

Saimaa University of Applied Sciences
Business and Culture, Imatra
Faculty of Tourism and Hospitality
Degree Programme in Hotel, Restaurant and Tourism Management

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Identifying Chinese Tourists Demands and Expectations in Finland

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Abstract

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The purpose of this research was to find out, how the individuals and travel agents see the travelers needs to change in the future. With this research, it hoped that the service providers will find information to help them increase the competitiveness of Finland as a destination to attract more Chinese visitors.

In theoretical part, consumer behaviour in tourism was presented with a description of key factors affecting the demands and decision of Chinese travellers in choosing destination. In addition, it defines Chinese outbound tourism and attractions about the tourism products and popular tourism towns in Finland.

Multiple research methods were applied, including both qualitative approach and quantitative research. The research was structured in three steps, corresponding to specific objectives: a) understanding the motivations of Chinese tourists in choosing their travel destination; b) understanding the satisfaction level of Chinese travelers in Finland; c) understanding the actual demands and expectations in Finland. The first two elements were obtained from a survey undertaken in China and the third one from interviews conducted in Finland.

The results provide new findings of the travel expectations, demands and experience of the Chinese travelers, providing Finland to better adapt and target their products and services to this new and growing market.

Keywords: Key words: Chinese outbound tourism, Finland and China, expectation and satisfaction, travel motivation and perception.

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Appendices

Appendix 1 Chinese Questionnaire

1 Introduction

China is important for Finland both as a bilateral partner and as an international player (Finland's China Action Plan 2010). As Outbound travelers in 2012, Chinese tourists are quickly becoming the travel industry's number one growth segment. The rapid development and huge potential of the Chinese source market have also been felt in Europe (Chinavia 2013). Even though Finland is considered as one of the main Nordic country tourism destinations, it currently does not attract a significant share of outbound Chinese tourism if compared to the other European countries, such as France, Germany, and the UK. The reasons are manifold and can be classified as objective reasons (such as geographical distance, spending capability and entry and exit procedures) and subjective factors (tourists' expectation, demands, motivation, behavior and interests).

1.1 Objectives

The objective of this thesis was to find out Chinese tourists' demands and expectations of visiting Finland. Also the goal of this work is to find out, how the individuals and travel agents see the travelers' needs to change in the future. With this research, it is hoped that the service providers will find information to help them increase the competitiveness of Finland as a destination to attract more Chinese visitors.

1.2 Research problem and research questions

This study is focusing on identifying Chinese tourists' demands and expectations when they traveled to Finland. The major research question is

- What tourism products or services to the Chinese tourists want and why?

To this purpose, it is necessary to find the answer to these sub-questions to help author analyze the major research question:

- What are the motivations underlying the destination choice?
- What is the perception and experience of Finland's tourism image?

The thesis will have a clear operative objective to find out how to increase outbound Chinese tourism flows towards Finland, especially the part of diversification of demand and supply.

The study will be limited to topics like: analyzing the motivation of Chinese outbound tourism in Finland and finding the difference of Chinese tourists' demands in Finland and in other European countries.

1.3 Research methods

The research will be concreted for each of the whole research process to correspond to specific objectives: a) understanding the motivations of Chinese tourists in choosing their travel destination; b) understanding the satisfaction level of Chinese travelers in Finland; c) understanding the actual demands and

expectations to Finland. The first two elements were obtained from a survey undertaken in China and the third one from interviews conducted in Finland.

Research work is conducted based on the data by the qualitative research method and quantitative research method. The study is aiming at collecting data on Chinese tourists' demands and expectations of Finland as a tourist destination.

For this purpose, author chose quantitative approach as the main research method for data collection. The quantitative approach is an actual field research that consists of online survey. The survey includes 19 questions that were sent to Chinese tourists that the author knew who have experience of trips in Finland or who have prepared a trip to Finland. The first 12 questions was analyzed by quantitative approach.

Qualitative research method would be approached by seven open-ended questions and the in-depth research interview which was conducted in Finland with two travel agency operators. The author supposed to use phone interview to collecting data, due to the location of travel agency operators in a different country or city from author.

2. Tourism destination

This chapter starts by defining basic concepts of tourism in consumer behaviour, China outbound tourism and tourism destination. The theory used in this empirical study is meant to shed light on the data in a scholarly or scientific manner. The main purpose is to analyze and interpret the data which

is collected and help to get a better understanding of demands and expectation of Chinese tourists in Finland.

The main aim of this study is to find out Chinese tourists' demands and expectations of visiting Finland. In this case, Tourists' demands and satisfaction are necessary to analyze. In order to get a better understanding of what products are able to meet Chinese tourists' perceptions, another theory I was chosen to include in the analysis of tourism destination in Finland.

Tourist destination is a mix of tourism products, experiences and other intangible items promoted to the consumer. At a general level, this concept of destination can be developed to represent geographically defined entities such as group of countries, country, and regions in a country, a resort or a wide range of experiences created tourism marketers. There is a range of six components which comprise a destination (i.e. from an industry supply's perspective or from consumer's viewpoint) the destination is often referred to as an amalgam of six A's. – Available packages; Accessibility; Attractions; Amenities; Activities; Ancillary services. (Framke 2002.)

Those concerned with understanding the area of destination choice is devoted to an analysis of the activities which they undertake while there and the travelers' consumer behavior, motivation and buying process.

2.1 Consumer behaviour in tourism

According to Engel, Blackwell, and Mansard, 'consumer behaviour is the actions and decision processes of people who purchase goods and services

for personal consumption'. It is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. (Smriti C 2015.)

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. (Smriti C 2015.)

Consumer behavior is a useful stage to make efforts in marketing a tourism brand. The explanation of consumer behavior in tourism also needs to be aware of the motivations, needs, expectations and personal and social factors affecting travel behavior to create an interest in developing a visitor centre to promote destination reputation.

2.1.1 Traveller motivation

Possibly the best-known theory on motivation is that proposed by Maslow (1954), whose model outlines a set of fundamental human needs that, he suggests, act as motivators. The model is presented as a hierarchy, reflecting Maslow's original premise that the quest to satisfy needs is pursued in a strictly sequential order with lower order needs, such as those for food, shelter and clothing, having to be fulfilled before higher order needs, such as the need to socialize, are pursued. While the lower order needs are essentially physiological, concerned with survival and security, the higher order needs are

psychological, concerned with belongingness, esteem, and self-actualization or self-fulfillment. Awareness of these needs is aroused when a physiological or psychological imbalance is made apparent through hunger and thirst, fear or feelings such as loneliness and low self-esteem. (Kelly 2001.)

In later writings, Maslow amended his claim that needs had to be met in order, from lowest to highest, and recognized that individuals may be motivated by higher needs even if lower needs are only partially met, and may, in fact, seek to satisfy more than one need at a given time. Another qualification recognizes that the individual may also be driven occasionally to descend (as opposed to ascend) the needs ladder, as problems at lower levels cause a re-evaluation of priorities. A clear example in tourism can be found in the response to terrorist attacks, which may cause tourists to reappraise their needs and set aside a search for esteem or self-fulfillment in the interests of simple safety. Many destinations have suffered a decline in visitation as the result of such decisions. (Kelly 2001.)

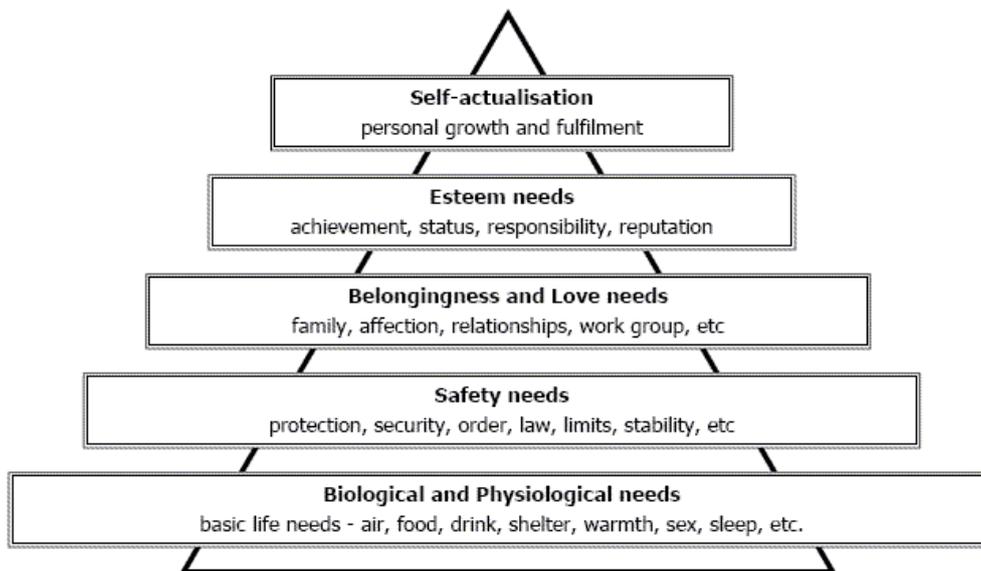


Figure. 2 Maslow's hierarchy of human needs (adapted from Kelly 2001)

The important point here is that motivation is about how a general need can be satisfied. It is often regarded as a model to understand the relationship between needs, motivations, preferences and goals in individual holiday choice.

