anyone did not regret that he/she was in the camp in this day. Many children whose birthdays are to be during their stay in the camp are very upset about this. Because parents always organize a real holiday with friends, cake and gifts. What will be the birthday of the child in the camp depends not only on teachers and new friends. If the camp is close to home, the child's parents can be involved in organizing a fun filled holiday. They will help to come up with a happy holiday, and will be a pleasant surprise for their child.

According to Resolution of the Chief State Sanitary Doctor of the Russian Federation of “On the implementation of sanitary - epidemiological rules and norms” SanPin/2.4.4.1204-03(2003) to ensure full recovery and recreation for children and adolescents is necessary to ensure the rational organization of the daily routine:

- Optimal striping all activities according to age, sex, health status and functional capacity of children
- Maximum stay children outdoors and use of natural factors of nature
- Holding recreational, athletic and cultural events
- Sufficient sleep duration
- Good nutrition.

Regime of the day should be constructed depending on the age of children. In the daily routine of the children should be allocated at least 1.5 hours of free time, with the distribution of its first and second half of the day. Each child may engage in no more than 2 hobby groups and one sports section. Lessons of hobby group are carried out no more than 2 times per week with a maximum of two hours. It is imperative to make the regime of the day and include all elements to the program. Key elements of the regime should be planned well in a fixed time. You should definitely think about all the necessary guidelines, goals and objectives, methods of implementation of the program. Be sure to submit it for review to all the staff involved in the educational process; give the roles and clear guidance on implementation.

3.1 Current situation on the Russian market

In accordance with the Law “On the basis of tourist activities in the Russian Federation” 132/FZ tourism is defined as: “- temporary visits (travel) citizens of the Russian Federation, foreign citizens and stateless persons with permanent residence in the health, cognitive, religious and other purposes without taking a remunerated activity in the country (place) of temporary stay”. Children's tourism means traveling of children, including schoolchildren, aged 7 to 15 years for various purposes (On the basis of tourist activities in the Russian Federation 132/FZ, 1996). The largest structure, funding children's social tourism is the Social Insurance Fund of the Russian Federation (FSS), in the budget of each year laid item of expenditure for rehabilitation and sanatorium treatment of children. Financing of the Social Insurance Fund of the Russian Federation has one main distinctive feature: the money allocated to always remain within the Russian Federation, i.e. are paid tours only in their own resorts and camps. (Moro-

zov, 2004.) And it says that domestic tourism is the most popular and mostly sea resorts of Krasnodar region. There are several major types of children's tourism, currently existing in Russia:

- Domestic tourism:
 - School excursions
 - Sports tourism (including sport and tourism events)
 - School exchanges
 - Educational and recreational children's tours on a commercial basis
 - Rehabilitation and recreation in summer camps
- Outbound tourism:
 - Organization of international exchanges
 - Educational, business and incentive trips for talented teens, winners of competitions, etc.
 - Educational and recreational tours on a commercial basis
 - Trips to the International Children's Centers (camps)

Children's tourism market in the Russian Federation is characterized by such directions as the rest, improvement and treatment, sightseeing tours for school groups in Russia (Moscow, St. Petersburg, the "Golden Ring", etc.) and abroad (mainly Europe) and recreation and training abroad. Foreign tourism users usually are individuals who purchase tours for their children and companies with the opportunity to pay tours for children of their employees at the expense of their own profits. (Morozov 2004.)

The most popular form of tourism is children's summer camp. By type of holiday they are divided into children's holiday camps and centers, sports camps and complexes, international children's camps and centers. In addition, there are sanatoriums that specialize in the prophylactic treatment. Demand of children's leisure is the most stable. According to statistics, tourist firms involved in child, family and youth tourism. The children are about 80% of their clients, families are 15%, and the youth are 5% (Morozov 2004). The main task of the children's camp is the organization of leisure of children. An important feature of life in the camp is the possibility of permanent contact with nature. The decor cohabitation of children in the peer group allows them to teach norms of social life, behavior in the collective culture of relations, a disclosure of children's abilities and the assimilation of principle of safe and healthy lifestyle. Such opportunities are rare. The task of teachers in children's camp is the realization of these opportunities. "Convention on the Rights of the Child" (1989) regulates the solution of

problems of organization of life of children in the camps. According to the book of Morozov (2003) this is the following classification of types of children's camps:

- Children's wellness camps. They are located in the country as a base of stationary structures. All children share a common activity; they organize a variety of events and activities under the guidance of trained staff.
- Camps with day stay of children are usually based on the school. Child spends all day with the other peers. He will play, draw, walk, and go to museums and theaters under strict supervision of the teacher. At the end of the day the child is taken home.
- Sanatorium camp
These camps are located near a medical center. Living conditions in these camps focused mainly on the general improvement of children and the prevention of various diseases.
- Labor camps are organized for teenagers from 12 to 17 years. Provided labor activity before lunch, after lunch - leisure (entertainment program for children). Some camps have contracts with various organizations that have a need for seasonal work. Children get a salary that usually goes to partially cover the payment of trip to the camp.
- Camp of weekend.
The duration of standard camp of weekend is usually not more than two days. Program begins on Friday evening or Saturday morning and continues until Sunday evening.
- Training camp
Training camps are of three types:
 - For those who want to improve their knowledge of the school curriculum,
 - For children who want to gain additional knowledge (linguistic, historical, mathematical)
 - For high school students (preparatory camps) that should determine the choice of university and their future profession (marketing, business schools).
- Sports Camps
The main activity is athletic development of children. Sports camps are divided into two groups: for children involved in a particular sport (usually located in the sports schools), and aimed at the general physical development of children.

In addition to traditional areas, there are new trends that were expressed in the establishment of regional socio-educational programs: support for gifted children and adolescents (camp “Talent” in the Ivanovo region), the organization of leisure of children with deviant behavior

(sports camps in the Murmansk region), patriotic education (Perm and Pskov). Organized family camps, floating camps, choreographers (Krasnoyarsk region), summer camps of children's organizations (scouts), summer school workshops ("Palekh vacation" in the Ivanovo region), preventive summer camps, camps with day stay, historic camps, camps of handicrafts, folklore, children's playgrounds, summer centers of children's organizations ("Children of Russian abroad"). The following are examples of children's camps in the territory of Russia.

There are many camps in the Moscow suburbs. Children's camps near Moscow can take children aged 7-14 years. They have everything necessary for a full and interesting holiday: excursions to interesting historical and cultural sites, hiking, sports competitions, and the festival program. The best-known children's camps "Vympel", "Orlyonok", "Lastochka", "Meteor", sanatorium camp "Zarya", etc.

Especially popular are the camps on the Black Sea coast. Anapa - is the largest children's and family resort in Russia. Warm shallow sea, sandy beaches, a combination of medical factors. In Anapa work 178 sanatorium and wellness establishments, with a total capacity in the summer months is 45 thousands of people. The best known children's camps "Lazurniibereg", "Priboi", children's sanatorium "Vita", "Anapa", "Zolotoibereg", "Anapa-Neptun", etc. Recently, Gelendzhik becomes very important as a children's resort. There are 2 water parks, amusement park "Admiral Vrungel" with the most modern attractions for children and adults. Dolphinarium is constantly working in Gelendzhik. The city has such camps, as "Signal", "Smena" and other excellent facilities for recreation for children created in the health resorts of Tuapse and Sochi. Children's Health Center "Don" at the same time can take 550 people. The children's camp "Orbita" and the sanatorium "Kavkaz" are also known.

All camps in Russia have similar features in the organization of children's leisure. One of the typical features is the large number of recreational activities. Children's camps offer a full range of activities that can be carried out in the territory of camp. Concerts, discos, hobby groups, sporting events, competitions on the nature and lessons of a foreign language - all included in the camp program. Of course there are differences, but there are also typical events. Daily sports exercises in the morning are one of the key elements of the day. Every morning, all the kids get together and perform physical exercises to music. Such an event is sports and entertainment. Each day ends with a disco. This activity helps children to relax after a day. But it is worth noting that this event is important for teachers. Children get tire-

dand fall asleep faster. If we talk about nutrition, the camps offer 5 and sometimes 6 meals a day. Additional meals are second breakfast and second supper after the disco. Usually teachers give juice and cookies or candies. The children are happy and don't complain of hunger. According to Resolution of the Chief State Sanitary Doctor of the Russian Federation of "On the implementation of sanitary - epidemiological rules and norms" SanPin/2.4.4.1204-03 the regime of the day should be thought over. The recommended daily schedule can be seen in Table 1.

