Yulia Florya

THREE GENERATIONS TRAVEL

Saimaa Holiday Oravi

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Abstract

Tourism plays a magnificent role nowadays in people's life. Now when there are fewer borders and more opportunities to travel, people want to see and explore the world by themselves, together with their families and relatives.

The thesis focuses on activities for three generation extended family travelers who are staying in Saimaa Holiday Oravi cottages. The overall purpose is providing real activities for three generation travelers. The objective was to create brand-new activities, to combine old and new activities in creation the "Three Generation" offer. All activities were focused on satisfaction of the customers.

The theoretical part includes theories concerning generational theories and their types; general information about four generations: Baby Boomers, Generation X, Generation Y, Generation Z and family member's roles, their preferences as consumers. Part of the theory covers the theory about customer value.

The research was based on both qualitative and quantitative approach. The data was collected with online survey.

The aim of the research was to identify what activities could be adapted for three generation travelers. The final result was a list with appropriate activities for three generations families for Saimaa Holiday Oravi. The results can be utilized in the development of future products.

Subject headings, (keywords)

Generation , activities, tourism, extended family, customer value, generation behavior, tourist preferences

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1 INTRODUCTION

Today tourism is becoming increasingly popular among a large number of countries. Every day, people are in dire need to see the world more and more, explore it and unravel the greatest mysteries of it. They want to do it with their families, their children and parents. They start to organize the trips by themselves, looking for the place, where every member of their extended family can find what to do apart and together. Their motives are to get positive emotions with the closest people on the planet. These factors reflect underline the objectives and narrate the reasons for this thesis work; producing new activities for three generations extended family. The overall purpose of the thesis was to offer activities for such families, providing activities for children, parents and grandparents and measure the demand of new ideas with survey. The objective of this research is to create brand-new activities, which will be focused on customers' satisfaction. The results indicate valuable development suggestions.

The organization that commissioned this thesis work is Saimaa Holiday Oravi. Saimaa Holiday is a cottage village, located at the heart of Saimaa, the largest Lake District in Europe, in between the national parks of Linnansaari and Kolovesi. From the incredible scattering of islands in Europe's largest archipelago, to the hilly countryside of Lapland, the landscape of Finland is a pristine paradise for nature lovers. Oravi village has diverse high quality services and offerы excellent surroundings for nature activities all year round, for example winter activities: snowmobile safaris, sleigh rides, ice fishing trip with snow mobile and sleigh, tour skating, ice swimming in the Oravi canal. In summer this is a paddling and seal watching tour, fishing as well. Customers can also hire any needed equipment needed for every activity (Saimaa Holiday Oravi, 2014.)

Saimaa Holiday Oravi is interested in creating new opportunities for spending time in Cottage village, especially in new activities for children and for the older generation. In this case, new offers can help Saimaa Holiday Oravi to manage their visitors in order to ensure their long-term success. That also may raise the competitiveness, because "Three Generation" travel is something new on the market.

To achieve the goal of this work, I have undertaken the following actions. First, observations have been made of what Saimaa Holiday Oravi has now and what can be

expected in the future. Secondly, a survey has been conducted and it has been found out what exactly people could expect if they had the possibility to go on the trip with their expended family. The survey helps to find out the preferences and wishes and could specify the suggestions. Finally, the gathered information has been analyzed and a list of suggestions has been made.

The research paper can be conventionally subdivided into three main parts. The next two chapters after the introduction study the theories on the basis of the literature review. The fourth chapter contains methodology and realization. The fifth part contains the results of the research, suggestions about new services. This chapter is followed by the conclusion chapter, and then by the bibliography and appendices.

2 GENERATIONAL THEORY

Commonly when people hear the word "generation" in most cases they divide people into three parts: old generation – grandparents, middle age people and children. But today there are many generation theories in which scholars divide people in different generation types.

Generation theory seeks to understand and characterize the cohort of people according to their membership of a generation, which is objectively assigned according to the year of birth. According to Benckendorff (2009) one of the most popular generation theories was created by William Strauss and Neil Howe in 1991 in their book "Generations". According to their theory people belong to different generation groups, depending when they were born; by the epoch they were born and grew up in: Baby Boomer (1943-1960), Generation X (born 1961-1981), Generation Y (1982 – 2003) and Generation Z (2004 – present) (Benckendorff 2009, 2.)

2.1 Division by age

Nowadays representatives of six generations coexist in our world. They are "GI" generation (1901 -1924); "Silent Generation" (1925 - 1942); "Baby Boomer" generation (1943 - 1960); "Generaion X" (1961 - 1981);"Generaion Y" (1982 - 2002); and "Generaion Z" (2003 - present) (Benckendorff 2009, 2). This is the one example of divi-

sion, different scholars have different definitions of the boundaries of generations, and they all vary in 2 - 3 years around the proposed dates. And representatives of the extreme generations almost copy each other.

When you ask people of any generation type who they are, they often give an answer divided into three parts: their past, their present and their future. Each period helps illuminate the whole picture. You cannot understand who Boomers or generation X are or were if you have no idea where they came from or hope to go (Strauss and Howe 2000.)

There are a lot of dictionaries where we can find the meaning of generation and here is one of them, based on Merriam − Webster's online dictionary, Johnson and Johnson (2010, 6) define generation as a group of individuals born and living at the same time, who have common knowledge and experiences that have impact on their thoughts, attitudes, values, beliefs, and behaviors. Generations are defined by shared values, experiences, and worldviews (Watson 2013, 10).

In the early 90th of the twentieth century, two Americans: the economist, demographer Neil Howe and playwright, historian William Strauss independently studied such a popular social phenomenon as generational conflict. And both of them came to the same conclusions. They thought it was strange that the model behavior of people who belong to the same generation was quite similar to the model behavior of the generation of another time period of the same age. Together, the researchers wrote in the 1991 book "Generations", in which they were able to trace the changes that had occurred in the behavior of American society since the time of Columbus (Chumakov 2008.)

Psychologists have often argued that one person's reaction to an event can differ from that of another. The same logic can also be applied to people of different ages. It is an inescapable truth that every generation is shaped by the historical events that took place while they were going through a stage of critical development (Watson 2013, 10.)

In the late 20th century scientists proved the idea that children who have reached the age of their parents think, feel, do things very differently, not as their parents used to

(Yastrebov 2012). For example, 20- year-old in the same situations behave similarly, but not quite in the same way as behaved their fathers, grandfathers and great-grandfathers at that age, but with the great-grandfather traced obvious similarity

But two sociologists, Howe and Strauss have found that the most important factor, which determines the way of thinking, actions of generations is not the age, but other two parameters: the first is the environment in which people are growing up till 10 - 12 years. Everything that happens around people at that age is not estimated in terms of "good or bad", "right or wrong", but as normal. The second option is standards in bringing up children in the family, that child also consider as normal. Thus the core values are formed into any person. They subconsciously manage the entire life of both the individual and the whole generation, and influence people's behavior (Peratinskaya 2005.)

According to Howe and Strauss (2000), each generation corresponds to a certain type of behavior, and these types follow a repeating circle in the order of "idealist", "reactive", "hero" and "artist". When the generational types are tracked across the life cycle, there are characteristics that appear consistently throughout successive generations based on this factor (Benckendorff 2009, 3.) These are outlined in table 1.

TABLE 1. Characteristics of generational types (Benckendorff 2009, 3)

Life – cycle type	Idealist (prophets)	Reactive (depressed/ nomad)	Heroic	Artistic (adaptive)
Childhood Nurture received	Relaxed	Underprotected	Tightening	Overprotected
Young adulthood Style Nurture given	Reflecting Tightening	Competing Overprotective	Building Relaxed	Remodelling Underprotective
Mid-adulthood Attitude	Judgmental	Exhausted	Energetic	Experimental
Elderhood How perceived Leadership style	Wise, visionary Austere, safe	Persuasive Pragmatic	Busy, confident Grand, inclusive	Sensitive, flexible Pluralistic
Motto	Truth	Persuasion	Power	Love
Positive attributes	Principled, resolute	Savvy, practical, perceptive	Rational, competent	Caring, open-minded
Negative attributes	Selfish, arrogant, ruthless	Pecuniary, amoral	Overbold, insensitive, unreflective	Indecisive, guilt-ridden

Absolutely no consensus exists on how to determine when one generation ends and another begins. The most common definition is based on major fluctuations in the birthrate. For example, World War II forced millions of people to postpone starting families. At the war's end, after long separations, these folks were ready to marry and have children (Johnson & Johnson 2010, 6.)

People who were born at the junction of generations (plus or minus three years to the date of the boundary) are partial values carriers of surrounding native groups; they are called "echo generation". Apparently, their task is to serve as a solution for civilization and act as intermediaries, "translators" (Enciklopediya marketinga 2011.)

Generations move as a collective through society, passing through the four phases of life, occupying different phases at different times and always maintaining their uniqueness. Each generation acquires values and belief systems principally during the childhood years of each generation. Table 2 provides a summary of the typical values and beliefs for selected generations, which also incorporates the features of the generational type (Benckendorff 2009, 4.)