2.1.2 Tourism buying behavior model

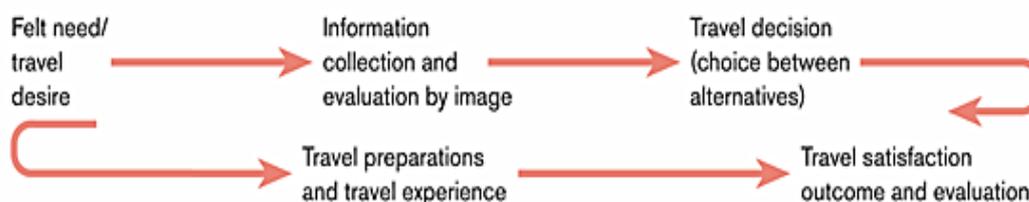


Figure 3. Travel-buying behaviour (Mathieson, A. and Wall, G. 1982)

As Figure 3 shown, the tourism buying behaviour model is a cycle consisting of 5 components and used to understand the buying behaviour process in tourism. Felt need/ travel desire is the first section for the tourists who have not

had the travel experience, a desire to travel is felt and reasons for and against that desire were weighted. After that, potential tourists utilise travel intermediaries, brochures and advertisements as well as friends, relatives and experienced travellers. This information is evaluated against both economic and time constraints which are factors such as accessibility and alternatives. Travel decision is staging advancement occurs with destination, model of travel, accommodation and activities being selected. Tourists usually make travel preparation and travel equipment after the decision making process, travel takes place once booking is made and confirmed, budgets organised, clothing and equipment arranged. During and after travel the overall experience is evaluated and the results influence subsequent travel decisions.

2.2 Travel destination choice

This section was designed to introduce travel destination, one important component of five-step Travel-buying behaviour. Scholars from a variety of disciplines have developed decision-making models that help to explain the tourist decision-making processes. These pioneering consumer behaviour models influence tourism research in decision making; however, these grand models of buyer behaviour were primarily created to examine durable goods purchases rather than services such as tourism. There is the summary of these studies with six commonalities:

- Consumer behaviour is a constant decision-making process.
- The individual consumer is emphasized. Behaviour is rational or utilitarian and can be explained.

- A buyer actively searches for, evaluates and stores information.
- Collected information is narrowed down to choose alternatives.
- Future purchases are affected by the final purchases.

(Wang et al. 2011.)

Those concerned with providing travel services and managing or marketing destinations must acquire a deep understanding of the leisure traveller, such an understanding is particularly important in the area of destination choice that is, how leisure travellers decide where to go on vacation. Purchasing a holiday is a high-involvement exercise, requiring decisions not normally made lightly. The services that make up a travel experience are generally intangible; they cannot be pre-tested or returned if found to be unsatisfactory, and they often involve considerable cost. Also, the number and range of choices among holiday destinations is much larger than for other products. These factors mean that the level of risk attached to the decision may be perceived as high. (Wang et al. 2011.)

2.3 Decision-making: internal & external factors analysis

Decision-making or mindset for a tourist is an important issue, which is not only a simple reaction of consumers' behaviour, it is an interaction & outcome of complete set of influencing internal and external factors that act collectively upon the consumers for taking a decision. Mostly in cases, decision is driven by inner factors of individual's psychological dissecting of concerned-matters like intention, inspiration, timing, choice, and money with cost benefit accounting, ability, motivation and others. In purchasing of goods and

services related to consumption is defined (consumer behaviour) as the “processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.” (Bhadra 2015.)

Salomon identifies the existence of a process, which normally implies a sequence of stages by which a consumer has to overcome them to purchase a good or service. This process is very important for tourism sector as the decision-making plays a vital role of mindset for the consumer internally. Similarly, external factors e.g. attractions of destination, opportunity offered, country hospitality and global economy, regional or country environment (both geographical & political), available technological facility, nature of family structure and tourism marketing strategies may have some impacts on tourism demand, which have been considered in the analysis.(Bhadra 2015.)

2.4 Tourist Demands and Satisfaction

Tourist demands and satisfaction is an important role in tourism consumer behaviour process. This section focuses on analyzing the definition and significance of demands and satisfaction.

2.4.1 Demands of tourists

Consumers demand is largely influenced by individual sovereignty in decision-making, mental inspiration, mind-set of cost-benefit accounting, personal economic ability, and conditions of available opportunity, global economy, regional environment, and technological innovation, size of accompanied members, behavioural factors and tourism marketing strategies.

On the other hand, consumption is mostly influenced by nature of products, quality, attractiveness, price, availability, opportunity-cost, item of cultural values, consumable satisfaction and so on. Analysis on demand side behaviour covers almost the factors. (Divisekera, 2003)

According to Sarath Divisekera, strategies directed towards differentiating tourism services and marketing are necessary if these countries are to capture a substantial proportion of rising income from the tourist. The low expenditure and price elasticities for traditional destinations would reflect, to some extent, the impact of habit formation. Many tourists, if satisfied with the destination, are known to develop a habit of making repeated visits. (Divisekera 2003.)

Tourism demand has been defined in numerous ways, including 'the total number of persons who travel, or wish to travel. In contrast, more economic-focused definitions of demand are more concerned with 'the schedule of the amount of any product or service which people are willing and able to buy at each specific price in a set of possible prices during specified period of time' .(Page 2007.)

There are three principal elements to tourism demands:

1. Effective or actual demands, which are the number of people participating in tourism, commonly expressed as the number of travelers. It is normally measured by tourism statistics- typically, departures from countries and arrivals at destinations.
2. Suppressed demand, which consists of the proportion of the population

who are unable to travel because of circumstances (e.g. lack of purchasing power or limited holiday entitlement). It is sometimes referred to as 'potential demand'. Potential demand can be converted to effective demand if the circumstances change. There is also 'deferred demand' where constraints (e. g. lack of tourism supply such as a shortage of bed spaces) can also be converted to effective demand if a destination or locality can accommodate the demand.

3. No demand. Is a distinct category for those members of the population who have no desire to travel and those who are unable to travel due to family commitments or illness. (Page 2007.)

An interesting study by Uysal in Page (2007) summarized the main determinants of demand (see Figure 3. 2): economic, social-psychological and exogenous factors (i. e. the business environment). This useful overview provides a general context for tourism demand and many of the factors help to illustrate the complexity of demand, but does not adequately explain how and why people decide to select and participate in specific forms of tourism, which is associated with the area of motivation. (Page 2007.)

2.4.2 Tourists' satisfaction

Satisfaction is closely linked with customer expectations and product's perceived performance. If the product meets his expectations, the consumer is satisfied; if it exceeds them the consumer is highly satisfied; but if it falls short the consumer is dissatisfied. Besides, customers having different characteristics can introduce variability in the satisfaction retention relationship. (Zeynep, 2010.)

After purchasing a product, the consumer will experience a certain level of satisfaction or dissatisfaction. It is important to monitor purchase satisfaction, post purchase actions, and post purchase product use. This shows that the marketer's job is not finished after the product has been sold. (Kotler 2000.)

However, it is essential to determine whether the consumer will be highly satisfied, some-what satisfied, or dissatisfied with the purchase. The consumer's satisfaction is a function of the closeness between the consumer's expectations and the product's detected performance. If performance falls short of expectations, the customer is disappointed. On the contrary, if the performance of the product meets the given expectations, the customer is satisfied. If the performance exceeds the expectations, the customer is delighted. Since the tourism industry is facing strong competition, it is no longer enough to satisfy customers. In fact, customers need to be delighted by their tourism product. (Kotler 2000.)

In conclusion, understanding why people choose to travel and become tourists is a very complex area, it has also been extensively regarded as a theoretical research to classify travelers into groups to understanding what motivates them to visit to specific places and resorts.

3 Chinese outbound tourism

To meet the objectives of the study, the literatures of Chinese outbound tourism need to be reviewed in the theories. Based on this, the research discusses the theory of Chinese outbound tourism. (This chapter is aiming to

analyze Chinese outbound tourism) from different aspects.

Outbound tourism from China has existed since the formation of the People's Republic of China (PRC) in 1949 but it was largely restricted to approved travel for business. Much of the travel was to former communist states. A landmark change in this policy occurred in 1983 when the government allowed Chinese residents to travel to Hong Kong and Macau, as long as they were booked by designated travel agencies and friends and relations in the destination paid their expenses. Outbound trips were typically organized by the government-run China Travel Service. In 1998, Australia and New Zealand received Approved Destination Status (ADS), with European countries recently being added. In 2005, 90 countries had ADS, of which 25 were in Europe. (Page 2007.)

3.1 The development of Chinese outbound tourism

The scale of travel against this very recent history of outbound travel is significant, as outbound travel grew from 620, 000 trips in 1990 to 3.73 million in 1994, 5.32 million in 1997, 10.4 million in 2000 and 29 million in 2004. Some forecasts suggest that by 2020 China could be the world's largest outbound market with 115 million trips a year. The principal outbound destinations for Chinese travelers are East Asia Pacific destinations, including Hong Kong, Macau, Thailand, Japan and South Korea, and 80 per cent of tourists visit these places. The Russian Federation also attracts a large volume of cross border trips to places such as Vladivostok. The proportion of official travel is around 40 per cent and private travel accounts for almost 60

percent; this last category continues to grow at around 20 per cent a year. (Page 2007.)

The typical profile of an outbound traveler is a person aged 25 to 44 years of age, with higher educational qualifications; affluent and holding a managerial post. In Chinese culture, travel is seen as adding to one's wisdom and experience. Much of the growth in tourism is fuelled by Chinese booming, export economy, changing demographic profiles, reduced barriers to travel and people saving for travel. (Page 2007.)

Many analysts view Europe as the next region to experience the Chinese travel boom as the USA did not have ADS at the time of writing. Among the new outbound markets which are developing are the upwardly mobile working women and students travelling overseas for education. The regulation of passports, management of travel by state travel agencies and control of travel by package tours rather than independent travel, will continue to add some degree of restraint to outbound travel. Nevertheless, the growth potential of this market over the next decade, its increasing affluence, disposable income and susceptibility to the 'travel bug', will make China a major market for growth. (Page 2007.)