TABLE 1. Recommended daily schedule

Elements of the daily routine	For children 6-9 years old	For children 10-16 years old
Wakey!	8.00	8.00
Physical exercises	8.10 - 8.30	8.10 - 8.30
Water procedures	8.30 - 8.50	8.30 - 8.50
Breakfast	9.00 - 9.30	9.00 - 9.30
Hobby groups, leisure activities	9.30 - 11.10	9.30 - 11.10
Health treatments	11.10 - 12.30	11.10 - 12.30
Free time	12.30 - 13.30	12.30 - 13.30
Lunch	13.30 - 14.30	13.30 - 14.30
Afternoon nap	14.30 - 16.00	14.30 - 16.00
Afternoon snack	16.00 - 16.30	16.00 - 16.30
Hobby groups, sports activities	16.30 - 18.30	16.30 - 18.30
Free time	18.30 - 19.00	18.30 - 19.00
Supper	19.00 - 20.00	19.00 - 20.00
Entertainment activities, concerts	20.00 - 20.30	20.00 - 21.30
Discos		21.30 - 22.00 (22.30)
Sleeping	21.00 - 8.00	22.00 (22.30) - 8.00

One of the typical items in the schedule is the “The candle”. This is a traditional event held on the territory of the camp at the end of the day. “The candle” is one of the main attributes of children's camps in Russia. Usually it takes less than half an hour. The idea is that the children sit in a circle, the teacher lights a candle and pass it around. Once the candle into the hands of the child, he or she should talk about impressions per day: that like, that upset. If one of the children behaved ugly during the day in relation to the speaker, it should be also discussed. Such a joint activity helps maintain the trust between teacher and children, to avoid conflicts in the team and to teach children to properly express their thoughts.

Kids always want to remember the last days of the camp. Therefore, teachers and children usually take part in a joint concert. There is one interesting tradition in the Russian camps. This tradition is called “rope”. All children receive threads of different colors (e.g. depending on age). Every child is tying the thread around his neck, so as to get a necklace. All the children come to each other and tie the thread on a necklace. These threads are the “symbols of memory”. In this process, the children talk about the session and impressions about each other. As the result each child has the necklace with different “threads of memory”. Therefore the children retain good impressions for a long time. Children from Russia used to such typical activities. Their presence creates a comfortable and familiar atmosphere for Russian children.

3.2 Current situation on the Finnish market

There are a lot of children's camps for Russian children presented in Finland. This study will examine camps, specializing in programs for the Russian client. In the Russian Federation camps are not part of the educational process, so camps for children in Finland offer tours for spring, autumn, winter and summer holidays. The main company offering tours for children in Finland is the Nordic School. Educational institution of additional education "Nordic School" began its work in 2000. During the first year at the school were opened several groups of for studying foreign languages, organized linguistic training in Finland for course participants. The school management has developed and implemented the program “Tourism + Education”. This is one of the few companies operating on the Moscow market. It is necessary to remind that during study on the topic, we rely on the demand and supply for customers from the Moscow region. The following camps have been studied:

- Star Factory Savonlinna

- Happy Birds Valkeala
- Superheroes in SuperRUO Ruokolahti
- Teambuilding Anjalankoski
- Keep Fit Kisakallio

All programs are adapted for Russian children. That is, they resemble children's camps in the territory of the Russian Federation. Children's camps offer two or four week program. Russian children like to participate in various activities: organizing concerts and discos. Therefore, these programs of children's camps don't include such a thing as free time. Browsing through programs of children's camps, parents can immediately note that the camps do not offer less than 30 hours of English in two weeks. On average, children learn English 2-3 hours per day.

Thus, we can say that the tourism product for Russian customer is significantly different from the proposed programs for Finnish children. Duration of stay of children in camps adapted for the Finnish customer may be 3 days. Extremely rare duration of the tour is more than 1 week. This is due to the fact that many programs are available to the school year, and programs for children Russian organized during the school holidays, which in Russia is not less than 10 days. All programs include learning English as the demand for educational children's tourism is growing every day.

After analyzing the programs intended for Finnish children, it was found that they offer 1-2 activities per day. This can be an excursion hiking, boating. If to speak about events, the main difference in the programs of children's camps in Finland and Russia is the amount of activities. The program of a Russian camp may include from 2 to 4 activities in one day. For example, it can be sporting event, concert, and disco. Children's camps, working with Russian children in Finland, try to take this into account and include concerts, master classes and sporting events in the program.

Tours intended for Finnish children include more outdoor activities. Companies like Nordic school, offering their services on the Moscow market, trying to make a program for children who grew up in the city, for the children who spend little time in the open air, so the programs are made with lots of excursions and activities not related to hiking.

4 RANTASALMI CASE

4.1 General information and specificity of the camp

Rantasalmi is a gem of Lake Saima at the nature. Small but developed village is located in 3.5-hour drive from Helsinki and in 6-hours drive from St. Petersburg. Rantasalmi is located near the cultural city Varkaus and the opera city Savonlinna. Here it is possible to visit the medieval castle of St. Olaf (Olavinlinna), Forest Museum “Lusto” and the largest wooden church in the world. Children's camps are located in this wonderful area.

The network of school camps in Rantasalmi originates to the 1980s, when the first school groups started coming to the area for the weekend. The company “Rantasalmi Travel” began its work in 2006. Now the network has 15 professional companies offering the following services: accommodation, meals and entertainment. All of these companies are part of the local tourism organization and provide travel services in the region. Children's camp in Rantasalmi takes from 20 to 60 groups of children aged 6 to 16 years old each year. Basically groups come from the surrounding towns of southern Finland. The network of children's camps in Rantasalmi offers the following types of accommodation for children. Information about accommodation facilities was taken from the website of Savonlinna Travel Ltd (2014).

Holiday resort Järvisydän

Holiday Resort Järvisydän means unforgettable holidays in villas in Finland. Järvisydän is located on the shore of the great Lake Saimaa and is not accidentally called Heart of the Lake when translated from Finnish. There are beautiful places with amazing lake scenery, fantastic rocks and virgin forests, wonderful cuisine in the medieval restaurants. Here are inspiring and diverse surroundings for children. Holiday resort Järvisydän has a wide range of leisure facilities like hiking trail, Finnish outdoor games, beach volley etc. Safe environment and trained staff will offer all visitors a pleasant stay and warm home-like atmosphere for children from all around the world. There are three log cottages on the territory. They built of grand pine, are situated near each other, about 150 meters from the lakeshore, the Restaurant Piikatyttö, and the other services of the holiday resort. These cottages have two bedrooms and can accommodate up to 6 people. Each log villa has Jacuzzi and 2 toilets. These cottages have a nice view over a birch grove and the lake.

Lakeside villas (2) are situated on the same shore next to each other, with a distance between each other of about 50 meters. The distance to the Restaurant Piikatyttö, other cottages and other services of the Holiday Resort is about 300 meters. Lakeside Villas have their own beach, small pier, Jacuzzi and 2 saunas, one is electric inside sauna and another is an outdoor lakeshore wood stove sauna.

Traditional cottages (3) are situated right next to the main building and the Restaurant Piikatyttö. Cottages have a nice view over a birch grove and the lake. Behind the cabins there are the magnificent cliffs of Porosalmi and our Hillside Villas. Although these cottages are a bit old, they still remain cozy; they were built in 1982.

There are 8 hillside villas with a view over the lake. 6 villas were completed in spring 2008 and two more in September of 2009. Hillside Villas provide high-class settings for children's camps. Each villa has 5 x twin rooms, each of which has its own shower and toilet.

Hotel Ruusuhovi

Finnish manor and cozy apartments is located at the great Lake Saimaa with plenty of leisure options, like Finnish outdoor games, football, volleyball, table tennis etc. Here are spacious surroundings with a rustic look and caring staff. Hotel manager, professional guides, chefs, kitchen staff and all the other assistants will take care of groups of all ages. The main building of Ruusuhovi is a historical mansion with luxurious look and its restaurant offers a delicious Finnish menu for growing children. The area consists of main building, 8 holiday apartments, 11 loft rooms and common spaces for leisure time. Right next to these, there is also local golf club.

Rustic courtyard with 8 cozy apartments provides a memorable stay near the main building. Apartments are ideal accommodation for children's groups with sleeping area upstairs and lounge and kitchen on the ground floor. There is a toilet and shower in every apartment and some have their own sauna.

Hotel Rinssi-Eversti

Rinssi-Eversti is a cozy family hotel in the center of the village Rantasalmi. The hotel offers a peaceful stay with the most heartfelt staff looking after the child guests. There is also great

selection of leisure activities like a large lawn area for outdoor games, tennis, pool etc. The welcoming atmosphere combined with central location guarantees rewarding camp in beautiful eastern Finland. Because all basic services are close; health center, pharmacy, grocery and other facilities of this lively village and its friendly residents.

All rooms (20) are located in a common corridor with its own privacy from the restaurant area. Rooms are for 2-4 people with toilet and private shower. There is nice view either at Lake Saimaa or the village milieu.

Korhola Holiday

A safe and welcoming atmosphere invites groups to Korhola's farmyard. Korhola is a warm, family-owned company away from hustle and bustle of big cities. Big private area with farm animals gets all children excited about country life; they can get to know Finnish traditional way of life. They can also participate in animal care under the supervision of the owner and host of the farm. There are amazing pure nature surroundings with acres of forests and fields and still not far away from the village life. There are a great variety of leisure options like tens of outdoor games and outbuilding for disco, dancing, playing games and just spending nice time together.