TABLE 2. Differences between selected generations (Benckendorff 2009, 4)

Factors	Baby Boomer	Generation X	Generation Y
Beliefs and values	Work ethic, security	Variety, freedom	Lifestyle, fun
Motivations	Advancement, responsibility	Individuality	Self-discovery, relational
Decision making	Authority, brand loyalty	Experts, information, brand switchers	Friends, little brand loyalty
Earning and spending	Conservative, pay upfront	Credit savvy, confident, investors	Uncertain spenders, short-term wants, credit-dependent
Learning styles	Auditory, content-driven, monologue	Auditory or visual dialogue	Visual, kinesthetic, multi-sensory
Marketing and communication	Mass	Descriptive, direct	Participative, viral, through friends
Training environment	Classroom style, formal, quiet atmosphere	Round-table style, planned, relaxed ambience	Unstructured, interactive
Management and leadership	Control, authority, analysers	Cooperation, competency, doers	Consensus, creativity, feelers

In order to see the whole picture of generational theory, it is important to assemble various elements together. And now we can see that the Baby Boomer generation belongs to the Idealist cycle. They are leaders; they transfer values and belong to leading

institutions. Generation X belongs to the Reactive cycle. They are entering the power phase; they assert values and maintain institutions. The next cycle is Hero, and this is Generation Y. They are full of life; and they test values. We do not have to forget about the youngest generation, Generation Z, their cycle is Artistic. They all were born after 2000, they are growing up now and we do not know much about these guys. They need to be nurtured; they have just started acquiring values and belief systems. (Benckendorff 2009, 5.) Generations and their types are clearly seen on figure 1.
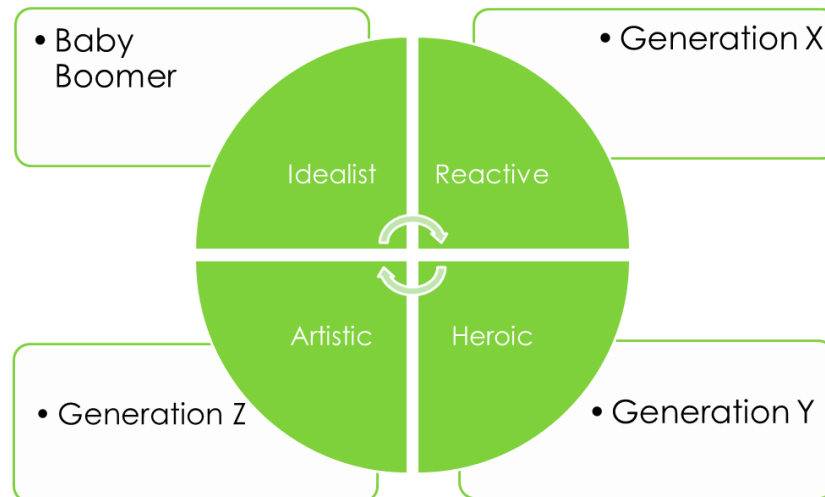

FIGURE 1. Generational types and generations

Baby Boomers

The baby boomer generation ("spring" years 1943-1964, "prophets") named in honor of what happened after the war baby boom. The basis of their character is the psychology of winners. Baby Boomers refer to people born during the baby boom. Their appearance is historically associated with the end of World War II and the subsequent population explosion (Chumakov 2008.)

Boomers grew up in this superpower country, which had been feared and respected all over the world, which had won the most terrible war and had conquered the space. And they were involved personally in all these events. For example, Gagarin flew into space not alone but all the boys and girls of the Soviet Union "flew with him" on board of the spaceship "Vostok". Or Jabotinsky raised the bar on the Tokyo Olympics not alone – the whole country "raised it" with him.

They are optimists, each barrier is a personal challenge for the, they always strive to overcome any difficulties and are eager to achieve their goals.. The main thing for them is to become a winner. They self-treated people, it means that they prefer to drink aspirin and go to work, they have the highest percentage of workaholics. At the same time, Boomers do not neglect preventive medical examinations. Their values are optimism, interest in stability and economic welfare at the same time, teamwork and team spirit, friendship, honesty, self-confidence, caution and the cult of youth (Shevchenko 2013.)

According to them, the distinctive qualities of a good person are being active and in-quisitive. Hence, almost a sacred cult of youth: boomers care about their health; they attend fitness clubs, run in the morning, go to the sauna, and try not to get sick. They do it all in order to stay longer active and inquisitive persons. To lose the mental and physical activity for them is equivalent to the destruction of the foundation and, in fact, death (Chumakov 2008.)

Boomers are great politicians, party and public figures. The famous boomers-politicians are Vladimir Zhirinovsky (1946) and Vladimir Putin (1952); George W. Bush (1946). Striving for leadership in their heart is quite compatible with a passion for collectivism. As a result, boomers would be happy to create all sorts of popular movements, or take an active part in the movements already created (Chumakov 2008.)

Generation X

Their children, Generation X ("unknown generation", "children with a key on the neck"), were born in the years 1965-1982 ("summer", "nomads"). Background for them was "cold war" and the war in Afghanistan, stagnation, drugs, AIDS, total defi-cit, beginning of perestroika. At that time X generation became more flexible in deal-ing with people because of a divorce boom which rolled in their country at the time; and permanent employment workaholic parents made generation X more self-reliant. The boomers task of caring for the younger generation was not a priority. On the con-trary, from their point of view, the more difficulties face the child, the happier he was supposed to be. It was from there that the expression "key on the neck" came - a sym-bol of early independence (Chumakov 2008.)

Evgeniya Shamis (2006) and other experts called Generation X "children with the keys on the neck". They grew up in families where parents worked full-time and hard. Therefore independence is a quality that was raised into them since childhood. Opportunity to realize oneself, to show the independence and reliability is very important for these people in their career. The representatives of Generation X are more likely to take the job, which gives scope for creativity and allows them to be open-minded. If you do not give them such an opportunity, the representatives of this generation will lose interest. For such people, it is important always to have a choice and perspectives. Also the important thing is the question of material interest. To manage such people is difficult and interesting at the same time. In fact, they are the beginning of an era in which original ideas and ability to think "outside the box" acquired paramount importance.

As the New York Life Insurance study showed, X generation had more children than their Boomer parents. Spending time with their families is important to generation X. As a result, managers need to think twice before asking them to work overtime or on weekends (Johnson & Johnson 2010, 65.)

Generally their values are to be able to change things, high awareness, technological literacy and quality education, the desire to learn during all entire life, the search for different emotion, individualism and pragmatism, self-confidence, the desire for leadership, recognition of sex equality, the search for well-being, diligence, honesty and friendliness (Shevchenko 2013.)

Another value for X generation is time, knowledge and education. For this generation, it is more important to obtain and have an education than the educational process and its consequences. They are ready to spend money for their education and for education of their children (Shevchenko 2013.)

Representatives of Generation X are good leaders. They are not as ambitious as Y generation, but more attentive to people. They know how to build a business relationship properly. Generation X value human relationships very much. And perhaps thus generation has the richest experience. They want to learn and share their thoughts, ideas and opinions with other people (Enciklopediya marketinga 2011.)

Generation Y

Chumakov (2008) says that Generation Y are born during the "autumn" (years 1983-2000) and now they are entering into the phase of active life. As expected, they are very similar to the generation GI. Generation Y is also called "network" or "Millennium" generation. Generation Y is the first generation born into the Information Age. As a result they are perfectly oriented in computer networks; as a consequence, it is easier to communicate with like-minded person living on the other side of the planet than with a neighbor on the porch. They live in virtual reality, in blogs and in artificial computer worlds.

Unlike other generations, Y representatives are very liberal, their mentality is hardly constrained by any limitations. Generation Y has no idea about fiction. Looking at the development of modern technology, Generation Y makes sure that nothing is impossible if this does not exist today, then tomorrow it will be invented, grown or built (Sokolova 2010.)

Benckendorff (2009) said that generation Y is also the first generation born into the "age of terrorism". Generation Y grew up at the conflicted time, e.g. the collapse of the USSR, military conflicts and terrorist attacks, explosions of skyscrapers in New York and the Moscow Metro. Anyway generation Y tends to be hopeful about their futures, even when confronted with terrifying events (Johnson & Johnson 2010, 112).

Generation Y members are credit-dependent, and often financially dependent on parents and others much later in life than was typical of previous generations. It is a hero generation, with a focus on brands, friends, fun and digital culture. Members of the Y Generation are confident and relaxed, conservative and the most educated generation ever. They have been sheltered, but have had high expectations placed on them, they are special and safety is paramount. They are impatient and self-focused, yet value teams and collaboration (Benckendorff 2009, 6-8.)

According to Shevchenko (2013) their values are civic duty and moral responsibility, dignity and freedom. They are individualists and prefer honesty in everything. Parents spoiled them, strongly guarded, weaned from the independence, which they had in

their time, so the generation turned out to be well controlled, but at the same time confident in its value. Generation Y is a generation that wants to get more than to give. It is important for them to be immediately rewarded for their work, because they do not believe in the long run. And they value the duty and morality much more than their predecessors (Chumakov 2008.)

Generation Z

Finally, the generation Z is only at the beginning of the formation of its value system ("winter", "artists"). It is difficult to say anything about them. Theorists suggest that generation Z grows as a generation of artistic. They will be just like the old Silent generation, according to Strauss and Howe (2000) theory.

They were born in a society in which constant online status and individual mobile devices are normal. They started using the computer mouse at the early age of 18 months. They don't see technology as an instrument, for them it is just a common thing in everyday life. The way this will influence on their thinking and behavior is not clear yet, but they will certainly adopt new learning styles focusing on knowing how to get access to every piece of information, synthesizing it and integrating it into their life (Van den Bergh & Behrer 2011.)

2.1 Division by family member's role

Family is one of the most important blocks of society. Family is association of people based on marriage or blood relationship with a common mode of life and mutual responsibility (Volkov 1986, 20.)

There are many different types of families, depending on blood ties or quantity of members and many other factors. In this thesis work only extended family will be considered. Extended family consists of children, their parents, grandparents and other relatives. The extended families might be one generation, two generation and three generations families. Often these family members live together and form extended family household (Danzy el al. 2009, 439.)