3.2 Travel motivation of outbound Chinese tourists

For the Chinese outbound tourists, there are different travel motivations for various groups to visit Europe. a) The intellectuals, who are eager to learn about the authentic European history, arts and humanities; b) the upstarts, eager to show their richness through travelling to Europe; c) most of other

travelers, who think it is a way of fulfill their dream through travelling; d) and some business tourists, they have been to Europe before as a member of government official delegation or a company representative , but now with the purpose of arranging their kids to study in Europe or visiting a family member, they will travel to Europe with relatives or friends. (Feng 2015)

Two studies are used to give an insight into Chinese tourists and their travel motivations. These two were chosen due to their recent publication as the Chinese outbound travel market has gone through a drastic change and upsurge in recent years and findings from further back may not be pertinent today. Both studies were quantitative in nature with questionnaires as the main instrument. One was conducted in 2003 among Chinese Mainland tourists going to Singapore and the other in 2007 among Chinese Mainland tourists going abroad. This means that there may be a difference in the two studies merely due to the difference in destinations, but it has been argued that the destination as such is irrelevant when it comes to motivations because what is of importance is the satisfaction of the individual's push factors which are of importance. (Feng 2015)

3.3 Chinese consumer behavior

According to the Chinese consumer study of McKinsey from 2009, the most successful companies will be those who have the deepest understanding of the consumers and marketplace in different demographics and geographic groups. Companies are able to gain short term competitive advantages by focusing on customers that are relatively unaffected by the downturn. In

addition to that, this understanding of consumers and their return to the consumer behaviour before the downturn are critical inputs for long-term strategies of companies. The power of social and economic change in China is so strong that the global financial regression had little impact on its growth. Despite the shifts in consumer behaviour and the economic uncertainty, Chinese consumers do not seem to go through any fundamental changes in their attitudes and behaviours. (McKinsey 2009)

During the economic crisis in China, consumption decreased and lowered consumer's desire to trade up to products with higher quality. However, Chinese consumers continue to use sophistication when making purchasing decisions. Chinese have more options nowadays due to more opportunities in product distribution, such as internet sales. (McKinsey 2009)

The Chinese consumer market is developing fast and new products are often accepted even before their predecessors have succeeded in the markets. Advertisements on television are traditionally the most efficient way to reach consumers when a new company is entering the market. Television is present almost everywhere in China and therefore it presents an effective means to target customers in mid-sized cities, which are growing remarkably fast in terms of income and spending. (Giele 2009)

3.4 Chinese tourists' demands and expectation

According to Tourism and Events' Queensland research, Chinese independent travellers want to relax and unwind while visiting places with great natural attractions and world famous sights. They want to enjoy the comforts of a

developed country and experience a different culture. Often they want to learn something new, visit natural and man-made attractions and experience value for money. Chinese visitors desire genuine respect and appreciate a high level of enthusiasm, a positive attitude and a good understanding of Chinese culture from service providers. Cultural understanding requires recognition of the diversity of Chinese travellers with varying needs and expectations depending on their travel experience, where they live, their age and travel style. As their travel experience grows so does their knowledge of tourism products and services provided elsewhere. (Tourism and events 2015.)

The key to succeeding in any visitor market, but in particular, the Chinese market is delivering on their service expectations. If Chinese visitors do not receive great service, they do not feel welcome, and as the Chinese are prolific bloggers and social media authors, negative word of mouth will spread quickly. Here are some fundamental service expectations:

- Impeccable service delivered in a respectful way. The recollection of how they were treated will linger long after they return home.
- Fast, responsive service. For example, meals delivered within 10 minutes, room keys within 5 minutes of check-in, immediate attention from concierge.
- Chinese visitors tend to have a businesslike approach to service staff. The level of respect for service roles depends on their status in the eyes of the Chinese; for example, doctors and general managers have higher status than say cashiers and wait staff, so don't take offence or try to be their best friend.

- While they are accustomed to negotiating on price, they will not be offended if no discount is offered if this is handled politely. (Tourism and events 2015.)

3.5 Characteristics of Chinese Market in Finland

Chinese travelers prefer tours that will take them to multiple countries when considering price and time for their trip. They would like to feel that they get the most in way of experiences for their money. Chinese typically expend large amounts of money on shopping in the destinations they visit. In fact over half of all Chinese tourists state that shopping expenses make up the majority of their expenses while traveling. This is partially due to the gift giving culture in China. Chinese that go out of the country often purchase gifts for their entire extended family and friends. It is seen as a status symbol to wear popular foreign brands from abroad and to give them as gifts (Guo, Kim, & Timothy, 2007).

The Finnish Tourist Board has set up an office in China, to provide more services for Chinese and Finnish people providing more convenient services for the exchange of tourists between the two countries.

The Chinese government thinks about that there are big cooperation opportunities between Finland and China which show from three aspects. Firstly, there is a huge room for development in tourism exchanges and cooperation between China and Finland. At present, Beijing and Shanghai of China have already opened direct flights to Helsinki, the capital of Finland. Convenient transportation between the two countries on the tourism business has played a positive role. Secondly, the communication of travel has expanded relationship between two countries, deepened mutual

understanding with each other and promoted the development of friendly relations between China and Finland. Finally, Chinese tourists showed better understand the rich tourism resources in Finland, to accelerate the cooperation in the field of tourism between two countries. (China Tourism Board 2015.)

In addition, according to prediction by World Tourism Organization, the number of departing passengers of China will reach 100 million in 2020. If each person spend 1000 U.S. dollars on outside, which will form a huge market of 100 billion U.S. dollars. China's booming tourism industry has been attractive to the world. The Chinese government hopes that with a Finnish Tourist Board office established office in China to attract Chinese visitors to Finland, but also to attract more Finnish tourists to China, and to open up broader prospects for tourism cooperation between China and Finland. (Xing 2010.)

The Finnish government attaches great importance to the development of tourism cooperation relationship with China, The Finnish government attaches great importance to the development of tourism cooperation relationship with China, and is making positive efforts to do so. The Finnish government shows that the consumption of Chinese tourists has great potentiality, which attracts them to Finland and elsewhere around the world. (Xing 2010.)

In conclusion, there is a huge room for development in tourism exchanges and cooperation between China and Finland. In order to deepen mutual understanding with each other and promoted the development of friendly relations, China and Finland has expanded relationship by the communication of travel.

4 Tourism destination in Finland

This chapter introduces Finland as a tourism destination. Tourism development was shown in the beginning, followed by the tourism strategy and with key factors of Finland tourism. Then the chapter describes the main attractions in Finland and how Finland attitude in attracting Chinese tourists currently.

Finland is a Nordic country with an edge: it's the home of sauna, Santa Claus and crafty design. Its unique cultural characteristics along with beautiful, untouched nature make it an unconventional holiday destination. This unique tourism destination is in an exceptional way, a passionate and uncompromising country. (VisitFinland 2015.)

The target tourists of Finland are modern humanists. Modern humanists have already seen the world's metropolises. They appreciate quality of life, pure nature and responsibility. That is exactly what Finland offers. (VisitFinland 2015.)

4.1 Tourism strategy of Finland

The National Tourism strategy of Finland divides objectives and measures into three categories: internal development of the tourism sector, strengthening Finland's image as a tourist destination, and enhancing the basis of its general industrial policy (Finland's Tourism Strategy to 2020, 2014).

Key internal development objectives within the tourism sector include

strengthening tourism clusters and networks, supporting the growth and development of enterprises, and improving the infrastructure of travel destinations/tourism areas. These objectives and measures are related to tourism industry financing and its targeting. On the one hand, financing should be targeted more intensely at growth-oriented and networked businesses in tourism clusters. On the other, it should be targeted at infrastructure improvement projects serving all tourism businesses/companies. (Finland's Tourism Strategy to 2020, 2014).

Finland is not very well known as a tourist destination. In Sweden, Norway and Denmark, government investment in promoting tourism is higher than in Finland. Although new marketing channels facilitate marketing, they make the Finnish Tourist Board's presence in key export markets no less necessary. The strategy therefore proposes additional resources for the Finnish Tourist Board. On a European scale, the prices of Finnish tourism services are high. High taxes and labor costs are one reason for this. The strategy proposes that value added tax be kept at a competitive level on a European scale and that the electricity tax imposed on service industries be lowered to equal that applied to industry. (Finland's Tourism Strategy to 2020, 2014.)

Accessibility is critical to tourism. The strategy therefore proposes that the flow of railway traffic be enhanced by improving the Helsinki and Tikkurila railway stations. Moreover, fixed-term subsidies are proposed in order to increase charter flight volumes and to encourage the opening of new flight routes. (Finland's Tourism Strategy to 2020, 2014.)

Finland's summer holidays are not scheduled in phase with the rest of Europe. The strategy proposes that the summer holidays of schools and other educational institutions be postponed by two weeks, and that their winter holidays be spread more evenly in February– March, during weeks 7–11. (Finland's Tourism Strategy to 2020, 2014.)

4.2 Tourism in Finland – key facts and figures

In 2013, the number of nights spent at accommodation establishments in Finland totaled 20.2 million, which was 0.5 per cent down on the year before. Overnight stays by resident tourists decreased by 1.1 per cent and accommodation establishments recorded nearly 14.4 million of them. Overnight stays by foreign tourists numbered almost 5.9 million, which was 1.1 per cent more than in 2012. (VisitFinland 2015.)

The largest markets for overnight stays were the neighboring countries of Russia and Sweden, followed by Germany and the United Kingdom. Viewed by continent, the biggest growth came from Asian countries, 17.3 per cent. Among the most important Asian countries of inbound tourism to Finland, overnight stays by visitors from China and Japan increased most. Overnight stays by Chinese tourists increased by 26.4 per cent and those by Japanese tourists by 16.4 per cent. (VisitFinland 2015.)