Cozy blue cottages (3) in the Korhola Garden are right next to each other. They can accommodate 6 to 8 persons each and they all have one separate building in the immediate vicinity of the cottages for shower and other facilities.

Right next to garden cottages, there are also three loft rooms facing the same yard area. These accommodations are situated in a kind of the shape of half circle what make supervision easy for instructors and guardians.

Korhola Holiday provides beautiful rooms for 2 to 5 persons with common facilities in the corridor right next to the rooms. There is a great view outside and the garden, bright rooms with lovely decor.

Saimaaholiday Oravi

Here children can have activity holidays. This is the idyllic village right next to National Park

Linnansaari at the great Lake Saimaa. See the boats passing by with safe distance and sheltered courtyard. Dip in to the cool waters of Lake Saimaa and enjoy Finnish lifestyle with caring staff of Oravi. Professional programming and absolute supervision over the guests makes camps in Oravi a full service experience. Saimaaholiday Oravi is an award-winning attraction in the heart of Finnish Lakeland.

Well-equipped holiday apartments (17) all under one roof that makes supervision easy. They all have private toilet and shower, small kitchen and dryer for clothes. Apartments can accommodate 3 to 4 persons each. All have fantastic view of the canal and out to the pure nature.

Sulkavan Oravanpesät

This accommodation provides safe stay in beautiful ridge area. Children can explore unique lake and river scenery at Saimaa. Rushing rapids takes you to adventure for life with all safety issues taking care. Oravanpesät area is ideal for children for its safety, sheltered environment and surveillance around the clock. It is great opportunity to learn about Finnish culture and explore authentic nature around. There is versatile variety on leisure options. Cozy log huts (6) right next to each other and equipped with one bunk bed and two separate beds.

It can be said that Rantasalmi Travel provides accommodation facilities to suit all tastes. Children's camps in Rantasalmi want to offer a new product to the Russian customer that includes familiarity of urban children with the nature. Their programs for Finnish children are very popular due to children's recreation in a picturesque corner of Finland. Due to location of the apartments in close proximity to lakes and forests, they have created a program for children with lots of different activities related to nature. Within the program children go on hikes, learn to fish in the lake and then cook it, to study animal tracks. This is typical for Finnish children's school camps, but to find such programs in Russia is possible only in special camps.

The main challenge facing the children's camp in Rantasalmi is to create a program that combines educational objectives (the study of English and a basic course of Finnish language) and cognitive objectives aimed at familiarity with the Finnish culture.

4.2 Methods and the implementation of the research

The theoretical material about methods is based on the books of Dhawan (2010) and Valeev (2002). A method is a set of actions intended to help achieve the desired result. Research methods are those methods and means by which it is possible to obtain reliable information to be used for further analysis and development of practical recommendations. Properly selected methods play a crucial role in the success of a particular research. The choice of method depends on the feasibility of the study, its conduct and achieves a particular result. There are methods of research of the theoretical material:

- Accumulation of scientific material: study of literature and sources; introduction to the history and theory of the issue, developments in related areas.
- Understanding the collected material: comparison; measurement; analysis and synthesis; generalization; analogy; simulation.
- Verification and clarification of facts: criticism; clarification of the findings; discussion of the results; experiment; checking in practice.

One of the important methods of research is the analysis. Analysis is a research method in which the whole phenomenon is mentally broken up into its constituent parts.

- Using analysis can reveal the structure of the object.
- Analysis allows us to separate the important from the unimportant, the essential from the inessential;
- The analysis allows reducing complicated to the simple.

If you apply the analysis to any developing process, you can identify the steps in this process, as well as contradictory trends. Analysis is one of the primary methods of obtaining information on the early stages of research for pre-dating of the object. Literary sources are the basis for the analysis of the history and current state of the problem, providing an opportunity to consider and little developed debatable issues, different points of view, to create an initial understanding of the problem and how to solve it. There is also a method of research as a synthesis. Synthesis means the union of all data obtained analysis. Synthesis is not just the summation of the analysis. Its task is to playing major mental connections between the analyzed elements. One of the most basic methods of research in this thesis is the method of comparison. Comparison is the establishment of similarities or differences in events, processes and

objects in general or in any criterion. Before the process of developing recommendations for children's camps in Rantasalmi it is required to study all the material relating to research, analyze it and compare camps in Russia and Finland to create an optimal program for the Russian market.

The method of interview has been selected as one of the methods of research. Interview is a conversation, passing in direct contact of the interviewer and respondent. The advantages of interviews are:

- Ability to get in-depth information about the views, motives, perceptions of person.
- The process itself is close to normal conversation that contributes to easy communication and, therefore, more sincere answers.
- Gives a chance to see the emotional reaction.
- Verbal communication eliminates the problem of “unknown question”.

Disadvantages of interview are:

- Big time costs (compared to the survey questionnaire);
- Laborious process

For this thesis, the author has chosen Irina P. as the interviewee. Irina is the mother of a son of 11 years old who went to camps abroad 4 times. Irina is the average inhabitant of Moscow with a monthly income of 35 000 rubles. The median income for her family in a month is 72 000 rubles. Composition of the family: Irina, Vladimir (the husband) and son Alexander. Alexander goes to camps for educational purposes. Irina was chosen as the respondent, as an example of those parents who can afford to send their child to the children's camp abroad. It is an example of a potential customer for children's camps in Rantasalmi. The text of the interview is available in the appendix 1.

In this thesis work as a research method was also used questionnaires. Questionnaire is a list of questions; content and method of response are planned in advance and pursue the achievement of preset goals of researcher (Gulina 2010). In the questionnaire were used open and closed questions.

- Open questions: designed for individual answers in writing without the proposed variations
- Closed questions. They subdivided into:
 - Alternative (to select one variant)
 - Not an alternative (with a tolerance of multiple choice answer).

Respondents can answer open questions confidently if they have a clear understanding of the topic of survey. If the subject of survey is unfamiliar or unusual, respondents evading answers, give vague answers; do not correspond to the point. In this case, applying an open question, researcher runs the risk not to get meaningful information. Using the closed form of a question, it helps orient in the subject of survey and express the attitude through the set of possible judgments or assessments. Questionnaire involves rigidly fixed order, the content and form of questions, a clear indication of ways of answering (Koshevaya 2005). Using the method of questionnaire can get the highest level of mass research at the lowest cost. Feature of this method can be called his anonymity (identity of the respondent is not fixed, but his answers are recorded). Questionnaire is carried out mainly in cases where it is necessary to ask people their opinions on some issues and reach a large number of people in a short time.

According to Kuzmin and Semenov (1977) there is a set of rules that should be followed in the formulation of the questions used in the oral and written surveys.

- Each question should be logically separate. It should not combine two or more sub-questions.
- Undesirable to use less common words (especially foreign), specialized terms, ambiguous words.
- Should strive for brevity, conciseness. Long questions complicate the perception, understanding and remembering.
- To issues related to unfamiliar topics permissible to do a little preface (preamble) as explanations or examples. But the question should be brief.
- The question should be as low as possible specific. Better deal with individual cases of specific objects and situations than any abstract themes and generalizations.
- If a question contains instructions or hints of possible answers, the range of choices of these answers should be exhaustive. If this cannot be achieved, then the question should be reformulated so that it does not have any clues.

- Questions should not compel the respondents to unacceptable answers for them. If it is difficult to avoid this, it is necessary to formulate the question so that the respondent had the opportunity to respond without prejudice to himself.
- Formulation of the question should prevent getting stereotyped responses. Such responses are usually very poorly saturated with useful information for the researcher.
- Should be avoided in questions unpleasant words and expressions to the respondent, which can cause a negative attitude toward subject.
- Unacceptable questions of inspiring character.

By type of contact with the respondent by the author of the thesis has been selected correspondence survey. Questionnaire was conducted anonymously. The survey results were sealed in envelopes and sent by mail. This method of questionnaire was chosen for the following reasons:

- Guarantee of anonymity;
- Comfort for parents;
- Convenient collection and analysis of information directly by the author of the thesis.

In the research the questionnaire consisted of 15 questions. List of questions for respondents can be found in appendix 2. Respondents were parents of pupils of 7-8 classes (2001-2002 year of birth) of the State Budget Educational Institution of the city of Moscow The Secondary School № 1494. The school teaches children from average families mainly with average incomes. Therefore, as a result of the survey data were obtained directly from the real potential customers. Questionnaire helps find and analyze the wishes of parents. In the future it will help develop recommendations according to their wishes.

It is worth noting that there is such a factor as the reliability of the questionnaire. According to Gulina (2010) reliability of questionnaire based on the following basic conditions:

- Compliance issues research program and its objectives
- Compliance with the rules of development topics, according to which simple questions concerning events and facts that follow first, then - more complex
- Clarity of wording, their uniqueness
- Clarity of answers (in closed questions) the absence of any hint of the desired response

- Availability of test questions on the main theme, the combination of direct and indirect, personal and impersonal questions, etc.

Reliability of questionnaire data can be checked in two ways:

- Relapse of questionnaire by the same procedure by the same people (sustainability of information)
- Control of these data by other methods: a survey of third parties, observation, and analysis of available documents.