However, today we can see a tendency that extended families are separating and restricting into smaller family units. This is because the society has changed, became more mobile and many nuclear families seek for their own household, they want to live apart from extended family members. Although every nuclear family(or traditional family, consists of married couple and their biological children) is part of extended family unit and in hard times and crises, extended family members offer many resources to support the family, even when the long distance can separate the households (Bowden & Greenberg 201, 20-22.)

Each family has its own rules and principles of life; especially the relationship between members; spoken and unspoken rules of life; its history; family stories, outstanding representatives; common business, responsibility.

In the early stages of social development relationship between a man and a woman, older and younger generations were governed by tribal customs, represents syncretic norms and patterns of behavior, based on religious and moral views. With the emergence of the state regulation of family life has become legal

To understand the family as a social institute the great importance plays the analysis of role relationships in the family. Family role is a type of social role in society. Family roles and functions determined by the place of the individual in the family group and depending on marriage position (wife, husband), parent (mother, father), children (son, daughter, brother, sister), intergenerational and intragenerational (grandfather and grandmother, senior and junior). Execution the family roles depends on a number of conditions, primarily on the correct formation the image of the role. In today's society there is an attenuating process of the family as a social institute, there is a change in its social functions. Traditional roles were when woman kept the house, bear and raise children, and her husband was the host, often the sole owner of the property, and provide economic independence to family. Now the vast majority of women in countries with Christian and Buddhist cultures has become involved in the production of political activities, economic support of the family and takes an equal and sometimes leading part in making family decisions. This significantly has changed the nature of family functioning and has resulted in a number of positive and negative consequences for society. On the one hand, it has contributed to the growth of self-consciousness of women, equality in marital relations, on the other hand, exacerbated the conflict

situation impacted on demographic behavior, leading to reduced fertility and increasing mortality (Verb 2008, 10-17.)

Children

Children are the most sensitive and perceptive people. The role of children in the family has changed dramatically in the last 100 years. Families needed children for their livelihood, to plow the fields, feed the animals, make butter, cook etc. Then they had a feeling they are needed. In this modern world, full of high-tack devises how to give children that sense of self-worth? Children know they are loved, but if parents want them to become active and positive members of the family they must make them feel that they are absolutely necessary (JM 2011.)

Children, this young generation is full of energy and open for new adventures, though they are great help, when they grow, they help to cook, set the table, fold the laundry, take out the garbage, dust, sweep, vacuum and problem solve. Children's' role may include taking care of siblings (babysitter) and participating school (student). Role of the child in the family rests solely on parents. How they will treat him, which parenting techniques they will use, and such a child will raise up (JM 2011.)

A child needs both female and male attention in the family. Mother usually effect on a child with tenderness and kindness, thus plays an important role in the education of humane traits. father is involved in the formation of children dedication, insistence and courage (Ilin 2013, 282 -284.)

Parents

The family determines what role should play each member of the family in order to function smoothly. Roles can be formal and informal. Usually parents take on many roles providing financial support (breadwinner), taking care of the home (homemaker) and raising the children. Family members can play different roles, and only roles of parent, children and grandparent will be considered in this particular research work.

Parents are eager to apply the forms, methods and means of education, which developed during childhood and in their families. Parents are eager to apply the forms,

methods and means of education, which developed during childhood and in their families (Ilin 2013, 390.)

Family, primarily, parents play an important role in preparing for marriage and future family life in their children's life. The younger generation gets from their parents the information about relationships between the sexes, parents help to assimilate family roles, share the experience of living in a family, parents teach their children how to behavior, how the relationship between father and mother should be, attitudes towards children. Family is the first example of human interpersonal relationships and lays the foundation for its future behavior in family relationship (Volkov 1986, 17.)

The important role of communication between parents and children is upbringing. From birth, communication becomes the main part of living for a kid, child learn to accept and absorb the surrounding reality through communication, according to elaborated rules of behavior in society Communication with children and upbringing is constant contacts relationship, attention to children. Family has a very special atmosphere, where the child brings joy and sorrow, thoughts doubts. Basic family conflicts occur on the basis of lack of attention (Ilin 2013, 83-84.)

Grandparents

In the modern world, when parents are busy with their work, grandparents come to help in the upbringing of children. Grandparents have been spoiling their grandchildren forever, and the reason is pretty simple - it makes them happy. They love being grandparents, they prefer to be closer to their grandchildren. They take care of their grandchildren while their parents are at work, take care of them during illnesses, sit with them in the evenings when the parents go to the cinema or theater, read them books and tell stories (Verb 2003, 198.)

According to Grandparents.com/the American Grandparents Association (2013) 66% of American grandparents travel with their grandkids; 81% have their grandkids for part or all of their summer vacation; 55% play video games with their grandchildren. Grandparent are generous in everything, in love, time and money. They like spending their money on presents. They are active, go for sports and become volunteers, like reading and surf the Internet, becoming more modern with help of advanced devices.

It should be noted that the role of grandparents is not only the role of child assistant. These family members can teach and explain a child a lot of things, entertain him in variety of ways unknown to parent. There are psychologists who believe that children learn inherit culture, family values, customs and traditions from grandparents, not from parents. This is very important in child's development (Verb 2003, 195 -200.)

2.3 Three generations

For this 3G Travel concept, I divide generations because of their role in the family (grandparent/parent/child). And it is important to understand that at the same time extended families can consist of representatives of Baby Boomer, X and Y generations; or family members can belong to X, Y and Z generations; or it is also possible that extended family has representatives from four generations, when Generations Y and Z are Boomer's grandchildren. There are a lot of options and combinations but the main thing is to find a proper approach to each generation. On figure 2 it is seen what roles Baby Boomers and generations X, Y and Z can play in families.

GENERATIONS	Baby Boomers	Generation X	Generation Y	Generation Z
Grandparents	✖	✖		
Parents		✖	✖	
Children				✖

FIGURE 2. Generations

The purpose of this thesis work is it to suggest new activities for Three Generations travelers. According to Godfrey and Clarke (2000, 69) "activity" is considered to be purpose-build tourist/leisure attractions and facilities. Being active means doing some energetic actions or movements. For the potential long-stay visitor, the range and diversity of activities may affect the choice of destination.

3 CUSTOMER VALUE

Today people face a lot of challenges and temptations and every year it is becoming harder to satisfy customer needs. They are becoming bored with similar products and services. Today it is not enough just to produce and sell the product or service. That made to change the nature of products. There are a lot of tailored orders. And new products are brought to the market more often and more quickly, that cause over-supply and that has made the customer more powerful. Now they are more knowl-edgeable and sophisticated, and many of them need exceptional value. (Cerasale 2005, 38-39.)

The demand for tourism is constantly changing, so information about tourist charac-teristics needs to be gathered on a continuous basis. The destinations have to take se-rious decisions on attractive tourist groups, if they do not notice trends throughout time they will find that the types of tourists become less and less advantageous to the area (Godfrey & Clarke 2000, 89.)

To avoid it companies and especially tourism companies need to be aware of such concepts as "value" and "customer value." The term "value" has a lot of meanings. In dictionaries we can find that value include worth, a fair equivalent, esteem, efficacy, excellence, something that renders anything useful or desirable. It can mean many things as it is seen in figure 3. The producers of goods and services consider value in terms of characteristics or features the customer is willing to pay for. To Rubber Maid, value is a combination of four inseparable attributes - quality, price, service and speed. For McDonald's, it is what you get for what you pay. (Iyar 2009, 60 – 61.)
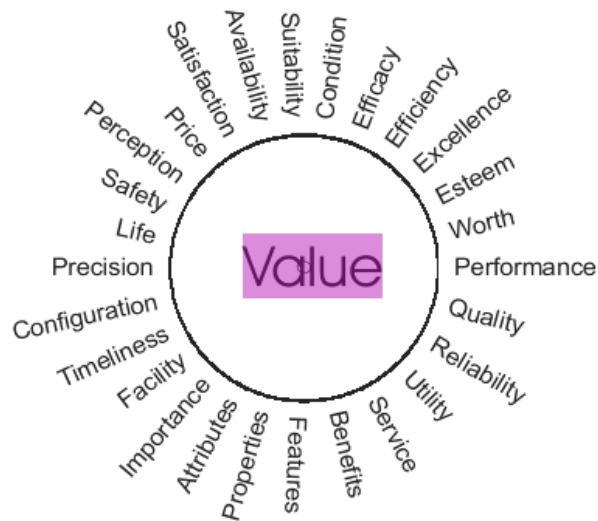
FIGURE 3. Value (Iyar 2009, 62)

Identifying and creating Customer Value are regarded as essential background for long-term company survival and success (Tsiotsou & Goldsmith 2012, 222). Today manufacturer makes what customers want and need. Value is what customers get out of the product or service. If they value quality, performance or life, they want it of a higher quality. If they value convenience, they want it even easier and faster. If they value service, they want it more promptly, on demand. If they value low cost, they want it still lower (Iyar 2009, 21.)

3.1 Customer value

Value is not only what you build into your product and services, but also what the customers get out of you, your products and services. The measure for applied value is customer satisfaction. Quality matters if only a customer can get value out of it. The real value solution is to optimize both quality and cost. The price-performance and services have a role in making products competitive (Iyar 2009, 66-70.)

Four types of customer value, according to Tsiotsou & Goldsmith (2012, 224), are:
• functional/instrumental value: a product (good or service) has the desired and useful characteristics and useful or performs a desired function;

• experimental/hedonic value: a product creates appropriate experiences, feelings and emotions,

• symbolic/expressive value: customers attach or associate psychological meaning to a product;

• cost/sacrifice value is concerned with the transaction cost.