The structure of tourism from all main markets each has their own characteristics related to travel season, area and preferred activities. Southern Finland and the archipelago are the number one area for most tourists (55 % of overnights). The Lakeland area has become increasingly attractive over the

years (25 % of overnights). Finnish Lapland has maintained its popularity (20 % of overnights). (VisitFinland, 2015)

4.3 Attractions in Finland

This section introduces Finland as a tourist destination with the general descriptions. The purpose is to give an overall concept of Finnish tourist attractions.

Finland is a vast country with a “tip to toe” length of over 1000 kilometers. Landscape and weather conditions differ greatly between northern and southern Finland. Finland is divided into four distinctive regions that make it easier to understand what the country is all about. (VisitFinland 2015.)

From the vibrant art-filled towns of Helsinki and Turku to the depths of the boreal forests and the thinly-inhabited outer archipelago, Finland remains one of the relatively unknown corners of Europe. While the towns offer many unique cultural and historical attractions, the natural surroundings serve as a playground for both winter and summer activities. (O'Donnell 2015.)

Helsinki is the main point of entry for most visitors to Finland. This is where sightseers will find the country's finest museums, art galleries, restaurants, and shopping. It is easy to spend a week exploring the city and enjoying the cultural attractions. Some of the most important sights in the city include Finlandia Hall, the architecture around Senate Square, the Fortress of Suomenlinna, and the underground Rock Church. Those with an interest in history or art will also want to allow some time to wander through the Finnish

National Museum or the Finnish National Museum of Art. Nearby, the Open-Air Folk Museum on the island of Seurasaari, with old houses and timber buildings, reveals an in depth historical perspective on Finland. (O'Donnell 2015.)

From Helsinki there are a number of great day trips. Northeast of the town is the historic town of Porvoo, which can be reached by road or by boat. To the north of Helsinki lies the medieval castle at Hameenlinna. To the west lies Turku, the ancient capital of Finland. Those looking to venture further afield will find countryside of forests and lakes. This becomes clear on a trip to Tampere, a lively industrial town with an active cultural scene and numerous museums and parks, and depending on the time of year, various events. From Turku, it is also possible to visit the Åland Islands, a large archipelago which can be reached by ferry. Finally, a must-do for visitors to Finland is a trip to the wilds of Lapland. (O'Donnell 2015.)

4.4 Finland as destination for Chinese tourists

Finland is a destination that tends to mainly attract the more experienced Chinese travelers. In addition to good direct flight connections, the assets of clean nature and the exotic experiences the Finnish nature are offered. (Maierhaba 2014.)

Like the other Nordic countries, Finland is now beginning to attract Chinese tourists. Last year for the first time, the number of overnight stays by Chinese travelers in Finland topped 100,000. The Chinese middle class is growing and

becoming richer, which has resulted in a surge in outbound travel. (Pyylampi 2013.)

Finnish tourism companies are beginning to shift focus to the opportunities China has to offer in terms of potential tourists. At the beginning of November, a group of Finnish entrepreneurs met with Chinese travel organizers in Shanghai at an event organized by Finpro, a Finnish trade, internationalization and investment development organization. Finpro, along with a group of Finnish companies, brought representatives from Chinese travel agencies to Finland in 2014 to get to know the country. (Pyylampi 2013.)

Finland is, however, a destination that tends to mainly attract the more experienced Chinese travelers, says senior travel consultant Heli Mende from Finpro. The more popular European destinations, such as Rome and Paris, come first. (Pyylampi 2013.)

In addition to good direct flight connections, Finland's assets are clean nature and the exotic experiences the Finnish nature has to offer. By using their strengths, developing their services with understanding to Chinese travelers and by being actively present in Chinese tourism markets, Finland can secure their share of the tourism flows from China to Europe. (Pyylampi 2013.)

5 Research methodology

This chapter introduces the used research methodology in this research. After the definition of research and research method, as shown in chapter one, the research design was conducted based on the data from the qualitative

research method and quantitative research method. The key step is analysis of the data. Data validity and reliability of research are given in the last part.

The challenging part while producing any document is that there is always so much more to understand about the subject, where every piece of knowledge may have been connected to another but still needs to be informed better through investigation and experimentation aimed at the discovery, interpretation of facts and revision of accepted theories. Meaning, that there is a need of a certain systematic investigation into, and study of materials and sources in order to establish facts and reach conclusions, which in other words are referred to as “research”. (Taylor, Sinha & Ghoshal 2006, 12-14.)

Generally, research method is determined according to the nature of the topic. What the topic demands determines the research type; if a major piece of new information should be set down in writing for the first time or just the continuation of a previously original piece of work is enough, whether an empirical research that has not been done before should be carried out or originality can be shown in testing somebody else’s idea. More possibilities include, using already known material but with a new interpretation, taking a particular technique and applying it in a new area and adding to knowledge in a way that has not previously been done. However, only a few methods apply best and are considered applicable in leisure and tourism. (Taylor, Sinha & Ghoshal 2006, 12-14.)

5.1 Research design

The purpose of this study is finding out the demands and expectations of

Chinese tourists when they travel to Finland. Another goal of this work is to find out the motivations and the satisfaction level of Chinese travelers in Finland. Research work is conducted based on the data from the qualitative research and quantitative research.

5.2 Quantitative research approach

Researcher chose quantitative approach as one method for data collection. The quantitative approach is an actual field research that is processed by online survey. The survey includes 19 questions that were present on one Chinese online survey website in Chinese language that the research invented who have a group of respondents who have experience of trips in Finland or who have prepared a trip to Finland.

The background information related to this survey is about respondent personal questions, such as gender, age, and nationality. Besides that, respondents' background information survey by questionnaire will involve their experience of visiting in Finland, purpose, from which channel the tourists learned to know Finland as a travel destination. There is also one question about if respondents have been or planned to arrive in the neighbour countries of Finland. This question is preparing for question about competition.

In closed-ended questions respondents were asked to indicate the importance of some aspects e.g. accommodation facilities, climate, price level, culture, transportation, nature attractions, shopping facilities and information service of Likert scale in the first form. The options in this scale are very important,

important, neutral, not important and completely not important. These questions help author to know the demands of Chinese tourists.

5.3 Qualitative research approach

Besides the seven open-ended questions to know the tourist's experiences while visiting Finland and get the feedback on what could be improved about Finland as a travel destination. Tourism experts who have been in the field for years were also interviewed. Quantitative research method approached by the in-depth research interview which was conducted in Finland with two travel agency operators. Researcher used phone interview to collecting data, due to the location of travel agency operators in different town from author.

The interview questions were brief, detailed, and self-explanatory. Six questions were asked in average, the questions were able to generate opinions and the views of the experts on the research subject. The responses were generated from two travel agents and the interview questions took 20 -25 minutes to be completed.

5.4 Analysis of the data

The data collected from the survey were coded, tabulated and interpreted in a presentable format. All together the survey questionnaire includes 19 questions, the above 5 questions which were used to collected the respondents personal data. Questions 6 to 10 are closed-ended questions, and 11 to 19 are open-ended questions.

Microsoft office excel was used to carry out the analyses of the data collected from the survey. The analyses of the primary data were carried out in percentage of the total response. Besides all these, the information generated from the interview were also treated and processed thoroughly.

The interview questions include 6 questions and the responses generated from each of the questions are treated and analyzed individually based on question by question under 6 different sub-headings.

5.5 Validity and reliability of research

According to Edward & Richard (1979), reliability deals with the level in which an experiment, test, or any measuring procedure produced same result over and over again when the research was conducted on different time with different materials. Validity on the other hand is referred to as the crucial relationship between the general ideas derived from the research and the indicator (Edward & Richard 1979).

In order to get answers from right respondents, researcher used China's largest free online survey platform. This survey platform has a huge user base; every user is free to invite the target group of this website. Researcher invented the group of respondents who have experience of trips in Finland or who have prepared a trip to Finland.

Both online survey respondents and interviewees gave researcher advice based on these questions, they gave ideas and helped to gather valuable information for this topic.

6 Research result

This chapter presents the results of the study and analysis of main findings. The chapter begins with quantitative result from the online survey; including background of respondents, close-ended and open-ended questions. After that, researcher displays the result of qualitative from the interview questions and answers.

6.1 Quantitative result

This section of the research work is used to analytically present the data generated from the survey conducted on the 20 of February 2015. This survey was done as online survey in Chinese language. There are 300 respondents who filled in the online form. All of the respondents are from China and they have the experience to travel in Finland or have prepared to come to visit Finland. This online survey includes 19 questions, the first 8 questions on the background of the respondents. Question 9 and 10 are both close-ended questions were analyzed on Liker-scale.

The purpose of this online survey is to gain insight into the understanding of Chinese outbound tourists' socio-demographic characteristics, culture value, personality, travel behavior, motivations and satisfaction level with Finland as a travel destination.

6.1.1 Demographic characteristics

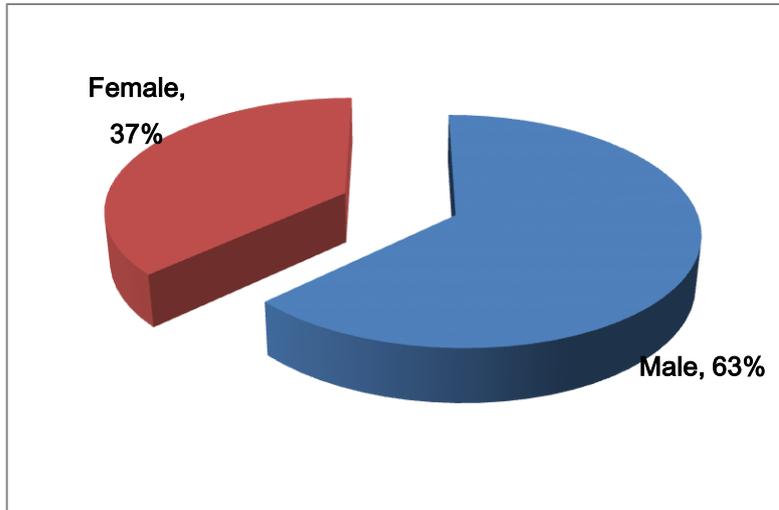


Figure 1: Gender of the travelers, n=316

Figure 1 reports the respondents' demographic characteristics. Among those people who had visited Finland or prepared to visit Finland, around 37% were female and 63% were male, indicating an overrepresentation of males. It is possible that there are more male users on this online survey website.