In this case, the maximum reliability of the data obtained was an analysis of available information on the subject: websites of camps for children, children's organizations and travel companies, where parents give their opinion about some of the questions are similar to questions from a questionnaire developed for this study. Certainly there is a risk of unreliability of data, so Rantasalmi Travel should repeat the survey in the future to control the results.

4.3 Results of the research

The results of this research on the theme of children's camps are divided into three parts:

- Results of the study of theoretical material (literature on the studied topic, the analysis of online articles)
- Results of the interview
- Results of the questionnaire

4.3.1 Results of the research of theoretical material

Following results were obtained during the analysis of the theoretical material on the subject. When analyzing the information on supply and demand in the Russian market, it was found that the optimal duration of stay of children in a children's camp is not less than 10 days minus time for transportation.

- According to documentation database can be argued that the regime of the day should be rationally organized. Optimal striping all activities according to age, sex, health status and functional capacity of children

- Maximum stay of children outdoors
- Holding recreational, athletic and cultural events
- Sufficient sleep duration
- Good nutrition.

In compiling the regime of the day attention should be paid to the age of children. Age differences are particularly evident during adolescence. In the daily routine of the children should be allocated at least 1.5 hours of free time, with the distribution of its first and second half of the day. Each child may engage in no more than 2 hobby groups and one sports section. Talking about lessons it is worth noting that you need to spend no more than 2.30 hours of language lessons per day. Groups should be formed not only by age but also by the level of knowledge of English. Therefore, most camps prefer to conduct testing for grouping on the first day of stay of children. Groups should be formed in such a way that children do not get bored in class. Russian children are characterized by their activity, so many camps abroad think over their programs so that the children had leisure in the form of organizing and conducting various concerts, competitions and discos. Availability of sports activities is required for children's camp. For variety, you can alternate sporting events with sports and game programs, in which need not only to take part in sporting events, but also to perform certain game tasks.

In general it can be said that the camps in Finland think over programs in view of specificity of Russian client. Also we should say that the children from Moscow are very different from children from other Russian cities. So if you focus on the Moscow customer you should be more careful with the activities in nature. Many children can get bored. Outdoor events should be spent with the game and competitive goals.

4.3.2 Results of the interview

As a result of interview with a potential buyer of tours in children's camps the real wishes of the parents of children were clarified. It should be noted that an important factor in choosing a camp for children is the presence of the sea, as most of the children going to camps in the summer period. There are parents who believe in an important educational purpose of the trip, so our respondent argues that primarily it is important to have good education and employment of children. If we talk about learning the language it has been clarified the fact that children with good English prefer to be taught by native speakers. Therefore, the formation of the program is to consider the level of children's knowledge.

Number of children living in one room, it doesn't matter. Conversely parents, who grew up in the Soviet Union, said the number of children helps to get closer to the team quickly. Based on the words of our respondent, we can conclude that the food menu can include dishes from the national cuisine of the host country. Parents want the child to get new impressions and a new experience. But it is worth to pay attention to this and to give children choices, as many are accustomed to their traditional cuisine. In the words of respondent, one of the problems in previous camps was a large amount of free time. Proceeding from that, you should think of the day mode and especially free time can come up with a series of quizzes and competitions, that way children don't go around and don't get bored.

4.3.3 Results of the questionnaire

128 people, parents of children who are studying in secondary school № 1494, polled the survey. Respondents were predominantly female - 109 people. 30% of respondents are 30-35 years old. At the age of 35-40 years old there were 48% and 22% are over 40 years old.

Monthly family income is between 20,000 rubles to 40,000 rubles for 23 people or 18% of the respondents. 34% have a monthly income in the amount of 40,000-60,000 rubles. 33 people or 26% of respondents have an income of 60,000-80,000 rubles per month, and 22% have a monthly income of more than 80,000 rubles. The monthly income has been presented in Figure 1.

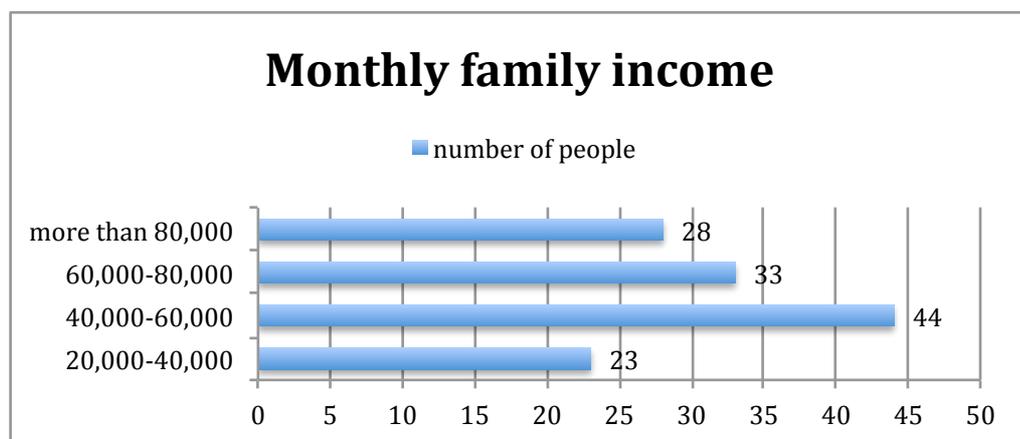


FIGURE 1. The monthly family income

87 people responded that they have one child. 29 people have 2 children in the family, 12 people had 3 children in a family of two parents and have 4 children in the family. These data indicate that the families in Moscow mainly have only one child.

88% of respondents, or 113 persons answered that they have already sent their children to children's camps in the territory of Russia. 12% of respondents have never done this.

The question «what kind of camp was this children's camp» parents responded as follows. Data are presented in the diagram. Answers to this question can be seen in Figure 2.

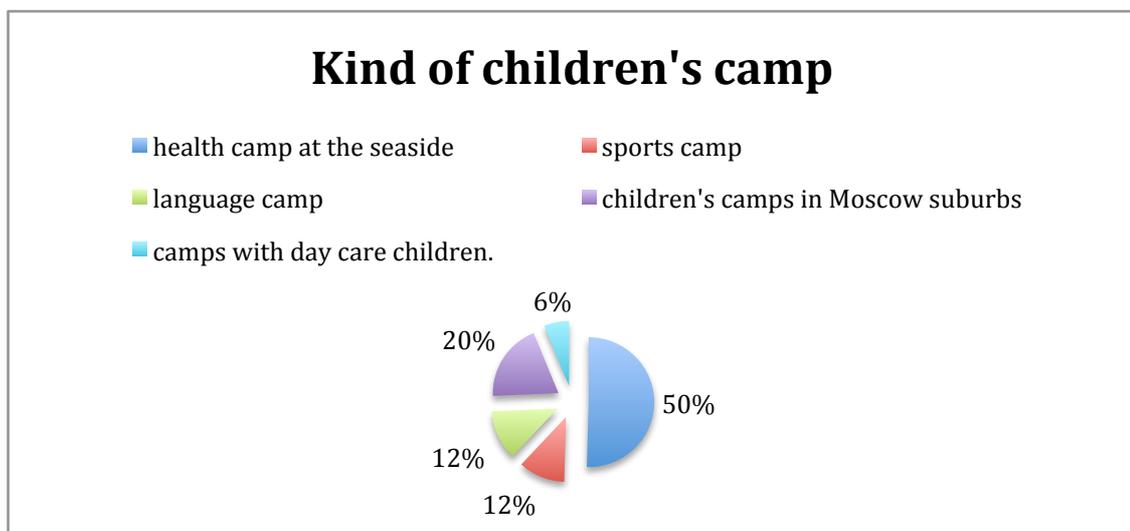


FIGURE 2. The kind of children's camp

The survey revealed that from 128 people only 46 people or 36% sent their children to children's camps abroad. 31 of 46 people sent the child to a children's camp in Ukraine, 15 people sent their children to children's camps in Bulgaria and only 2 people have chosen children's camps in the UK. Thus, we can conclude that the children's camps abroad have not yet quite popular among parents of pupils of ordinary schools in Moscow.

Those parents who sent their children to children's camps abroad, basically chose the health camp located at the seaside (42 people or 91%) and only 9% of parents, that is 4 people, have chosen language camps for their children.

To the question “what time of year they usually send their children to camp”, 21 people said that during the winter, 89 people said that in the summer and 3 persons responded that sent

their children to camps in the spring. This suggests that parents of children are interested in tours in children's camps mainly in the summer.

One important issue was that how many days would you send your child to children's camp abroad. This issue was one of the most important if you know the duration of stay in children's camps in Finland. Because children's camps in Finland are part of the educational process and their duration may be 2-3 days. As a result of the study of the topic had to get an idea of the duration of the tour in children's camps for Russian customer. Two people of 128 people didn't answer this question; the opinions of 126 persons were distributed as follows. The duration of stay in the summer period has been presented in Figure 3.