All of them are based on five major sources of value - information, products, interactions, environment and ownership.

Getting customers is more than a matter of providing superior quality and service. The customers now want better quality, quicker response, flexibility, and greater fail-safe and returns in one word, higher values. The product or service must take the customer beyond mere satisfaction to true enthusiasm: superior customer value (Iyer 2009, 24.)

As theoretically started by Holbrook (1999) and many others, value resides not in the product (a particular destination) and not in the brand chosen (a specific hotel chain) but, rather, in the consumption experience derived, which is obviously unique (Tsiotsou & Goldsmith 2012, 156).

Iyer (2009, 79) concluded that understanding the concept of value can help to direct efforts towards the right kind of results to enhance value. Knowledge of studying values let the providers of tourism services be able to explain and predict consumers behavior.

As it has been already mentioned, the values of the representatives of different generations sometimes are quite opposite. They have one thing in common - the roles, which the representatives of different generations can play; they can be the clients (service consumers) and agents (those who produce services). And the main question is how to attract and retain representatives of different generations? What are the best methods of work with them? What is value for them? These and other questions were discussed by Eugenia Shamis (2004) on the master-class at the School of Civil Initiatives and Social Management in Lithuania with representatives of different regions of Russia , Lithuania, Hungary, Romania, Poland, Belarus, Azerbaijan, Finland. Here are some of their conclusions.

How to operate on the market with representatives of Boomer generation? To attract Baby Boomers, the mass media and a positive image of the organization can be used.

How to organize work with Boomers? Probably:

• offer the freedom to choose activities, active positions in projects, including emphasizing their status as possible creative implementation;

• combine in a team;

• offer new and exciting areas of activity;

• provide access to new information, the latest news and educational opportunities;

• motivate through organizing sports events, playgrounds (job - play table tennis), a party in the style of the 60s and seminars - "How to stay young," contests and competitions - Talents fair;

• combine on a professional basis (offer advice to young professionals - to share experiences, which are important for the development of the local community) and interest;

• raise funds and resources in this category, as well as their intellectual potential (for example, include caregiver advice - use their connections to improve the lives of the local community);

• give them what they value; official diplomas, letters of thanks and gratitude of all.

How to operate on the market with generation X?

To attract them, you can use:

• all sources of information (Internet. TV, newspapers);

• brochures and leaflets , fashion magazines

• image;

• SMS, MMS , mobile phones and modern communications technology " stuff ";

• Friends, relatives and children;

How to start work with generation X?

• Show and highlight the importance of each person;

• set clear goals and objectives in their activities, show broad potential areas, to give freedom of choice;

• explain why it is necessary to do anything, which expects results;

• stipulate encourage and reward (travel, training, mobility, self-development, etc.);

• provide access to a variety of information, and the information must be specific;

• offer challenging assignments - those where there is a challenge and risk;

• provide an opportunity to not only develop solutions, but also put them into practice;

• show and provide a fairly quick time prospects of participation in the organization.

How to operate on the market with generation Y? To attract them, you can use:

• information technology;

• large variety of activities

• Internet, TV;

• billboards;

• concerts and discos;

• friends.

How to start work with representatives of generation Y?

• Conduct action, attention and showing the importance of the third sector, the sector of services in economy and its impact on society as a whole, the environment;

• provide an opportunity to hang out an interesting, something like a club atmosphere; provide alternative activities;

• show growth prospects and offer real opportunities for development, acquisition of knowledge and experience - all of which increases competitiveness;

• motivate the opportunity to change something in society and then the specific reward; use an individual approach to each , but use to perform tasks in the group;

• reflect the importance of their participation.

To enhance the value and it will allow to improve relations with potential customers. Need to remember that a product or service with right attributes, features and function will be of value to the customer. Values are not permanent, customer expectation is changing fast. Value can be created and added by:

• designing value (with creativity, superior ideas, material, methods and process);

• producing value (with technology, equipment, skill, innovation and workmanship);

• supplying value (performance, use, esteem, satisfaction and returns);

• assuring value (backing up with warranty and efficient service); and

• delivering the highest value to the customer or user.

The value will depend on its additional merit (use, performance, esteem, satisfaction, etc.) and the difference in cost. And it is very important to involve consumers into a new product development, enhancing the value of the people company will enhance the value of the firm.. (Iyer 2009, 79 – 80.)

3.2 Generations' behavior, values and tourist preferences

Generational theory has much to offer to those wanting a foundational understanding of the young people in our society, who are entering the workforce and who are the new visitors in the tourism market (Benckendorff 2009, 5). I will try to determine the generation's preferences in tourism sphere and their behavior as consumers.

Baby Boomers

Baby Boomers make up a significant proportion of consumers; their needs and life-style have a strong impact on the economy, they have built up vast private pension savings. According to the ILC-UK's research, which conducted in Great Britanie among English people, the average household wealth of the over 50s is £541,000, including private and personal pensions, property, financial assets, valuables and deposit savings. This wealth more than halves by the time the household reaches 80 (Imman 2014.)

Boomers have accumulated enough money over a lifetime and do not hesitate to spend them. They are similar to the younger generation, for example, they also frequently visit pubs and restaurants, but can afford to spend more than teens (Shevchenko 2013.)

Also Shevchenko (2013) in his article has mentioned that for boomers shop is a place of purchase. If the Boomers are interested in certain goods and services, they will go and get them. Thus the purpose the tourist organization should suggest such kind of service, activity, product which will be certainly needed by boomer customers, and they will agree to go even to another part of the planet. They are an attractive market for travel industry. It would be a mistake to think that Boomers become homebodies because of the age. Many Boomers become even more active and try to take advantage of all the pleasures of life.

Chumakov (2008) thinks that they are attracted by the collective sports, for example, activities like football, hockey, and basketball. Best of the Rest is tourism or cottage, where instead of potatoes they would plant flowers or tomatoes at most. And in their

sport they are especially attracted to achieving high performance, a victory, because they are the generation of winners.

Baby Boomers do not feel old. In order to look and stay young, they visit health clubs, keep diets, protect their health. They want to remain active and inquisitive, which was so appreciated in the years of their childhood. X generation as it was already mentioned, has as the main value a choice. The best job for them is the one that allows to manifest inherent creativity, breadth and originality of thought. And the best holiday on pension is a health resort, a beach. During their trip they seek to learn new things. Anyway they spend billions of dollars on traveling, trying to look for active recreation, where they can experience the adventure, for example to observe polar bears in northern Canada or review attractions in Europe (Peratinskaya 2004.)

Generation X

As consumers, generation X is very practical generation, before buying new goods they look at the packaging and the information on it, pay attention to the composition of the product. Generation X likes low prices and multi-functionality in products. They know what crisis means and prefer practical goods, for example, mostly their cars are small, differ in cost-effectiveness and are convenient for city parking. Generation X usually come to the store alone and do not like spend a lot of time on shopping, they like carefully and rationally use their free time. Generation X has own cultural needs. They are interested in environmental issues, and they respond positively to the social actions of companies. (Shevchenko 2013.)

Generation X stands up for honesty in advertising; they like frivolity and boldness, and sneers at traditional advertising approaches. They are also interested in making money by buying low and selling high. It was Generation X who had introduced online auction eBay in the 1990s and had boosted e-commerce in general (Van den Bergh & Behrer 2011, 10.)

X generation are mavericks opponent to all sorts of crowds and parties. Even choosing a sport to practice, they usually decide on fighting and boxing for boys or on gymnastics and figure skating for girls (Chumakov 2008.)

To sum it up I can say that generation X will be satisfied with something simple and mysterious at the same time.

Generation Y

They understand fashion better than anyone else. Fashion is their creed, and the purpose of life is to provide the maximum amount of pleasure. They do not practice sports in order to win or to develop the musculature, but in order to get an extra portion of positive emotions. And the best exercise equipment for them becomes a bike, skate or rollers. Generation Y wants to get maximum enjoyment of life, to develop their personalities, to try everything they will find out fascinating. People, who belong to this generation, appreciate their time very much. It is important for them to do everything in due time (Shamis 2010.)

The generation Y prefers to go shopping with their friends. Today, supermarkets and shopping centers include not only shops, but also restaurants, cafes, cinemas, swimming pools, fitness centers. It is some kind of entertainment for them, to go to the large shopping center it is like to go for a walk, they can drink cup tea or coffee in some café, chatting and enjoying time together, watch a movie, listen to music. They want easily buy things, it is like a game for them, they want enjoy and have fun during this process (Shevchenko 2013.)

They are addicted to fashionable now sports: rollerblading, basketball, street ball, but they are not seeking to achieve "results", but they are doing it for pleasure. Because they just like to do it and get pleasure. Shevchenko (2013) argues that this generation depends on advertising. First they watch a commercial, study it and after that make a decision. They are more concerned about themselves in their own business.

Y Generation wants to explore the world around them and discover novelties. They have traditional family values but are very tolerant and open as well. They have strong work ethics but want to find a balance between life and lots of leisure time as well. This generation is more a positive generation than Generation X, they believe in a better future and a better world. (Van den Bergh & Behrer 2011, 38.)

Generation Z

Although the Generation Z is pretty young, values and models of consumer behavior are already in their infancy. Today's environment gives us some reason to suggest that the behavior of this generation is aimed to get complete freedom. They are trying to find their own individuality and uniqueness. This generation is less affected by brands, it is more likely they are actively seeking to become a brand themselves (Shevchenko 2013.)

To understand customer value consciousness, current Generation Z is characterized by the fact that young consumers will not "set" on the profession and destiny, they live for today. They are rational, and behave according to the situation, "here and now" and "not later tomorrow." They believe that they will live forever. It is not typical for them to set long-term plans and goals (Shevchenko 2013.)