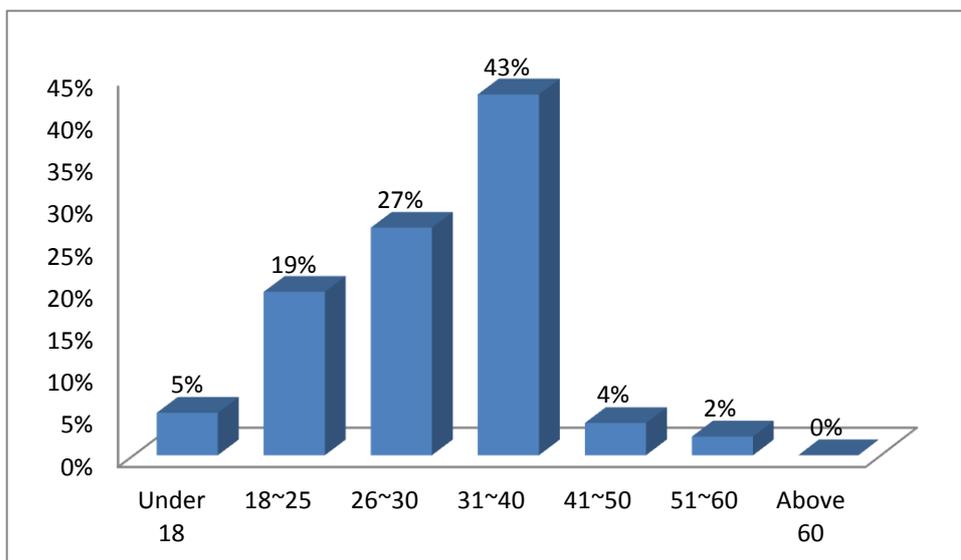


Figure 2: Age of the Travelers, n=316

As Shown in figure 2, only 11% of the respondents who had visited or

prepared to visit Finland were either younger than 18 or older than 41, whereas the majority 89% was between 18-40 years old. The largest percentage of respondents is the age group from 31-40 years old. This is because there were a lot of respondents from foreign joint venture companies and respondents doing business with Finnish companies. Almost half (46%) of the respondents were between 18-30 years old due to the reason that many of them were students and young businessmen.

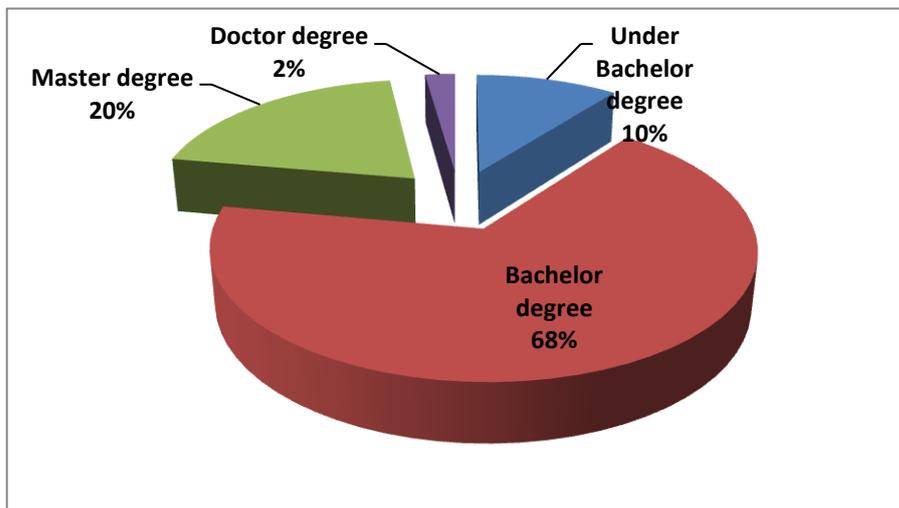


Figure 3: Education Background of the travelers, n=316

As Figure 3 shows 68% of the Chinese respondents who have travelled to Finland have a bachelor is degree. The percent is 22% of those with higher degree. It is not difficult to see that the percentage of highly educated people upon bachelor degree is obviously higher than the percentage of the respondents under bachelor is degree.

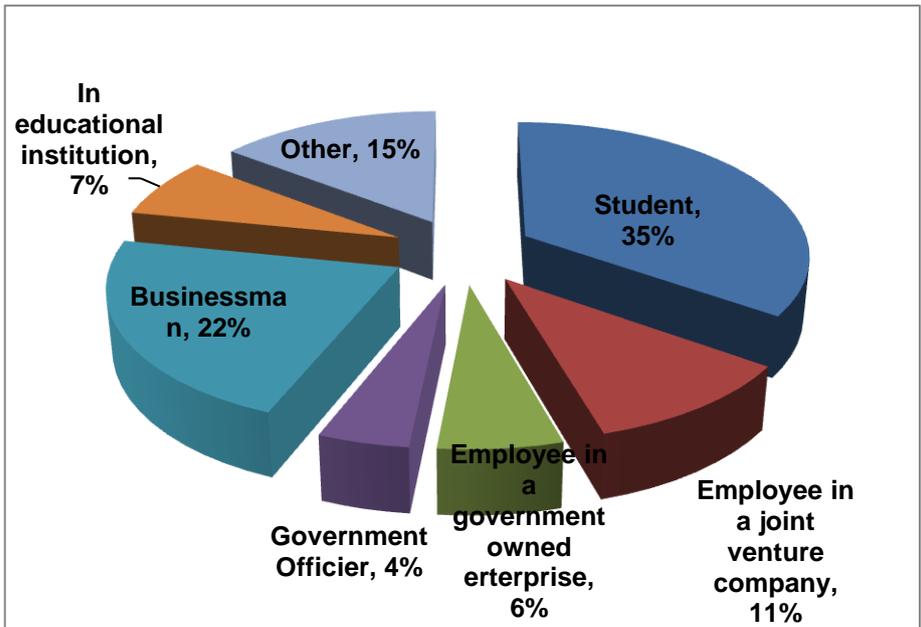


Figure 4: Professional Background of the travelers, n=316

It was found that employees in government offices, government owned enterprises, educational institution and joint venture company were dominating (28% together) among the respondents who had visited Finland. The respondents were mainly students (35%) and businessmen (22%). The other occupations that were not listed have a 15% share. The biggest group(57% together) were clearly students and businessmen.

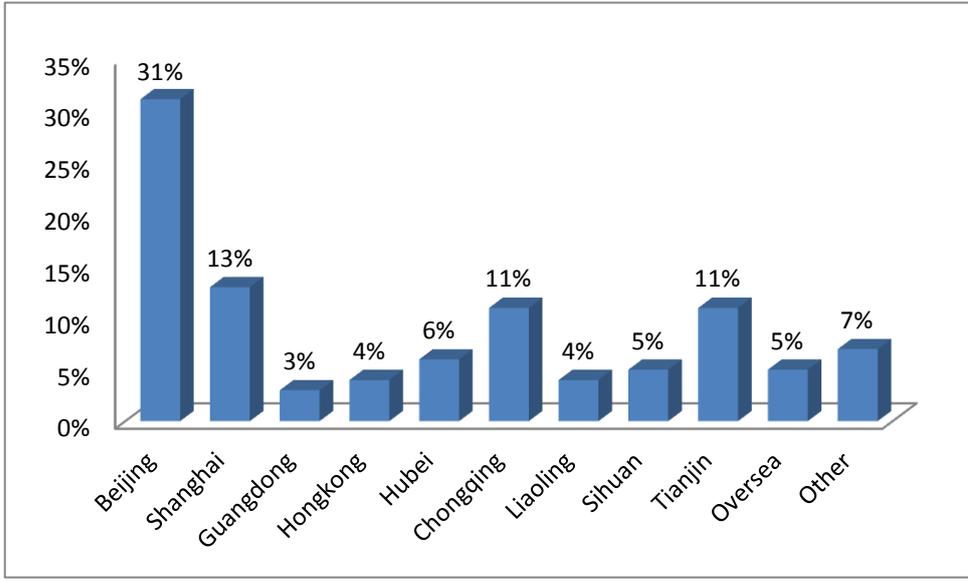


Figure 5: Regions of the travelers, n=316

From figure 5 you can see that the respondents who visited Finland were from different areas of China. Most of the respondents were from Beijing (31%), the capital city of China, followed by Shanghai (13%), Chongqing (11%), Tianjin (11%), Hubei (6%), Sichuan (5%), Hong Kong (4%), Liaoning (4%) and Guangdong (3%). The percentage of respondents from other countries is 5% and from other cities is 7%. The top three provinces Beijing, Shanghai and Chongqing have a common feature, these three places are municipalities, and their local airports all have cooperation with Finnair. The convenient transportation could be a very important factor of the high percentage. The lower share of respondents from other provinces to Finland could probably be due to the lack of direct flight connection.