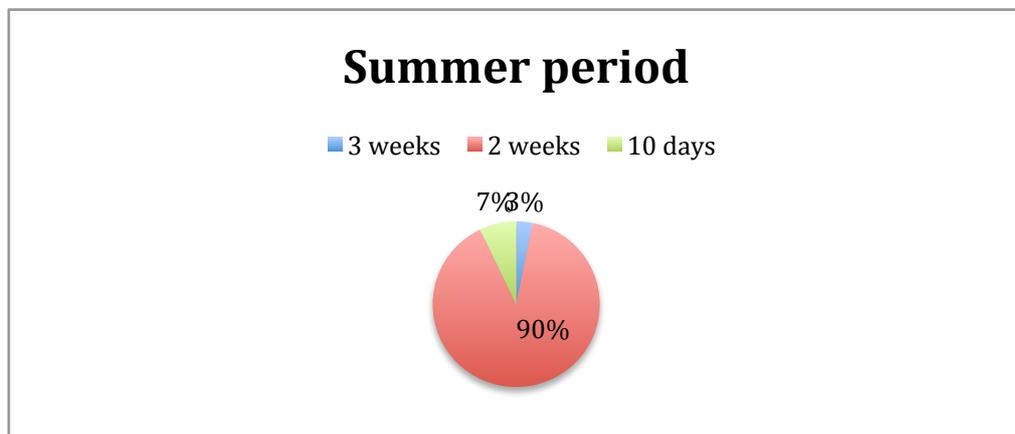


FIGURE 3. The summer period

95% of respondents prefer the 10 days of stay in the winter period. More detailed information can be found in the Figure 4.



FIGURE 4. The winter period

As for children's camps in Russia typically accommodation in the buildings of camps (a kind of hostel provided exclusively for the using of children's camps), 91 people from 128 respondents have chosen this kind of housing. 27 people would prefer accommodation in a cottage and 10 - at the hotel.

Absolutely all respondents would like their children to learn English during their stay in the camp abroad.

The question “how many hours of English classes should be allocated per week?” was suggested 4 possible answers and opinions of the respondents were divided as follows. This information can be seen in Figure 5.

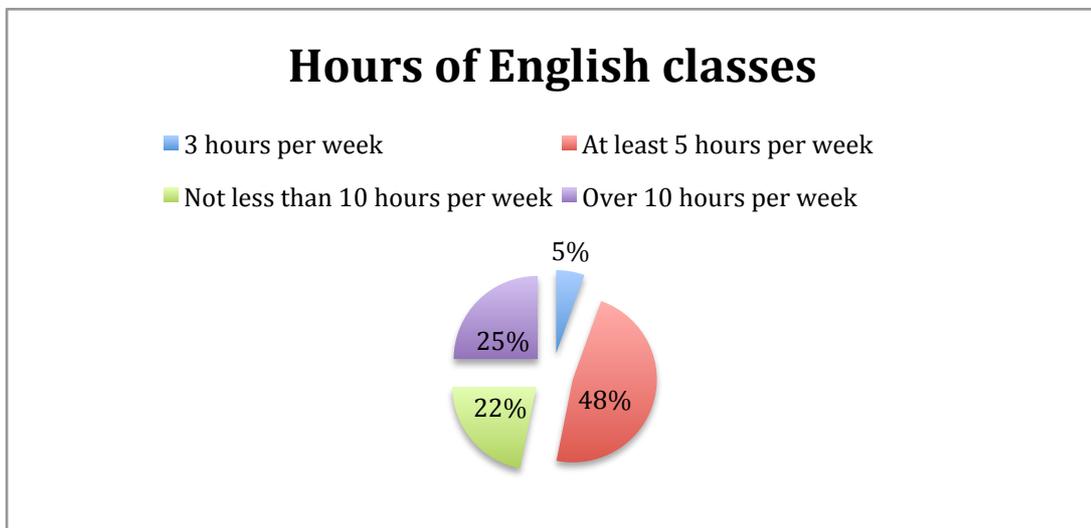


FIGURE 5. Hours of English classes

7 people said that lessons should be 3 hours per week, 61 people- at least 5 hours per week, 28 people - at least 10 hours per week and 32 people responded that more than 10 hours a week.

115 people want that child during the stay in the camp, got a few lessons of language of the host country, 13 people did not see this need.

One of the main questions was the question about the activities in the camp, in what programs child and parents are interested. It is worth noting that the parents didn't their offer own variants, so these results were obtained. The most popular nature activity is the exploring the surroundings (38 people). 24 people think that it will be great if their children will learn the skills

of campfire. Third place went to boating (23 people). 11 people have chosen the hiking in the forest. The information about results can be seen in Figure 6.

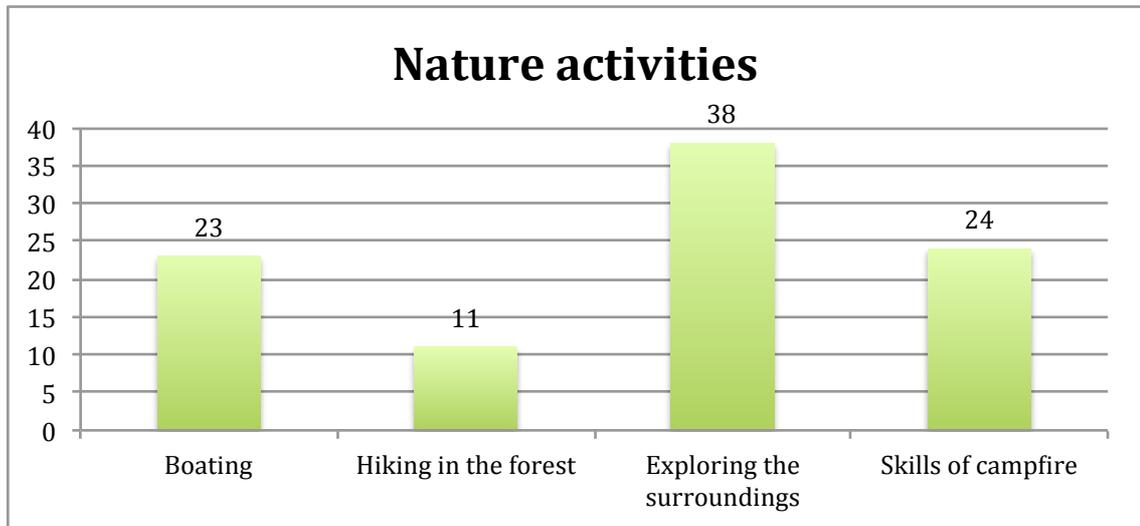


FIGURE 6. Nature activities

Sporting events are more popular. 68 people have chosen badminton, 61 people have chosen volleyball. 54 people would like children to play football in the camp. 21 people want that his child engaged in swimming in the camp and 13 people have chosen ice-skating as sports activities. Illustrative results are presented in Figure 7.

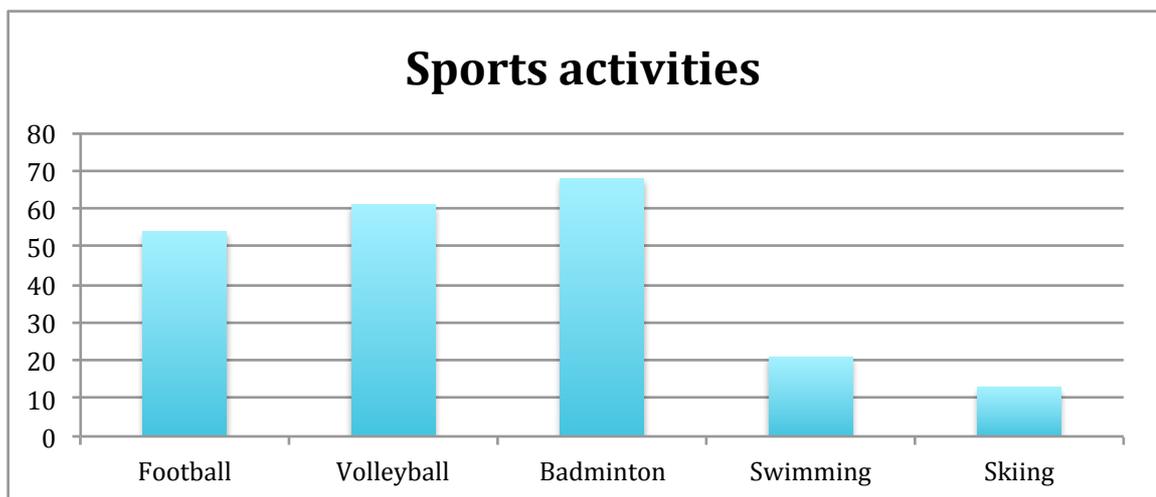


FIGURE 7. Sports activities

Many parents are interested in events characterizing the Finnish culture. The most popular were Finnish sauna and baking sausages. This information has been presented in Figure 8.