According to professional psychologists, the key to children's holiday is its quality content. This should include not only health treatments such as swimming and sun-bathing, but a variety of physical activities.

4 RESEARCH METHODS

In this chapter I will introduce the research and data collection methods used in this research. The research methods can be of quantitative and qualities nature. The analysis is based on the online survey implemented during the process of working on the thesis. This chapter also contains evaluation criteria for a research.

4.1 Quantitative and Qualitative research

The research method which was used is a quantitative research. It involves statistical analysis. Statistics is a branch of mathematics that is applied to quantitative data in order to draw conclusions and make predictions (Wilson 2010, 212). That means that when we use statistics in analyzing old and new information we can forecast future predictions.

One of the purposes is to measure the incidence of various views and opinions in a chosen sample. The groups studied are large and randomly selected. The collected data will be introduced in numbers and statistics. To be sure of the reliability of the results it is often necessary to study large numbers of people and to use computers to analyze the data. Quantitative data collection methods include various forms of surveys, they are online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations (Veal 2006, 40.) The method is appropriate because it will help to forecast what services will be in demand.

There are a variety of different quantitative analytical techniques which can be utilized in analyzing and interpreting data. These techniques include everything from simple tables to multivariate test (Wilson 2010, 212.)

Along with the quantitative research method a qualitative research was used. The purpose was to gain an understanding of underlying reasons and motivations; to uncover prevalent trends in thought and opinion. The information collected is generally not presentable in numerical form. It is used when a full and rounded understanding of the leisure or tourist behavior is required (Veal 2006, 40.) This method is appropriate because it will help to answer why people choose certain things and help to make further decisions.

There is no definitive approach to carrying out qualitative data analysis. Qualitative data analysis is very much explorative. And researches often have to deal with a huge amount of raw data. And it is essential to have a clear 'plan' of steps that need to be taken to analyze the data in an effective manner (Wilson 2010, 253-254.)

There is a diverse range of approaches in qualitative data analysis. Here are Wilson's (2010, 255) four analytical steps in the qualitative data analysis. The first step is transcribing the data. The next step is reading and generating categories, themes and patterns; coding. Step three is interpretation, which means basically developing a deeper understanding on the findings. The final stage in the process is to write the actual report. The main qualitative data collected methods are observation, interviews and focus group (Wilson 2010, 253 - 262.)

Blaxter (2010, 65 - 66) identified four basic approaches to, or designs for, research in the social sciences: action research, case studies, experiments and surveys. All of them are appropriate in qualitative and quantitative research.

4.3 Validity and Reliability

Eriksson & Kovalainen (2008, 291) provide three basic concepts for the evaluation of research in social sciences, they are the reliability, validity and generalizability.

Validity is a measure of how accurate the results obtained by the researcher. Leisure and tourism research are fraught with difficulties in this area, mainly because empirical research is largely concerned with people's behavior and their attitudes, and in this information the researcher is, in the main, reliant on people's own reports in the form of responses to questionnaires (Veal 2006, 41.)

To be able to say that research findings are valid is to say that they are true and certain. True, here, means that your findings accurately represent the phenomenon referred to and they are backed up by evidence (Eriksson & Kovalainen 2008, 292.)

Reliability is the measure to which research findings would be the same if the research were to be prepared at a later date or with a different sample of subject. If experimental conditions are properly controlled, a repetition of an experiment should produce identical results wherever and whenever it is conducted (Veal 2006, 41.) Therefore, the question of reliability is related to the establishment of a degree of consistency in research in the sense that another researcher can replicate someone's' study and come up with similar finding (Eriksson & Kovalainen 2008, 292).

But a researcher deals with humans in different ever-changing social situations, and varying physical environments. That is why identical questions asked of people in different locations, even within the same country or region, are likely to produce different results. And a leisure and tourism researcher has to be very careful in making general, theoretical, statements on the basis of empirical research. (Veal 2006, 41.)

Also Veal (2006) noted that while measures can be taken to ensure a degree of gener-alizability, any research findings relate to the subject involved, at the time and place the research was carried out.

4.2 Survey method

The selected method for this research was the survey method. Surveys may be the most widely used and abused technique in collecting data. This method was chosen because this is the most appropriate method for this thesis work. According to Blaxter (2010, 65) survey can be used both in qualitative and quantitative research. Survey questionnaire can be written rather easily, this technique is often used instead of a more in-depth and difficult research approach.

Also this method was chosen because it is inexpensive and easy in administration and processing the received information, although survey questionnaires are impersonal, may be time consuming and distorted (Keppler et. al. 1994, 50-52.)

If a researcher wants to have a reliable and valid survey, he/she must carefully plan the survey instrument. And the first task is to write the survey questions. Questions should be written in clear, simple language to minimize confusion. The type of ques-tions will depend on what purposes a researcher wants to achieve. For example, it can be open-ended questions, when subjects formulate their own responses or closed-ended questions, when subjects choose from a limited number of alternatives (Jackson 2008, 112.)

Some questions can be quantitative questions types, they include multiple choice, rank order and constant sum, and other can be qualitative questions types, which explain perceptions or opinions by using text instead numbers (Brashkaran & LeClaire 2010, 24).

There are different types of surveys. It can be mail, phone, online and face to face survey. Surveys work best when the respondent knows that answers will be kept con-fidential. Mailed surveys are useful when collecting data from people who may be geographically dispersed, such as customers across the country. Survey can be sent by ordinary mail or by e-mail (Keppler et.al. 1994, 49.)

Telephone survey is a survey when questions are read to subject by phone. The advantage of this kind of survey is that responded can clarify the question if he did not get it, and the researcher also can ask follow-up questions in order to get more reliable data. Personal interview is a survey when the questions are asked face-to-face. One advantage of this kind of survey is that the researches can see respondents' body gestures, expressions on their faces which allow researcher to get deeper understanding of respondents, their true opinion. Another advantage is that respondent has more time to answer comparing to telephone survey (Jackson 2008, 117-118.)

For this research work the online survey was chosen. Online surveys are a tool for collecting electronic data via the Internet. Online surveys have a lot of benefits, it save time, it requires not much time to develop, distribute and analyze the results. Also it covers a large geographical area. It saves money, probably this kind of survey is the most cost-effective method, because you do not have to pay for paper or to hire employees for distribution, you need just access to the Internet. Also it is much easier to develop survey online, as all network servers provide a lot of additional tools in creating a survey and allows you to change the content anytime, and the researcher can get ready charts and graphs, what make the process of analyzing results much quicker and easier. Also using online surveys the researcher gets quick feedback, because it offers real-time answers. (Bhaskaran & LeClaire 2010, 10-15.)

The researcher can also collect data on more confidential information. Participants, who might be unwilling to discuss personal information with someone on the phone or face to face might be more willing to answer such questions in a written survey, this kind of method is also less expensive than a phone survey. And last, the answers are sometimes more complete because participants can take as much time as they need to think about the questions and formulate their responses without the pressure of someone waiting for an answer. (Jackson 2008, 115-116.)

Samples can be probability or non-probability. The division of sampling techniques by Wilson (2010, 194) can be seen on figure 4.
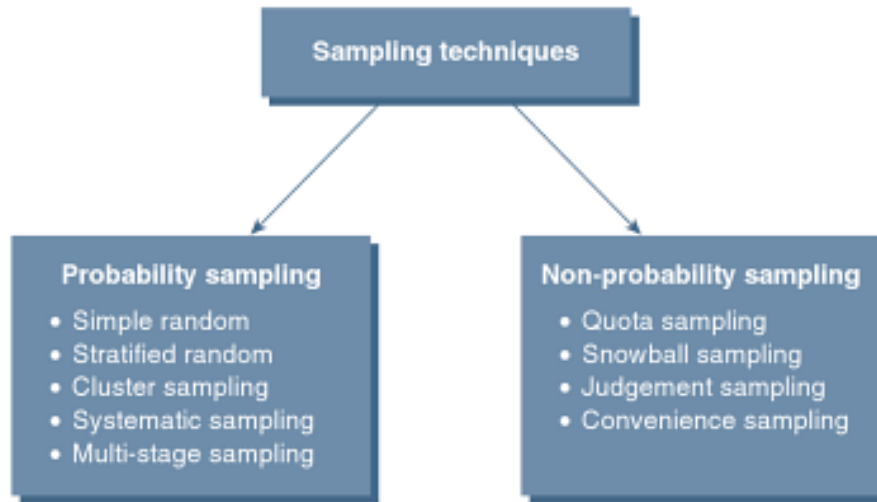
FIGURE 4. Sampling techniques (Wilson 2010, 194)

Jackson (2008, 122) had another division of probability or non-probability samples. His sampling techniques are random sampling, in which respondents are equally selected as part of the sample; straitified random sampling, in which respondents are specific subgroups or strata; cluster sampling, in which clusters of respondents are identified in the sample; convenience sampling, in which respondents are received wherever they can be found and normally wherever is convenient for the researcher and quota sampling uses convenience sampling to obtain the respondents who has certain characteristics.

The convinience sampling was chosen as the most appropriate for this research work. According to Kothari (2004, 15) this sampling is non-probability sampling, and involves purposeful or deliberate selection of certain units of the population for composing a sample. That meant that there is no certain population, just polls. This convenience sampling technique in online survey reflects the purpose of the research work in collecting needed data.

4.4 Conducting the survey

This research was based on both quantitative and qualitative analysis, the survey was carried out to respond to both the analyzing methods (see pages 23-25). I used Survio as a tool by creating survey. Survio is a quick and easy tool in creation online survey.