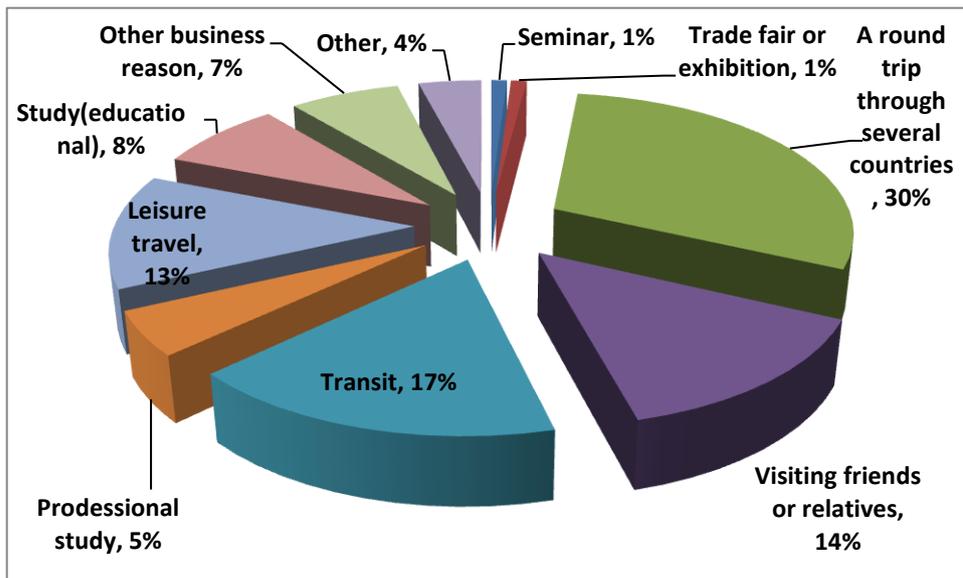


Figure 6: Purpose of the trip, n=316

Figure 6 shows that a round trip through several countries (30%) was dominating, at the same time, the percentage of leisure travel was 13%. It means that most of Chinese visitors were coming for holiday travel and leisure travel. Followed by visiting friends or relatives (14%) and transit (17%).

Five percent of respondents came for professional study and 8% came for educational study. Respondents came to Finland to participate a seminar (1%), trade fair or exhibitions (1%) and other business reason (7%) these are the business factors, but they were not the main reasons for Chinese visitors to come to visit Finland based on the result of this survey.

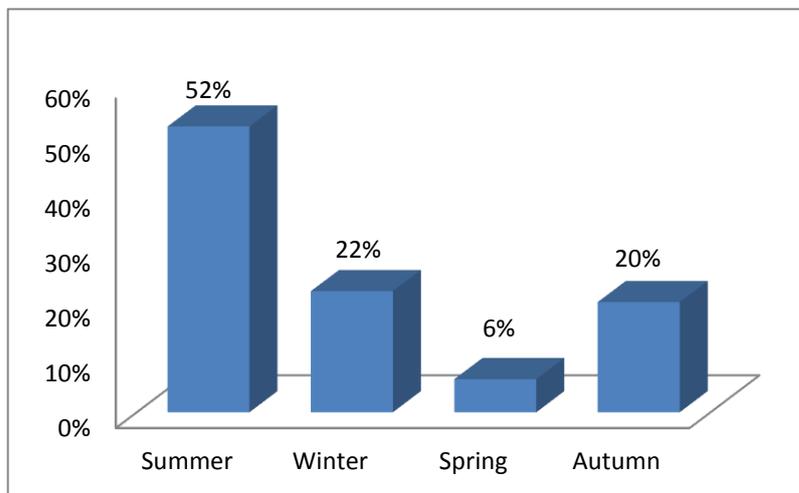


Figure 7: The season travelers choose to travel, n=316

From figure 7, we can see that over half of the respondents (52%) prefer to come to visit Finland in summer time. About 22% among the respondents who had visited Finland liked Finnish winter. Surprisingly, 20% expressed they were interested in visiting Finland in autumn. Only 6% chose to visit Finland in spring.

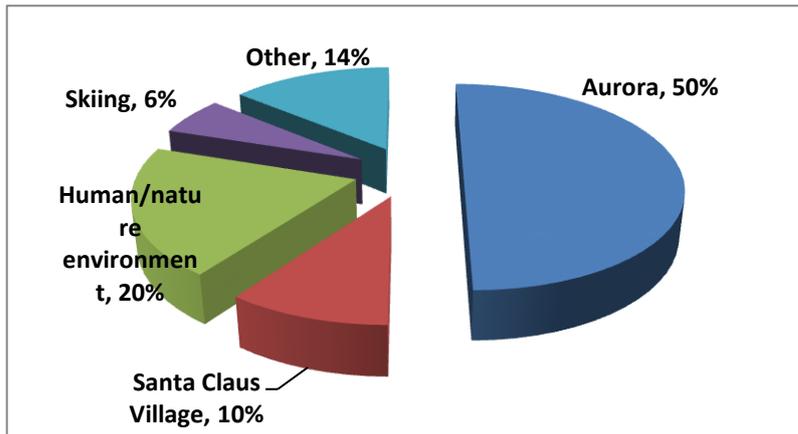


Figure8: Most attract travelers come to visit, n=316

Aurora (50%) is the main driving factor that respondents liked Finland. Human or natural environment (20%) was also one of the most mentioned factors for respondents to visit Finland, followed by Santa Claus village (10%), skiing (6%) and other reasons (14%).

6.1.2 Analysis of close-end questions

There are 175 respondents who answered close-ended questions. They were similarly asked to rate their level of satisfaction with the same items while in Finland (with 1: Very dissatisfied and 5: Very satisfied).

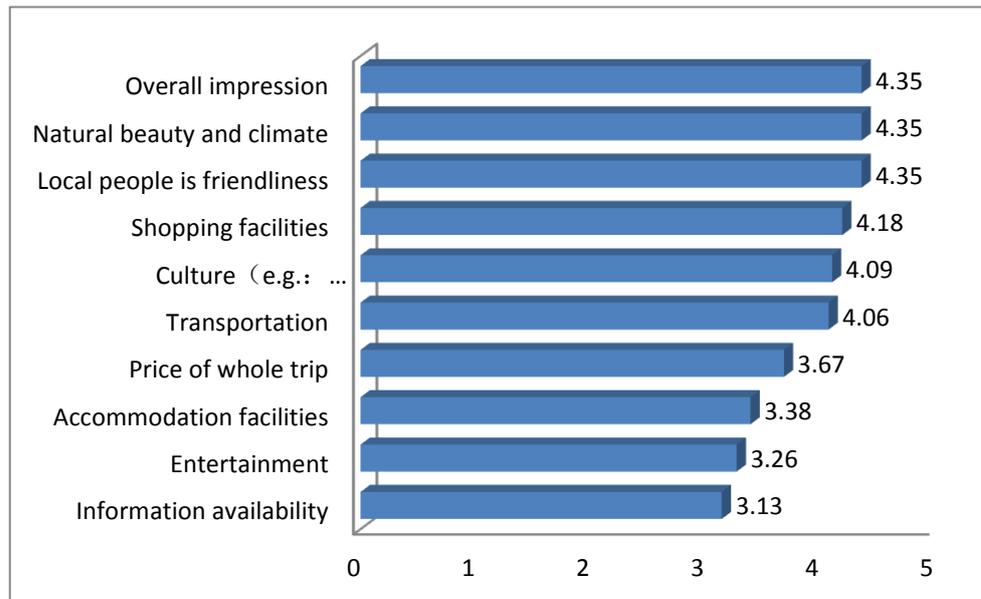


Figure 9: Satisfaction score, Chinese tourists visiting Finland, 1= Very dissatisfied, 5= Very satisfied, n=175

The respondents were asked to score their experience in Finland in ten aspects. Figure 9 shows that the ten image attributes of Finland had average satisfactory scores ranging from 3.13 to 4.35. The overall impression, natural beauty and climate and local people's friendliness are the top three scores of 4.35, followed by shopping facilities (4.18), culture (e.g.: museum, theater, festivals) (4.09), transportation (4.06), price of whole trip (3.67), and accommodation facilities (3.38). The last scores were entertainment (3.26) and information availability (3.13).

Chinese tourists have high overall impression in Finland. It was not difficult to find that the natural beauty, climate and local people's friendliness were the important factors to get Chinese tourists satisfaction. Most of Chinese tourists enjoyed the clean, beautiful, fresh air and green environment. Similarly, the Finnish people are highlighted with high frequency as part of the best experience in Helsinki. Local people's friendliness also got a high satisfaction score in this survey. The most satisfying elements of the Chinese visitors' experience in Finland involved a visit to historical and famous sites, experience of local culture and time to relax. Convenient transportation was verified in this survey. All these were the six aspects which got the score of "satisfied" (avg. =4).

Price of whole trip (3.67), accommodation facilities (3.38), entertainment (3.26) and information availability (3.13) were the factors between satisfied and Neutral. Price of whole trip and accommodation facilities might be caused by the high price of traveling in Finland. Lack of entertainment facilities in the trip lead to the relatively low score in this survey. And the lack of Chinese information service offered led directly to the "information availability" get the lowest value.