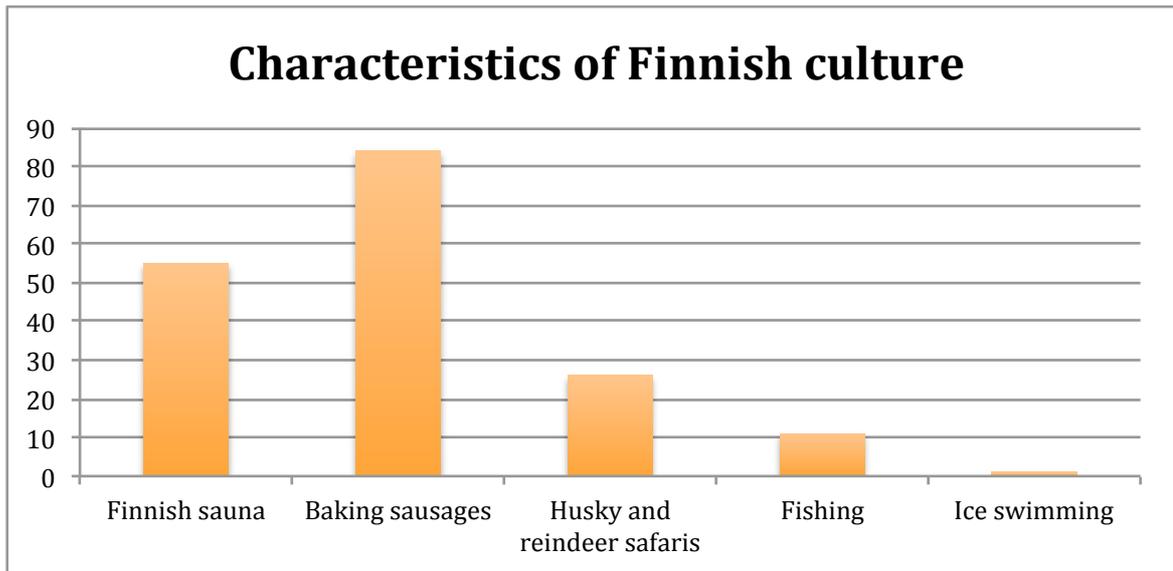


FIGURE 8. Characteristics of Finnish culture

The program of children's camp always includes cultural-cognitive activities. The creators have only one question: what activities are in high demand? Parents were asked to choose which activities their child likes more. The results can be seen in Figure 9.

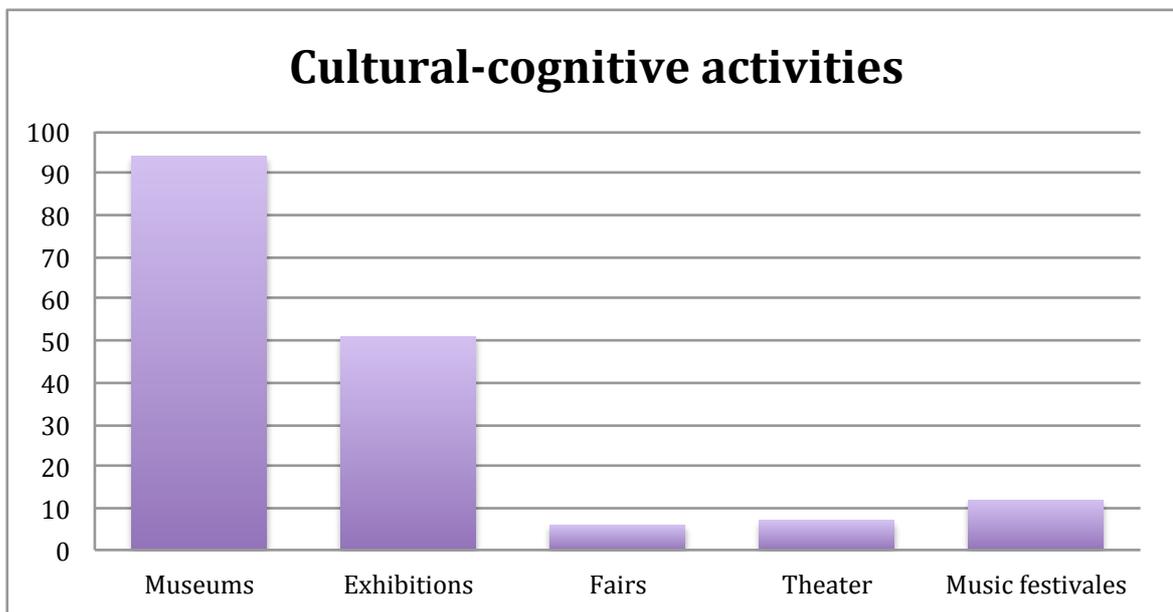


FIGURE 9. Cultural-cognitive activities

It was noted earlier that children's camps in Russia always offer plenty of activities at the camp. Typically, these events are the most interesting, because kids can unlock their creative potential. The results of this survey are just the proof of this. You can see it in Figure 10.

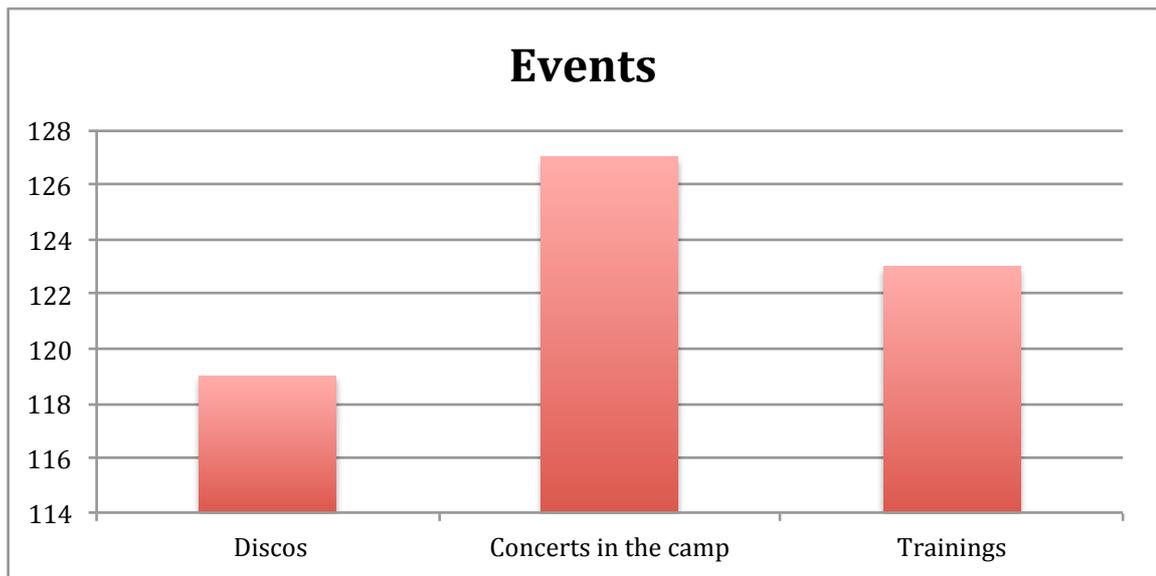


FIGURE 10. Events at the camp

Summing up the question of events it is worth saying that for formulation of the program of children's camp, which in future will be popular, it is necessary to include all range of activities for comprehensive development of children. Child employment in the camp is a measure of attention to it.

Children always need to rest, so the question “would you like that the time for an afternoon nap was provided in the daily schedule”. 95% of those surveyed parents answered “yes”.

Important issue for parents is always the presence of accompanying persons and of course it is always safer when accompanying person is one of the parents. This statement is confirmed by survey data. 122 of 128 people responded that they would like their children to be accompanied by one of the parents.

The last question was the question of price. 11 people decided not to answer this question. Prices have been presented in Figure 11.

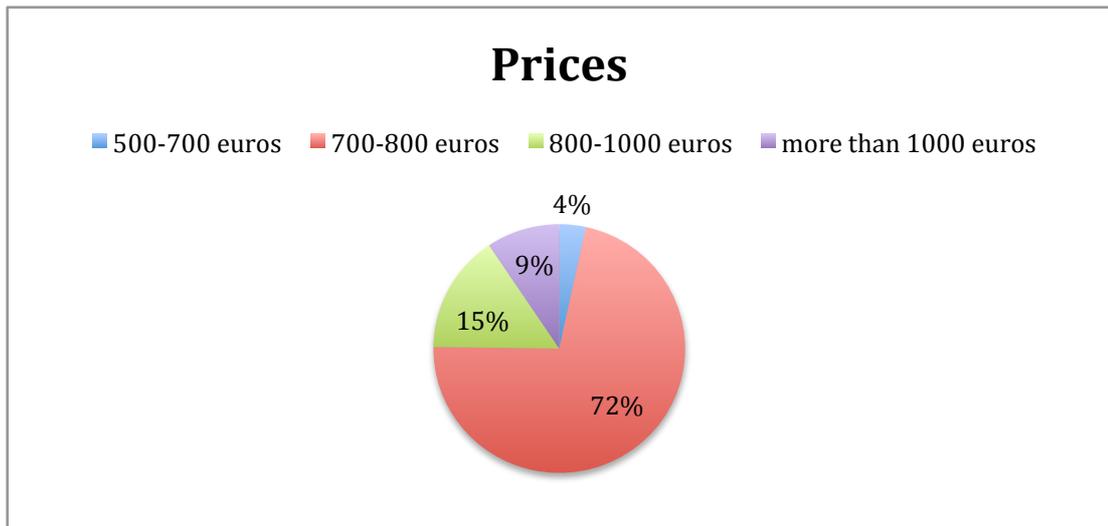


FIGURE 11. Prices

The results obtained in the research of theoretical material, interviews and results of survey became the basis for the formation of recommendations for the creation of program of children's camp in Rantasalmi, adapted for the Russian market.