It is intuitive, easy to use and packed with powerful features anyone can operate. The server provides a lot of possibilities in developing survey, the researcher can use ready-made survey templates, layouts, styles and get responses in real-time, using tables, charts, PDF reports and data files for most file types. The survey can be created in different 11 languages for now, English, Czech, German, Spanish, Italian, Dutch, Polish, Brazilian, Portuguese, Russian and Slovenian (Survio 2014).

For the result to be meaningful the individuals who take survey should be representatives of Baby Boomer generation and generations X, Y and Z, and these people have to have an extended family; these people are children, their parents and grandparents.

The survey was placed on social networks such as Facebook, which is currently the largest social network in the world, where more than one bullion people are signed in; and in VKontakte - the largest social network in Russia and CIS countries. Survio allows their users to collect only 100 answers per month if you are using its resources free of charge and I have collected all 100 answers. The survey was conducted only from 14th March 2014 till 4th April 2014. That is why I collected the responses from users who were online during these days and received the delivery which was published on numerous public pages connected with tourism and hospitality sphere. These pages were selected because all of them are directly related to tourism and hospitality and unify people from all over the world. The table 3 presents these pages.

TABLE 3. Web pages

Link	Name
https://www.facebook.com/TourismAroundTheWorld	Tourism Around The World
https://www.facebook.com/Tourism.Holiday	Tourism
https://www.facebook.com/travelerstravelers	TRAVELERS
https://www.facebook.com/travelandleisure	Travel + Leisure
https://www.facebook.com/BeautifulTravelDestinations	Travel
https://www.facebook.com/Tohology	Tohology: Tourism & Hospitality
https://vk.com/travel_it	Путешествия и туризм (Travel It)
https://vk.com/vk.travels	Путешествия – Туризм (Travel – Tourism)

I sought information on people's expectations and their wishes toward a perfect vacation for the extended family. The survey was aimed at choosing the best proposals. That helped me to find out the generations' preferences and wishes and present the most suitable suggestions to the Saimaa Holiday Oravi.

The survey intended for all the participants of the survey included open-ended questions, two-way questions, multiple-select questions, a single-choice question and closed-ended questions. The different types of questions were used not to limit the respondents. It was important to collect proposals and opinions of participants, because the main point was to collect data on the respondents' preferences with the suggestions and get alternatives of spending leisure time, to find the answer what people want to do together as Three Generations customer. When I was designing the survey, I wanted to create simple and clear questions in order to avoid any misunderstandings on the part of the respondents. I used some images to decorate questions to make sure

respondents understand what I was trying to suggest to them. It was also important to include questions that would serve the purpose of this research.

I have chosen an online survey, because it allowed me to get a large audience, it cost me nothing; all collected results were collected and analyzed by Survio and represented in charts, which is very convenient. I was able to get a good overview of the respondents and the data.

The survey was based on the generation theories (see Chapter 2), which states that people who were born in a different period in history, were raised in a different environment, have their own values and preferences in life, and different attitude to life. The questions were also based on the theoretical material of chapter 3, as the involvement of potential customers is very important in creating new services, products, in this case, activities. The survey was customer –oriented and questions were aimed at detection of the most satisfying offers according to consumers.

Due to the quantitative analysis I was able to summarize and describe the collected data by means of tables and figures. I also used Microsoft Excel in the preparation and presentation of the data. The collected data allowed me to compare variables and choose several activities which can be in demand. Due to the qualitative analysis I was able to show the bound between generation theories and decisions they have made and that allowed me alternative activities going beyond the scope of the survey.

5 ANALYZE OF THE RESULTS

This chapter is focused on presenting and analyzing the results of the research. The results are based on quantitative and qualitative data collection method: survey (see chapter 4). Then after survey results the offers for three generations travelers will be introduced.

All assembled information is based on 100 responses, which were obtained by online survey. The survey can be found on the following webpage - http://www.survio.com/survey/d/V2M5U4C3I9O2B4N3O. The survey (appendix 1) consists of thirteen different questions regarding different activities. I wanted to col-

lect information about customer preferences in leisure and also gave them the possibility to offer their ideas. I will process every question separately in order to get a better picture of the results.

The survey included question about age to determine belonging to one of the generations. As we can see from figure 5 the most of respondents are generation Y. This is reasonable as it has already been said this generation has tight connection with technology and network, they are advanced users. The less number of generation Z might tell us that some social surveys are not interesting for them.
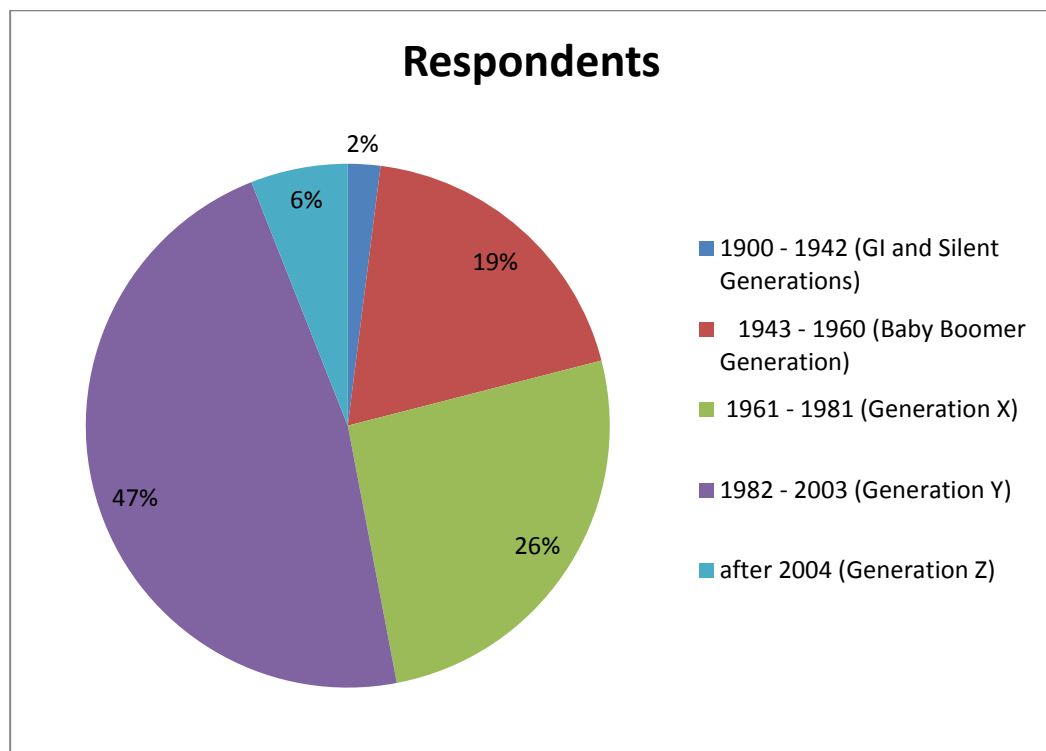

FIGURE 5. Respondents

I have asked potential customers how they consider Lake District as possible place for holidays. As we can see 92% of respondents want to go to some quiet place like Lake District with their extended families. That means that people do not mind going in such place and like Saimaa Holiday Oravi and this cottage village perfectly require customers' demand.

24% of respondents are grandparents; 40% said they are just parents and 38% are children. Thus, I have collected information from all three generations and that allows

me to suggest activities for three generations families as I get opinion from all three representatives of generations.

There were questions about different activities where answerer had to choose only one variant. Almost all respondents, 93 of 100 people chose launching Chinese Lanterns. It was the most attractive activity for them. Less popular was morning workout, only 48 persons chose it. The idea was to find out what kind of activities are appreciated the most, team and energetic activity like football; relaxing and visitor acts as an observer showing less activeness like launching Chinese Lanterns; or something that requires a lot of time and temptation but joy like fishing; or not common for people sport like archery. All results can be founded in figure 6.
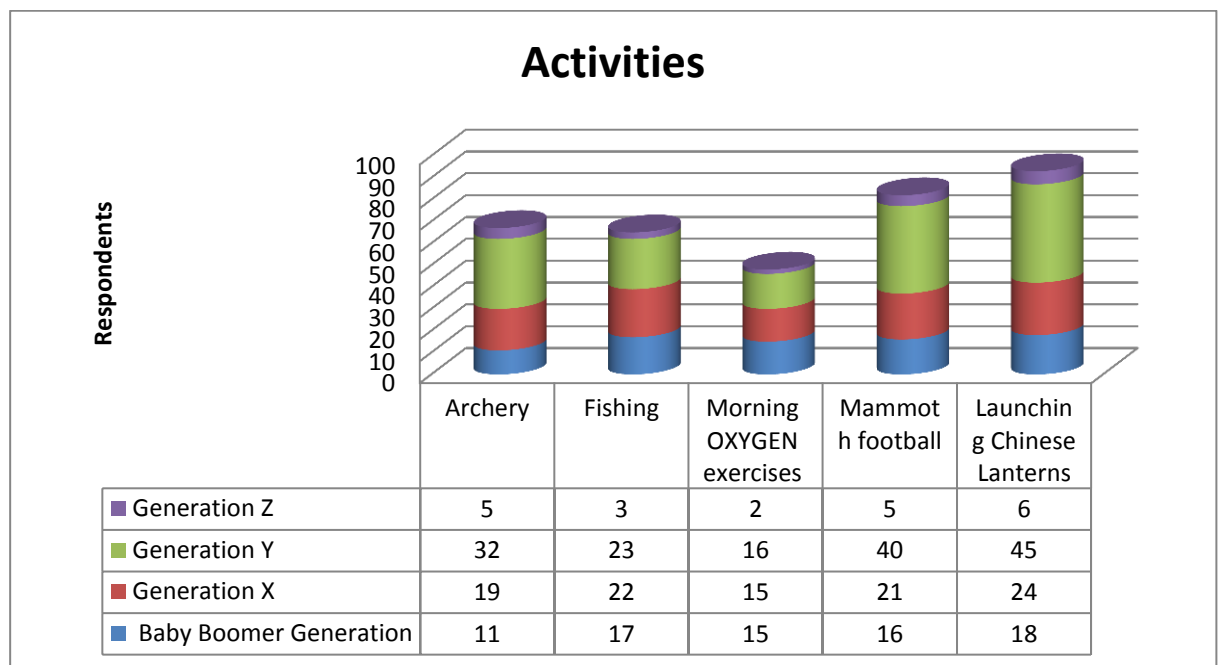
Activities