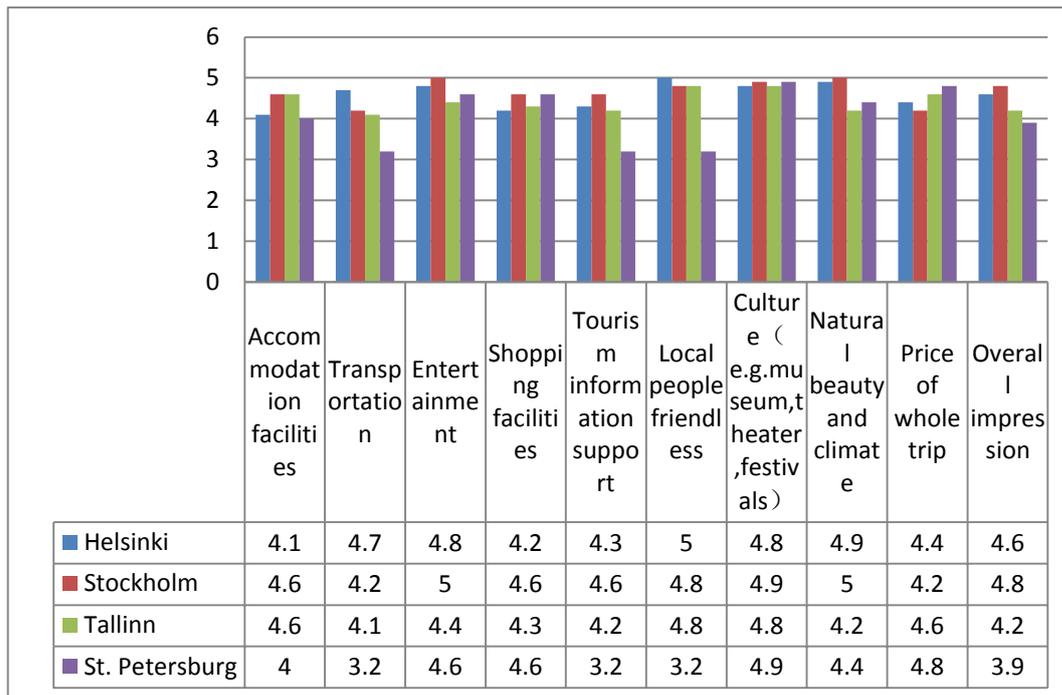


Figure 10: Satisfactory score, Comparing four capital cities: Helsinki, Stockholm, Tallinn and St. Petersburg. 1= Very dissatisfied and 5: Very satisfied)

Figure 10 reveals the average satisfaction score of Helsinki, the capital city of Finland, and Stockholm, Tallinn and St. Petersburg, three neighboring countries' capital cities. In comparison of the overall impression among Helsinki and other countries' capitals, Stockholm (4.8) ranked first and Helsinki (4.6) ranked second, followed by Tallinn (4.2) and St. Petersburg (3.9). From the mean rating, there is a similar result appearing in Culture (e.g.: museum, theater, festivals). Surprisingly, even though these capital cities are located near each others and have similar climate, the result of natural beauty and climate were totally different.

The most advantageous of Helsinki was local people's friendliness (5). The most advantageous of Stockholm were entertainment and natural beauty and

climate. When comparing the same group, Tallinn has no obvious advantages in these ten aspects, but the top two satisfactory scores are local people's friendliness (4.8) and culture (e.g.: museum, theater, festivals) (4.8). However, St. Petersburg has high satisfaction score in culture (e.g.: museum, theater, festivals) (4.9) and price of whole trip (4.8).

As a conclusion, Helsinki and Stockholm, the top two cities from the mean ratings, were highlighted as friendly and civilized. Both of them characterize the overall best experience, related to the green and clean environment and beautiful scenery. The convenient transportation reflecting the actual city experience in Helsinki and Stockholm was a part of the best experience of Chinese visitors. In general, the mean score of Helsinki, Stockholm, Tallinn and St. Petersburg have all met the Chinese tourists' expectation in overall expression by their unique culture.

6.2 Qualitative result

6.2.1 Analysis of open-ended questions

The open-ended questions were only answered by the respondents who have travel experiences of Finland. There are 83 respondents who answered these questions. The aim of open-ended questions was to explore the perception of image and impression of Finland. The open-ended questions were analyzed through the overall response and evaluation. Meanwhile, the examples of answers were listed after the result analyze.

6.2.1.1 Your perceptions of Finland before coming to the country.

Before the trip, most of respondents believed that Finland was a very small country having good welfare system. Many of participants mentioned these keywords: clean, fresh air, green, cold and dark. Many respondents expressed that they did not know what was really famous here. Here are some examples of the open-ended questions:

“I know that Finland is a developed European country...very small, but a very safe place to travel.”

“Finland was known as ‘Land of thousands of lakes.’”

“Cold and dark.”

“I heard that Finnish people do not care about brands and fashion.”

“I thought they have nice society.”

“I didn’t know so much... we didn’t receive much information about Finland compared to the other countries..”

6.2.1.2 How did perception of Finland change after staying in Finland?

The results illustrate that the image of Finland as a small country stayed the same for most, but some participants thought that, it is still very safe in Finland and travelers can often find their belongings if left in public transport. Most respondents agree that the clean air, lack of noise and easy living are all described as prerequisites to enjoy life and relax the mind in Finland.

“Stayed the same. I like the natural ‘oxygen bar’ and enjoy my life.”

“Same. I enjoyed the harmonious coexistence (of man and nature), sincere, friendly, a perfect place to live.”

“Changed, in my mind, Finland is an ideal society, with good social systems as well as a good natural environment.”

“The same. Finnish people have balance of work-leisure time.”

“Changed. For travelling in summer time is very good, compared with Beijing, it is not hot at all.”

6.2.1.3 What are your main destinations in Finland?

Helsinki and Rovaniemi are the most popular options for Chinese tourists. Helsinki is the capital city, most interesting landscapes and shopping facilities are located here. Santa Claus village and Kakslauttanen Igloo West Village in Rovaniemi also interested Chinese tourists a lot.

“I have visited almost all the tourists’ sights and important museums and parks in Helsinki.”

“What interested me most were visiting the museums and churches, and then shopping.”

“I came for Whitechapel.”

“Really wanted to visit Santa Claus, also hope to see the aurora.”

“All touristic places are very suitable for tourists.”

6.2.1.4 Was there any other country you traveled at the same time?

Most of the respondents answered that Finland was not the only destination for their trip. Other European countries were also included in this trip, especially the other Nordic countries.

“I think people start to travel, but they usually go first to countries around France, Italy and Spain... Europe is really a dream destination...”

“I went to Sweden and Denmark at the same time. Sweden is better, I read a lot before the trip, saw many pictures.”

“I traveled to four Nordic countries in this trip; the route was planned by Chinese travel agency.”

“The aim of this trip was to explore the Arctic and see aurora, Finland and Sweden were my destinations.”

6.2.1.5 What are your perceptions of services in Finland?

The overall impression is that services are good, personnel is friendly in restaurants, hotels and shops. It was easy to find a Chinese restaurant and traditional Finnish restaurant. Most of respondents stated that public transport is very convenient. Beside these positive aspects, some respondents complain about the expensive transportation, difficult to find information in Chinese, several of the surveyed Chinese visitors point to Helsinki as too slow-paced.

“Opening hours of banks, shops and other places are too short, is not convenient.”

“Almost all the Finns can speak English. If you don’t understand, they can explain you by body language.”

“Service was good, minded and very helpful.”

“There are no signs in English on the streets, supermarkets and trains.”

“Oh, it’s too expensive! The food, accommodation and transportation.”

“It would be nice to have more information in Chinese.”

“They don’t make real Chinese food.”

“Chinese like to drink warm boiled water.”

“I found different restaurants here; it is good to enjoy the real local food.”

“The people here are very polite, vehicles let pedestrians go first.”

“I could not stop a taxi in the street; I have to call a taxi.”

6.2.1.6 Did you feel satisfied with this trip?

The Chinese tourists are most satisfied with the historical and famous sites of Finland. In addition, the experience of local culture and the time to relax are also rated satisfactory by the surveyed tourists. Most agreed that they are satisfied with the trip to Finland.

“Very satisfied. I think Finland is good for old people to live, but not for young people.”

“I enjoyed my trip. I think Finland is a very clean country, different from China, we are suffering from severe haze.”

“My impression about Finland is very positive now.”

“Satisfied! Now I think Finland is too cold, but the spring, summer and

autumn are good. I enjoy my study life here!”

“So-so. Too boring and nothing to see.”

“No, too small, nothing is happening here, too quiet and no people.”

“After staying for 2 years, I prefer to change a country to stay.”

6.2.1.7 Would you like to recommend your friends or relatives come to visit Finland?

Seventy-one percent of respondents gave positive answers. They believed that Finland is a relatively safer travel destination and worth to visit. Meanwhile, part of the respondents considered Finland is small and there is nothing worth to visit.

In conclusion, according to the survey result of open-ended questions, the image of Finland for most Chinese tourists is a small and rich country having good welfare system. Most participants considered the image stayed the same after the first visiting to Finland and they are most satisfied with the service and the historical and famous sites of Finland. Helsinki and Rovaniemi are the main destinations. Many agreed on that there is a big focus on environment in this country, but lack of Chinese information.

6.2.2 Interview

This section is used to analyze the results of interview, 5 questions were set altogether for the interview. The researcher began each interview with a quick introduction describing the reason of the interview: to introduce to topic of this research work and what is the main question needing to be solved. And then describing that the purpose is to examine the interviewees day-to-day work

practices related to this topic and any challenges they face. Each interview lasted from 20 to 30 minutes. For interviewees from different towns of Finland, we conducted interviews over the phone. For the purpose of these analyses, the questions are grouped into five themes ranging from theme 1 to theme 5, just as they are presented below.

6.2.2.1 Characteristic of interviewees

Focus Group

Finnish Tour Operator

Date:06.Feb.2015

Language: Chinese

Nr. of participants:2

Duration: 20-30 minutes

Participants	Age	Education	Occupation	Time of working as a tour operator
Jianjiang Shi	26	Bachelor's Dgr.	Santa Travel Oy	4 years
Songyang Hong	28	Bachelor's Dgr.	Crof Oy	8 years

6.2.2.2 Analysis of interviews

Theme 1. What destinations do you think Chinese tourists will want to visit in Finland?

The researcher enquired from the interviewees their opinion on what the most popular destinations are in Finland. The purpose of this theme is to learn about what attractions Chinese tourists were interested in. According to the interviewees' views, two most popular tourist areas in Finland are Helsinki and Rovaniemi. Chinese tourists come to Helsinki for shopping, visiting churches, museums and parks. Some tours from China were organized by Chinese

companies, they came to Finland to have business meeting or seminars and take the opportunity to travel. Rovaniemi is often regarded as the second most popular tourist destination, to visit Santa Claus village and to see the northern lights. Glass igloo in Kakslauttanen Arctic Resort is also very attractive to Chinese tourists. They are most satisfied with their visit to famous must-sees, their experience of local culture and the time to relax and recharge.