4.4 Recommendations for Rantasalmi Travel

Recommendations on creation of the program of children's camp in Rantasalmi were developed as a result of research on the theme of children's camps. Recommendations are supported by the theoretical and practical basis of this thesis. Results of the research are aimed at attracting Russian client to Finland, particularly in Rantasalmi - the province of South Savo. Children's camps in Rantasalmi want to enter the Moscow market. The study was aimed at understanding the desires of potential buyers of the tourist product.

Duration of stay

Speaking about the tour in the children's camp one of the main issues is the duration of the child's stay in the camp. Based on the results of the research of theoretical material and results of interviews and questionnaires, it was found that the optimal length of stay of children in a camp in the summer period is 2 weeks, in the winter - 10 days. Duration is calculated minus time for transportation. This timeline is explained by the fact that children should be meet together and get used to each other, become a team and spend an unforgettable vacation in the camp. It is also inappropriate to send children for a shorter period on the basis of the costs for documents, visas and transport costs.

Accommodation and meals

The child should feel comfortable in the territory of children's camp. Accommodation and food are some of the main factors of comfort. Based on the results of interviews and the survey, parents and children prefer accommodation in buildings, typical of Russian camps. Cottage accommodation was also popular. It is nicely try to know the age-old culture of this country in traditional Finnish cottage, located on the shores of lakes and surrounded by magnificent forests. Children's camps in Rantasalmi can provide the opportunity to enjoy spectacular landscapes. Therefore, when creating the program for Russian children attention should be paid to the accommodation of children in Finnish cottages. Children's tourism is a special industry of experience. It is necessary to devise a program so that the child will have memories of the rich culture of Finland in many years. Finnish traditional cuisine should always be included in the menu. Of course children should have a choice, but it is worth to give a child the whole range of new emotions while staying in the children's camp.

Educational Objectives

More and more parents are sending their children to camp for educational purposes. Language camps are the most popular now. Therefore, by results of research it is suggested to include English language classes in the camp program. This will help attract potential customers. By alternating English lessons with games and entertainment, children get new experience and improve their knowledge. You should remember that all children come to camp with a different level of knowledge. Therefore, children's camps in Rantasalmi may include testing for grouping in the program of the first day of stay. This will improve the results of the study of language and children will not get bored in the classroom. Depending on the level of knowledge it is necessary to choose teachers. The results of interviews indicate that children with a good knowledge of the language prefer to be taught by native speakers. For children, who are beginners learning the language, it is perfect to be taught by Russian-speaking teacher who is always able to explain difficult material in their native language. Based on the fact that children's camps in Rantasalmi should not become the language camps, the curriculum can include more creative tasks, exercises on conversational skills. Survey data show that the children's camp must have at least five hours of English per week. The optimal program will include 5-7 hours of a week.

It is worth noting that many parents responded positively to the studying of the Finnish language. You can organize few lessons of language of the country where a camp will be locat-

ed. There is Scandinavian School in Moscow; the Finnish language lessons will attract children who are studying in this school.

Activities

Children's camp is primarily a place of rest for the children. Therefore, the main part of the program should be entertainment. As a result of the survey, it was found that the activities taking place in nature are not very popular among parents from the Moscow region. So including them in the program, it is worth remembering that many children may have problems with such activities like hiking. Sporting events must be included in the program. Football, volleyball, badminton are popular activities for active children. The program is necessary to have at least two days of excursions. Visiting two or three museums can broaden horizons and leave warm memories. Rantasalmi is located near Savonlinna. One excursion day can be devoted to trip to castle Olavinlinna. It is possible to organize a performance involving children because the excursion should not be boring. For children, a trip to visitor center of Linnansaari National Park can be organized. Acquainted with the nature, it is possible to organize a picnic for children. Rantasalmi Travel already has excursions in the national park for Finnish children. Children can explore various kinds of stones; they made souvenirs and took them home.

Being in another country, it is always interesting to get acquainted with its culture. Therefore it is necessary to include traditional Finnish entertainment. Results of the survey and the study of programs of other camps in Finland confirm this. The program can include Finnish sauna, cooking over a campfire, and fishing. By studying programs for Finnish children offered at Rantasalmi, I noted the lack of activities in the camp. This refers to the concerts that children organize themselves and discos. Such activities are typical for Russian camps. Based on the results of the research it can be concluded that such activities must necessarily be included in the program of children's camp. Organization and conducting of concerts improve organizational skills, and discos are a great time to relax and such activities will help to make new friends. Many children have a hobby. Many children love to draw; someone likes dancing and some of them are interested in golf. The classes on hobbies can be organized at the camp, those children away from home doing what they like.

Afternoon nap

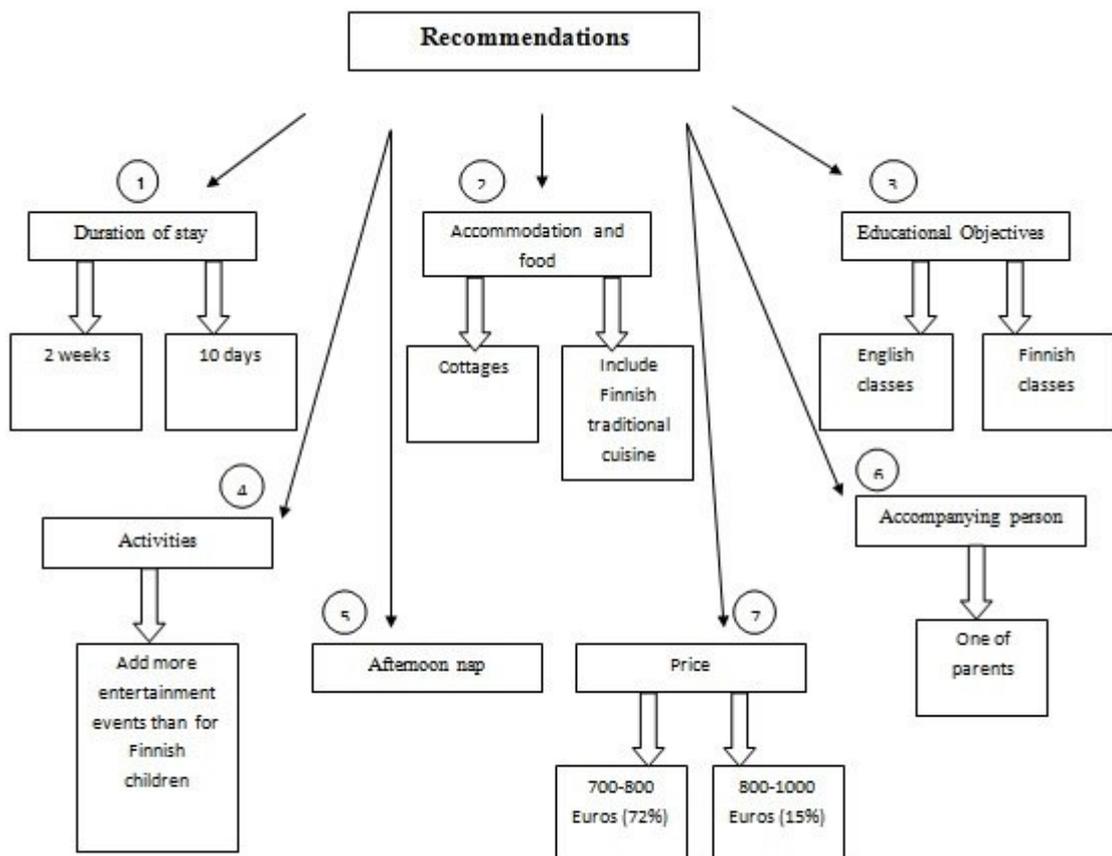
Children must rest. Results of the survey indicate that it is important to have afternoon nap in the daily schedule.

Accompanying persons

Practice shows that the representative of the parents often travels with children in camps abroad. According to the results of the survey 122 from 128 people would prefer that the accompanying person was one of the parents.

Price

Topical issue has always been the question of cost. Since transportation from Moscow to Finland will be included in the tour price and the cost of visa and other documents are taking place, we should think about the price of the program of children's camp. Results of the survey show that 72% of respondents are ready to pay 700-800 euros for 2 weeks for the child's stay in the camp less cost for visa and transportation. Therefore, when we talk about creating the program it is necessary to think about the formation of price. Recommendations can be seen below in Picture 1.