	Archery	Fishing	Morning OXYGEN exercises	Mammoth football	Launching Chinese Lanterns
Generation Z	5	3	2	5	6
Generation Y	32	23	16	40	45
Generation X	19	22	15	21	24
Baby Boomer Generation	11	17	15	16	18

FIGURE 6. Activities

Then there were questions with few possible answers. From their answer I can assume that for the most of tourists' education aspect can take place on vocations. I have suggested only a few possible training variants what can be seen in figure 7, and most of people were inspired by idea to study something new, but still there were some people who probably do not want to spend their time on vocation visiting courses.
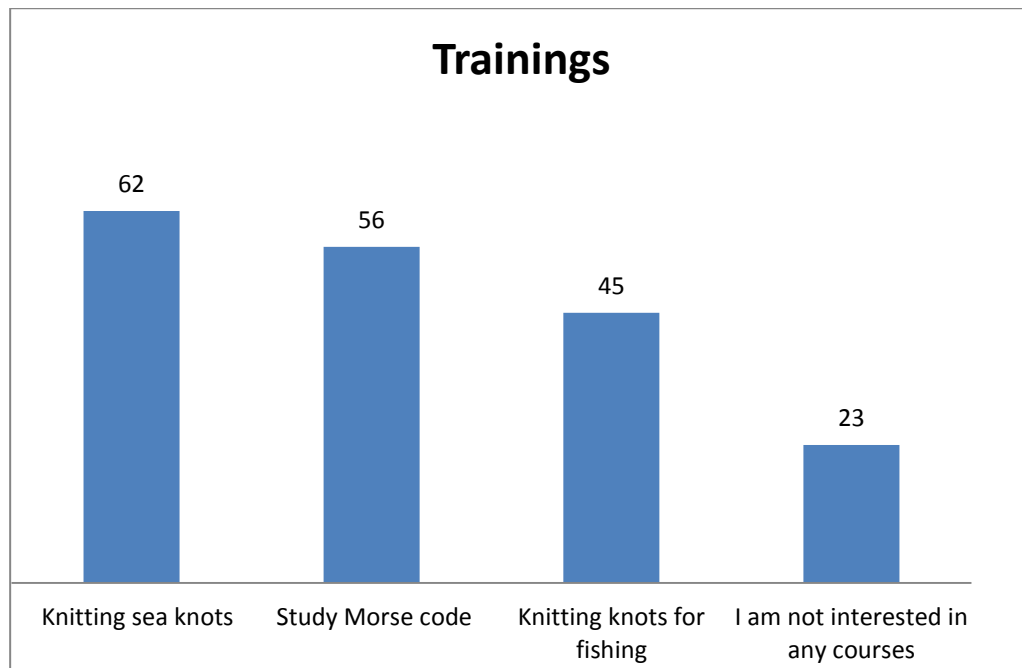
FIGURE 7. Trainings

One of the questions is about the families and their talents and I suggested to organize evenings where all families who stay in the Oravi can cook traditional family's meal and after that share it with other guests. As guests likely will be from different countries such evenings can lead to international friendship. This place can be their meeting place for many years. 34% refused this idea, but 66% of people would try such experience and many survey participants suggested their own ideas how to spend talent evening.

There was question about "regatta" competition. You will do your own paper - ship with your parent/grandparent/child and then run it in sailing. The 44% of answers were positive.

One of the main activities in Oravi cottages is fishing. The majority of men prefer going fishing on their own or with friends. All question was aimed at finding what all members of family think about coming together and fishing together. Only 36 % of respondents were interested in idea to go fishing with whole extended family.

Another question suggested battling your family member in such sport like chess. All Baby Boomers answered positively to this proposal. In total, 78% of respondents like the idea of competition. Last two questions were open-ended questions and they ac-

quired information what families usually do and what they would like do traveling together. These questions are very important to the research as they let me find out new offers, to see the tendency what they like and what want to do. Their answer let me find alternative suggestion that can be implemented in Oravi cottages.

6 CONCLUSIONS

6.1 Final suggestions

On the basis of the analyzed results of the survey, I am ready to present suggestions as the most appropriate activities for three generations family members to Saimaa Holiday Oravi cottages. These are "Family and their talents" evenings, "Mammoth" football, Chinese Lanterns launch, Archery, Chess competitions, and Educational trainings.

"Family and their talents" evenings

I have suggested this kind of activity because 66% of surveyed people have chosen this activity. The first idea was to organize such evening for guests once a week, for example, on Fridays. Provide them kitchen and all necessary equipment in main restaurant "Ruukinranta." All needed products they can buy right there in Oravi village shop. The overall purpose of all trips for three generations is to spend time together, and the purpose of this particular activity is to strengthen the bond between representatives of different generations, to overcome the conflict of generations and just spend time together.

I am confident that such evenings can bring a lot of amazing and unforgettable moments, especially during the time of the preparation the dish, when the older generation teaches the younger or even vice versa. Almost all generation of Baby Boomers, 16 persons and this is 84% of all Boomer - respondents have chosen this way of leisure. It can be explained by that fact that they are grandparent and conservative generation and it is important to them to pass on to their children and grandchildren some traditions of their family or national traditions even in preparing the meal. Or maybe they just want to spend time with family because it was the purpose of their trip. Rep-

resentatives of generation X could participate in such evening because they value their families a lot. They were deprived the chance as a child to spend a lot of time with family, they early became independent. They treasure every moment spending together.

Generation Y also value family traditions and what is more important, that those people who want to take part on this evening will do it because they like cooking, it is hard to make generation Y do something if they do not want to do it. For the smaller generation Z it can be seemed like something fascinating, these children like helping and they do it without any ulterior motive.

Beyond the survey's questions and on the base of the results I can suggest a few more opportunities for "Family and their talents" evenings, for example, each family plays some part of the famous play musical, try themselves as actors or singers and dancers. They need to show their talents, someone can play the guitar, another can do tricks.

"Mammoth" football

Mammoth football is one of the amazing adventures that tourists can find in Finland. People of all ages here love to play this team game. Online survey respondents also want to try to play this unusual football. According to the survey results 82 % of respondents have chosen "Mammoth" football as some new experience. All generations want to try this, but Y generation has more votes. It can be explained because Y generation is a vivid generation.

Generation Y enjoys their life, they love to be active and to keep up with the times. Their choice can be explained by the fact that this generation likes to be in motion, like variety, they are sociable and optimistic, they are not afraid to try something new. Then Baby Boomers gave more votes. Basically they are grandparents, and according to the theory of generation - a very active generation. They love to participate in contests and win. They are very good team players. Active travel is what they prefer, and team competitions are very suitable for this generation. They get double joy playing with their family.

Regard to X generation; this generation carefully and rationally uses their free time. They are parents, they are practical and like unusual things, and if something might interest them, they will try it. Thus, 80% of the X generation respondents would like to participate in this game. That meant the "Mammoth" football is rather interesting for them too. Almost all respondents from generation Z want to play this football. They are young and active, and they might want to try themselves on the field against their parents and grandparents.

Only a few options of leisure were offered in the survey, but based on the results that I have received, it can be assumed that those who chose the mammoth football also would not mind participating in other collective activities, like volleyball, basketball, relay in bags and other different kinds of relays.

Chinese Lanterns launch

Launch lanterns gained the greatest number of positive votes - 93%. I offer to launch lanterns from the boats from the middle of the lake and from the shore also. The launch can be conducted once a month over the lake Saimaa. The mass launch is like a miracle, when a lot of hopes and wishes are flying into the sky. I am sure that every family will remember the performance like this. Unfortunately, as I have learnt later it is forbidden to lunch Lanterns in Finland, but this idea can be replaced by floating candles, which is also very beautiful activity.

The Baby Boomers like collective events, they want to be on trend, they want experience adventure and take all possible pleasures of life. And I think floating candles is one of these things. As I have mentioned before, generation X prefer something low cost, something simple and exciting and the performance of floating candles in the lake is one of the activities that can meet the needs of this generation. And the significance is that their family will be right next to them. Generation Y and Z are addicted to all fashion band today, and launching of Chinese lanterns is becoming more popular along with floating candles. The cozy atmosphere and beauty of this performance can bring pleasure to them.

As alternative variant is picnic for whole family somewhere in beautiful place, and in autumn they can go picking up berries and mushrooms. That brings them closer to the nature. These kinds of activities relaxing people and have calming effect on them.

Archery

Archery is not a common activity. This is an elegant sport, it requires patience and endurance. This sport raises restraint, self-control, the speed of reaction and many other features.

There are a lot of representatives from generation Y who want to try archery. Generation Y values changes, diversity of offered activities, immediate rewards, achievement. And archery is something new, and the results of the survey proved that generation Y could be interested in archery as activity for three generations. For Boomers archery is like a next challenge and that 11 from 19 boomers have chosen archery to prove it. They are generation of winners and they are used to achieve all goals and overcome any difficulties.