PICTURE 1. Recommendations for the program of children's camps for Rantasalmi Travel

5 CONCLUSION

The objectives of this thesis were to get an idea about the differences of recreation for children in children's camps in different countries, particularly in Russia and Finland, and on the basis of the study to formulate recommendations for the creation of programs for children's camps in Rantasalmi adapted for Russian customer. The object of study was chosen organization of children's leisure activities in children's camps in the two countries. It should be noted that the subject of the study were not specialized camps. This means that these camps are directed to the full development of children, so the range of activities in them differs from specialized camps, such as sports camps. The programs of camps, which were the subject of research, also include educational goals.

Through the study and analysis of the theoretical material and results of interviews and questionnaires, recommendations to create a program adapted for Russian customer were formulated. Special attention should be paid to the basic research methods used in this thesis. Working with children is always significantly different from working with an adult, so children's tourism is a specific type of tourism. The results of interviews and questionnaires helped closer to understanding desires of potential buyers. We were able to get a real understanding of customers' needs. Of course it should be noted that these data might not be enough to form a unique product that will attract the attention of buyers from Russia. Rantasalmi travel is still has a lot of work to understand the desires of consumers of tourism, the desires of children. This study is only one step on the way to creating a successful tourism product that will be in demand in the Russian market. Based on this I would like to offer a re-survey among potential buyers. Tourism is a fast growing industry and the needs of customers can change quickly. But the uniqueness is always a plus for any company. Children's camps in Rantasalmi can provide this uniqueness for buyers from Russia, particularly from Moscow.

I would like to believe that this study and developed ideas and suggestions will help Rantasalmi travel come closer to their goal to enter the Moscow market of tourist services. Finland and Russia have long been partners in many areas. Creating new programs of children's camps in Rantasalmi will be another step towards closer cooperation in the field of children's tourism.

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Interview

Good afternoon, my name is Daria. I'm from Moscow, but now I am a double degree student in Mikkeli University of Applied Sciences. Now I write the thesis about children's camps in Finland.

My company and I are interested in the opinion of the potential buyer. As far as I know, you sent your son 4 times to the children's camps abroad. Please tell us about the main criteria when choosing a camp.

Irina: The main criterion is safety. I want to know that my son is safe. Also, I should mention about food and accommodation. My son does not like beetles and spiders, so I want to make sure that he does not have to live in unsuitable conditions. Oh, and food. Certainly nobody would feed a child better than his mother, but the food in the camp should be closer to home-made food.

When you choosing a camp you discuss it with your son?

Irina: Of course, after all he will rest in the camp.

I know that mostly Russian parents prefer to send their children to camps on the seacoast. My mom did that. Is the criterion of availability of the sea important for you when choosing a camp?

Irina: This is very important. The only thing that could make me abandon to select a camp on the coast of the sea is a good process of learning English.

Which countries have already visited your son?

Irina: Malta, France, Great Britain, and Bulgaria.

And what kind of camp you and your son usually choose: language, sports or recreation?

Irina: Language. English is the future.

Tell us about your preferences when you choosing language teachers. Should he or she be a native speaker or should be Russian?

Irina: It depends on age and language level. When Sasha was just starting to learn the language, I tried to select a Russian-speaking teacher, after he finished his studies at level Intermediate; I began looking for native speakers.

What events in the camp are important to you and your child?

Irina: All. The child should develop comprehensively.

You, as any mother interested in what conditions your child will live. Tell us which of accommodation for you are the most acceptable?

Irina: Mainly offer accommodation in hotels. Or, as in the UK, Sasha lived in the family.

And how many people should be in one room?

Irina: I think that it is very interesting when you live in big company. In my youth 10 people can live in the room and no one complained.

And what you can say about the food? Would you like when your child try dishes from the cuisine of other countries?

Irina: Let him try. But my boy is very picky about the food. So let try, but the menu should be varied. It should include familiar dishes.

And if was something that you and your child didn't like during a previous stay? In planning the program we would like to avoid such mistakes.

APPENDIX 1(3)

Irina: Yes. I think that the big problem is free time. Sasha told me that sometimes they had 3 hours of free time a day. Kids got bored and were on their own. This should not happen.

In which country you want to send your child this summer?

Irina: We have not decided yet, but time is short. Perhaps it will be Finland.

Thank you for pleasant conversation and for your answers. I wish you would make the right choice this year.

Survey

Hello, my name is Daria Skirda. I am from Moscow, but now I am a double degree student in Mikkeli University of Applied Sciences. The campus of my university is located in the town Savonlinna. Here I study the industry of tourism and hospitality. Now I'm writing my thesis about children's camps in Finland. My main task is to provide ideas about desires of Russian clients. Based on them, my company and I will be able to improve Rantasalmi camps for Russian children. If you are not hard, please answer a few questions.

1. Your sex:

- a) Male
- b) Female

2. Your age:

- a) 25-30
- b) 30-35
- c) 35-40
- d) 40-...

3. Monthly income of your family is:

- a) 20,000 – 40,000 rubles
- b) 40,000-60,000 rubles
- c) 60,000-80,000 rubles
- d) More than 80,000 rubles

4. How many children do you have? _____

5. Do you send your kids to children's camps in Russia?

- a) Yes
- b) No

6. What kind of camp was this children's camp?

- a) Health Camp
- b) Health camp at the seaside
- c) Specialized camps. Arranged mass performances, discos, various hobby groups & Sections, studios, rehearsal are systematic, views, speeches.
 - a. Sports camps
 - b. Language (linguistic)
 - c. Cultural-cognitive
 - d. With psychological trainings, such as leadership training session for teenagers.
 - e. Camp with the curriculum
 - f. Environmental camps
 - g. Camp for girls, such as school of good manners
 - h. Labor camps
 - i. Art camps, such as theater camps, cinema camps, music camps, circus camps, acrobatics camps, dance camps, children's camps with training of the fine arts and other
- d) Children's camps in Moscow suburbs
- e) Camps with day care children.

7. Do you send your kids to children's abroad?

- a) Yes
- b) No

If yes, in what country/countries you send your kids?

8. What kind of camp was this children's camp?

- a) Health Camp
- b) Health camp at the seaside
- c) Specialized camps. Arranged mass performances, discos, various hobby groups & Sections, studios, rehearsal are systematic, views, speeches.
 - a. Sports camps
 - b. Language (linguistic)

- c. Cultural-cognitive
 - d. With psychological trainings, such as leadership training session for teenagers.
 - e. Camp with the curriculum
 - f. Environmental camps
 - g. Camp for girls, such as school of good manners
 - h. Labor camps
 - i. Art camps, such as theater camps, cinema camps, music camps, circus camps, acrobatics camps, dance camps, children's camps with training of the fine arts and other
- d) Camps with day care children.

9. What time of year you usually send their children to the camp?

- a) Winter
- b) Spring
- c) Summer
- d) Autumn

10. For how many days would you send your child to children's camp abroad in...?

- a) In summer period _____
- b) In winter period _____

11. Would you prefer accommodation in...?

- a) Cottage
- b) Hotel
- c) In buildings of the camp (typical for Russia)
- d) Other, what? _____

12. Do you want that your child studied English abroad?

- a) Yes
- b) No

If yes, how many hours should be allocated to classes per week?

- a. 3 hours per week
- b. At least 5 hours per week
- c. Not less than 10 hours per week
- d. Over 10 hours per week

13. Do you want that your child received a few lessons of language of the country where a camp will be located?

- a) Yes
- b) No

14. What programs (all with professional guide and staff) you/your child would be interested on? Please, draw a cross next to the most important.

- a) Nature activities
 - a. Boating_____
 - b. Hiking in the forest_____
 - c. Exploring the surroundings_____
 - d. Skills of campfire_____
 - e. Your own variant_____
- b) Sports activities
 - a. Football_____
 - b. Volleyball_____
 - c. Badminton_____
 - d. Swimming_____
 - e. Skiing_____
 - f. Your own variant_____
- c) Characteristics of Finnish culture
 - a. Finnish sauna_____
 - b. Baking sausages_____
 - c. Husky and reindeer safaris_____
 - d. Fishing_____
 - e. Ice swimming_____
 - f. Your own variant_____

- d) Cultural-cognitive
 - a. Museums _____
 - b. Exhibitions _____
 - c. Fairs _____
 - d. Theater _____
 - e. Music festivals _____
 - f. Your own variant _____
- e) Events
 - a. Discos
 - b. Concerts in the camp
 - c. Trainings (or the development of leadership skills, golfing, dancing, modeling clay, horse riding, painting, pet grooming, etc.)
 - d. Your own variant _____
- f) Something else, what? _____

15. Would you like that the time for an afternoon nap was provided in the daily schedule?

- a) Yes
- b) No

16. Would you want that one of the representatives of parents went with children like accompanying person?

- a) Yes
- b) No

17. How much money are you willing to pay for a two week staying in children's camp in Finland, excluding transport and visa?

- a) 500-700 euros
- b) 700-800 euros
- c) 800-1000 euros
- d) More than 1000 euros