As for generation X, these people prefer to be independent and in sport they are maverick and I think that archery can be the sport where they can get interested in, as the people who want to try archery that can give them the sense of controlling the situation, can give feeling of freedom, and also the motive factor is uniqueness of archery. For generation Z it can be like fascinating adventure to become a hero like Robin Hood.

But still some relative activities can be in demand among generation. Such as golf or big tennis can be offered as alternatives along with some extreme kinds of sport like diving, rafting, and kayaking.

Chess Competitions

I suggest chess competition, to involve customers in cottages' life. The idea was to conduct these competitions every weekend by customer's request. The potential players were the members of one family. But it is still possible to make competitions between several families.

Boomers associated with winner generation and they will definitely take on challenge, and generation X or Y will definitely challenge them. Competitions will help them to express themselves. Boomers are interested in team competition, X generation is seeking to knowledge and education, and intellectual games with workloads may be liked by this generation. Generation Y, which today has the largest access to knowledge through global network will certainly want to try him/herself with the older generations, backed by many years of experience.

The idea was to suggest some indoor activity which can be enjoyable for every generation. Team board game can also be in demand among generations. These board games are cards, monopoly, domino, lotto (bingo) and others. The diversity of activities will help satisfy customer value.

Trainings

In this survey I have suggested respondents to choose several possible variants of trainings if they want to take trainings during their family vocations. And 86% agreed to take some training. There were trainings concerning sea theme like knitting sea knots; studying Morse code or knitting knots for fishing.

Baby boomers do not stand behind and they did not ever stop to explore this world. They always configured to be active and to get something new as much as they can. That explains that almost all 17 of 19 boomer-respondent want to take some training. Generation X always values the knowledge, and 22 of 26 X – surveyed prove this statement. Today Y and Z generation easily can find different information about any training. But it will not be so funny to study it all along in front of computer that is why 32 of 47 Y-respondents and 4 of 6 Z-answered want to do it to their families together. Because for them getting joy and pleasure from the process of studying is more important. The alternatives can be pottery, some cooking classes, and maybe different handmade crafts.

Family Fishing trip

There were 65% of respondents who do not mind to go fishing with all the members of the family. I did not include this activity into the list with suggestions, because Saimaa Holiday Oravi has already had "Family Fishing trip". On this family friendly fishing trip customers are heading to the labyrinths of Linnansaari. Spend the day enjoying fishing from the boat and from the shore by hook-and-line and spinning. When the weather is good there is a stop on one of the area's sandy beaches and go swimming. During the trip all snacks are being prepared on the camp fire.

For all generations this is a good chance to spend time together, enjoying the process of fishing and after that probably and sharing the meal what was prepared on the fire. And as Boomer cares about their health very much, the pure nature and ecologic environment will positively affect their condition. .

That will be perfect if all members participate in the proposed activities, but in real life, there may be some changes and any family member will not be able to participate in activities. Hence, all suggestions are flexible and can be adapted by other customers. But the price for them will be different, as these activities have been specially created and developed for three generations families only. All prices will be determined by managers of Saimaa Holiday Oravi on that activity, which will be taken into the development. And one of the most important conditions of good service is the language. Today Oravi provide services in two languages - Finnish and English. But it will be great if they can provide services in the Russian language, because according Statistics Finland (2013) 48% of the visitors, or approximately 3.6 million visitors in total, came from Russia in 2012. And a lot of Russian tourists stay in Saimaa Holiday Oravi cottages.

6.2 Validity and reliability of the research

The purpose of the research was to find out what activities I have suggested will be in demand for three generations extended families in Saimaa Holiday Oravi.

The research is based on online survey. All information was collected and processed by Survio (see pages 28 -29). I believe that all who, answered like they felt right for

them. The survey was anonymous, so every person was free to tell their true opinions about the matters. The findings of the research are valid and I have got accurate information, because respondents could choose not only suggested activities but they also should have offered their own wishes and ideas, which were taken in consideration. This was achieved by using open-ended questions. The findings and conclusions are taken from the real organized survey and the results correspond to that.

I think that the findings of this research are not very reliable because the collected one hundred responses are not enough, as already in a month after conducting such a survey once again the findings might be different.

Research and data collection methods were chosen according to the initial objectives of the research. For the future research, I would suggest combining different methods to gain valid and reliable data. For this research the open-ended questions were very fruitful, thus I give priority to the use of them in surveys and questionnaires. Another suggestion would be to include more interviews in the data collection process to get deeper knowledge of the feelings and opinions of the participants.

6.3 Conclusion

The overall purpose of the thesis was to suggest activities what would be in demand for three generations travelers. I have identified them by using survey method, qualitative and quantitative approach. Conducting the survey was a useful learning experience. The stated goal was successfully achieved.

The theoretical part was properly formed with the materials from competent sources and the needed information was processed and represented in this work. The theoretical part was based on the theories studied, generations theories and customer values theory. The proposed theoretical framework made me able to deduct key factors to look at what services/products/activities can be in demand for each generation and more specifically which of them and how can unify all these generations.

The connection between the theoretical and practical parts was traced throughout the whole study. The practical comparative analysis shows how the theories used can be

applied for a real development. The empirical part of his thesis content from creating and designing activities, conducting the survey, processing the results, and the outcome of it is a number of activities for three generations travelers. All proposed activities are my personal suggestions. I have offered a lot of realistic development ideas and recommendations which can be implemented in Saimaa Holaday Oravi.

7 CONCLUDING REMARKS

The original purpose of this work was to suggest activities for three generations travelers. All activities what I have suggested can be a part of future "Three Generations Travel" project. Oravi cottages can be interested in creation new product. Oravi cottages have great possibilities to develop such a product. First of all they have large cottages that can accommodate large families. The have already have a large range of activities for adults and it will be great to offer some activities for children. The location is perfect for many activities all year round: in the middle of the Lake District and pure and unspoiled nature is surrounding this place. Fresh air and outdoor activities will have a good influence on health and well-being both seniors and juniors.

This concept of three generations travel can be improved and adapted by other companies who will be able to implement such kind of traveling; they can find new segment of customers on the market. It maybe can make them out of competition for the first time. I am sure that very soon many companies will be interested in providing similar services.

I have been writing this thesis since January 2014 till mid May 2014. I can say that I was completely devoted to the process. The process was time consuming and required a lot of effort, but I have enjoyed the time working on it and learnt a lot. I can say that it is very important to have a topic you are interested in. Thus, I was very motivated to learn more about generational theory, generations' behavior and why these generations so distinguish each other, and the reasons behind the generational conflict. It was not new for me that customer value should be an important part of any product today, but I did not expect that customers today have such a great impact on producing goods and services. It is really hard today for many companies to survive in conditions of

such stiff competition and I think all of them should take the customer value in consideration.

During thesis writing process I have learnt how to process a large amount of information and how to pick out the core concepts. I have also practiced how to present data in more understandable and visual way, for instance, using tables and figures. It also was my first experience in conducting the online survey. Now I can say that I am an advanced user of internet resources. The research enriched my knowledge, since as a result of it I have a good understanding of generation's needs and how I would have worked if I happened to be a part of developing and promoting such product.

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Three Generations Travel

Saimma Holiday Oravi (Finland) would like to improve customer experience on its cottage village. This survey is conducted to find out what are the best ways to spend time with children, parents, grandparents and their siblings together. Remember that all those suggestions are for spending time somewhere on vacation. Your answers will be used to help us to provide better service for you! Your opinion is very important for us!

1. When were you born?
   - o   1900 - 1942
   - o   1943 - 1960
   - o   1961 - 1981
   - o   1982 - 2003
   - o   after 2004

2. What role do you play in your family?
   - o   Great Grandparent
   - o   Grandparent
   - o   Parent
   - o   Child (Youth/teenager/kid)

3. Would you like to spend time somewhere in the middle of Lake District, doing different activities with your relatives?
   - ☐   Yes
   - ☐   No
   - ☐   Other _____

4. Would you like to learn archery with your family?
   - o   Yes
   - o   No
   - o   Other_____

5. Will it be interesting for you and your family to participate in different courses (you can choose few variants)

☐ I like the idea of learning to tie sea knots

☐ I want to study the Morse code

☐ I like the idea of learning to tie knots for fishing

☐ I am not interesting in any courses

☐ Your suggestion_____

6. Will you take part in activity like "Families and their talents"? All guests with their families cook some traditional dish all together and after that share it with other families. (We will be glad if you also suggest your own variant!)

☐ I want to try

☐ No, I won't participate

☐ Your suggestion_____

6. How about morning OXYGEN exercises in the open air?

o Yes

o No

o Other_____

7. Do you think you would play the mammoth Football with your family? Something like "GrandP vs. GrandC"(P=parents, C=children).

☐ Yes

☐ No

☐ Other_____

8. Do you like an idea to make competitions with your grandparent/parent/child/grandchild in chess?

o Yes

o No

o Other_____

9. Will you take part in "regatta"? You will do your own paper - ship with your parent/ grandparent/child and then run it in sailing.

- o   Yes
- o   No
- o   Other_____

10. Will you take whole your family fishing?

- o   Yes
- o   No
- o   Other_____

11. How do you spend time with your children/parents/grandchildren/grandparents on vacation?

_____

_____

_____

12. Would you like to spend time with you children/parents/grandchildren/grandparents on weekends? Write here all you have wanted to do, but never have done it.

_____

_____

_____

13. Will you take part in launching Chinese Lantern from the boat in the middle of the lake?

- o   Yes
- o   No
- o   Other_____

Thank you for your time!