Theme 2. What kind of attractions or services are missing in Finland to satisfy Chinese tourists?

This theme enquired from the interviewees their opinion of the missing attractions in Finland according to the tourists' feedback to their travel agency. The purpose of this theme is to find the disappointing factors for Chinese tourists. According to their description, Finland is a country that attaches great importance to tourism promotion compared with other Nordic countries. In 2013, Chinese tourists brought 55 million euros total tourism revenue to Finland, because the well-known winter resorts in Lapland are highly attractive for Chinese tourists. In 2014, Finnish Tourist Board started a three-year plan as the new Chinese promotion program in China, invested a total of one million euros, mainly for the Finnish Tourist Board in the spring and in the future to promote the image of Finland and to build a new image in the minds of a new generation of Chinese travelers. Additionally, Chinese tourists normally have a round trip through several countries in Europe, they only stay one to four days in Finland.

Theme 3 What kind of services are the most popular among Chinese tourists? What are the advantages of using your services?"

This theme was enquired to get the view of the interviewees on the level of tourism products, find out what experience is available to tourists to choose. According to the interviewees, When Chinese visitors to Helsinki shopping, the Finnish capital is experienced as lacking Chinese information and service. Travel agency provides high quality Chinese information service- plan a trip, and arranges time to visit. Tour guides or interpreters available on request, as well as high-end hardware facilities.

Theme 4 How do you attract people to travel to Finland?

The researcher enquired the opinion of the interviewees about how they attract visitors to travel to Finland travel and how they attract visitors to choose their travel agency. The purpose of this theme is to know the marketing strategy in Finnish travel agency. The interviewees were of the same opinion that travel agency in Finland prefers to cooperate with a Chinese travel agency and most tours they have were led from Chinese travel agency. They also participate in tourism curatorial and did some advertising for their brand. The above methods of marketing are effective and essential attempts have resulted. When asked about their organization's future plans in terms of tourism promotion, they expressed their next step is to improve corporate reputation and provide better hardware facilities. The number of Chinese visitors was increasing every year; the Finnish government has also attached great importance in China's tourism promotion.

Most Chinese tourists are interested in sharing their travel experience online by posting pictures from the trip. They used smart phone and downloaded

APPs related to the destinations they planned to visit. Travel agencies tried to post huge information in Chinese social media to market their brands.

Theme 5 Would you consider having a partnership with a Chinese travel agency? Why?

This theme was enquired to get the view of the interviewees about how to promote tourism among different countries in terms of marketing. According to the interviewees, the tourism industry growing speed has relationship with the government but the private agencies and organizations still have considerable ability to enhance the development of tourism. Interviewees agreed that they have cooperated with many different travel agencies not only in China, but also in Denmark, Sweden and Norway to promote their tourism products. The complicated visa procedures for Chinese people to travel to Finland push tourists to depend on group travel with travel agency, because the travel agency helps tourists to solve their visa problems.

In conclusion, Chinese travel mainly with tour groups. The majority of Chinese visitors travel to several countries during their trip. Very few Chinese visitors come to Finland exclusively. Different from the individual tourists, the group tourists have more channels to get the information before and during the trip. Besides providing better hardware facilities and advertising, travel agencies in Finland preferred to have cooperation with travel agencies in China as an effective way to attract more customers.

7 Conclusion and recommendations

Discussions in this chapter aimed to answer what Chinese tourist demands and expectations in Finland are and what the currently situation of Finnish tourism industry is. My findings showed that Chinese visitors to Finland have great affection for Finnish tourism industry. Based on the analyses of the results of the online survey with 316 respondents and the interviews of two Chinese tour operators in Finland, some research finding and recommendations are as follow:

Most tourists who have experience of traveling to Finland or have prepared to visit Finland were mainly from the age group of 31-40 year old people. 90% of the respondents were highly educated people with bachelor's degree and upon bachelor's degree. Most of the travelers (57%) were students and businessmen.

The Chinese visitors come from all parts of China, but mainly from Beijing and Shanghai. Over half of the respondents (52%) prefer to visit Finland in summer time; winter (22%) and autumn (20%) have also become popular choices. For most respondents (30%), they planned a round trip through several countries. In other words, Finland was one of the destinations to visit.

In general, Chinese tourists have high overall impression of Finland. Most of them have high satisfaction score in the natural beauty, climate and local people's friendliness. The mainstream tourist activities were visiting tourist attractions, shopping and cultural visits to museum, theater and festival.

Compared to the neighbor capitals, Helsinki has a higher average satisfaction score than Tallinn and St. Petersburg, but lower than Stockholm. The most competitive sectors of Helsinki were local people's friendliness, the green and clean environment. The convenient transportation was also regarded as the best experience of Chinese visitors.

For individual travelers, they got less information in Chinese than group travelers before and during the trip. Most group travelers were guided by travel agencies had easier access to information in Chinese. Even though the overall impression is good, several disappointed factors still exist. For instance, the lack of Chinese language tourist information and products to ensure the accessibility, several of the surveyed Chinese visitors point Finland to be too slow-paced (shops close early).

For recommendations, providing Chinese tourist information and customized tourist products by social media and travel guidelines could solve the problem of lacking information in Chinese. Through the survey result, beside the summer time, winter tourism also attracted a number of Chinese tourists. According to the interview, snow business products also interested Chinese tourists to consume. Therefore, the development and promotion of winter tourism are worth the wait. As part of respondents expressed, the Finnish tourism brand is not easy to remember. The creation of a successful and unique tourism brand would help to express an impressive tourism image.

According to the survey, except Aurora and cultural attractions, clean living environment and rich ecological resources also attract Chinese tourists come to visit. The development of eco-tourism can be used as a way of attracting

more Chinese tourists. Taking full advantage of Finland's unique geographic conditions and circumstances could be an effective method to create new eco-tourism product for attracting the tourists as well as generalizing the brand of Finland.

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中国游客在芬兰旅游的需求和期望

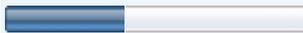
作者：Cuiting Xu 时间：2015年2月20日

开始时间：2015-2-10 结束时间：2015-2-20

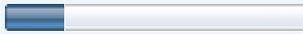
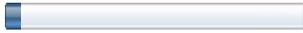
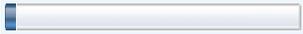
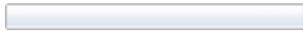
样本总数：316 份

数据与分析：

第 1 题 您的性别： [\[单选题\]](#)

选项	小计	比例
男	199	 63%
女	117	 37%
本题有效填写人次	316	

第 2 题 您的年龄段： [\[单选题\]](#)

选项	小计	比例
18 岁以下	16	 5%
18~25	135	 43%
26~30	85	 27%
31~40	61	 19%
41~50	12	 4%
51~60	7	 2%
60 以上	0	 0%
本题有效填写人次	316	

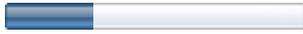
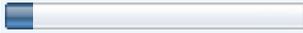
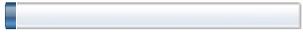
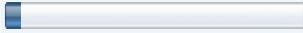
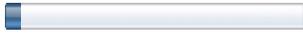
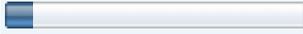
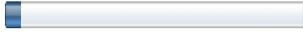
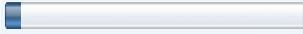
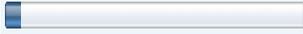
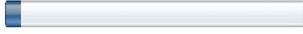
第 3 题 您的受教育程度 [单选题]

选项	小计	比例
高中	33	10%
大学	213	68%
研究生	63	20%
其他	7	2%
本题有效填写人次	316	

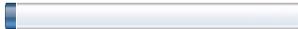
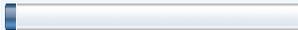
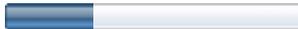
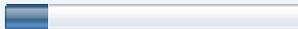
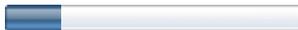
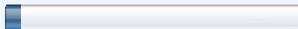
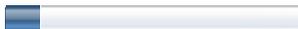
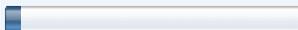
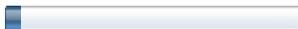
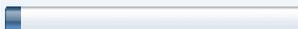
第 4 题 您目前从事的职业: [单选题]

选项	小计	比例
全日制学生	110	35%
私企员工	34	11%
国企员工	19	6%
政府官员	14	4%
商人	70	22%
教职人员	23	7%
其他	46	15%
本题有效填写人次	316	

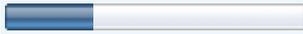
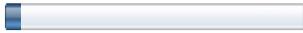
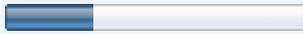
第 5 题 您所在的省份： [单选题]

选项	小计	比例
北京	98	 31%
重庆	41	 13%
广东	9	 3%
香港	12	 4%
湖北	20	 6%
山东	35	 11%
上海	13	 4%
四川	15	 5%
天津	36	 11%
海外	16	 5%
其它	21	 7%
本题有效填写人次	5	

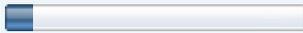
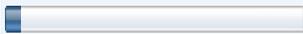
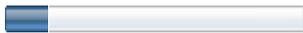
第 6 题 来芬兰旅行的目的： [单选题]

选项	小计	比例
参加研讨会	2	 1%
参加博览会或展览	4	 1%
多国旅游	95	 30%
拜访亲友	43	 14%
飞机中转站	55	 17%
专业考察	16	 5%
休闲旅游	40	 13%
学习	25	 8%
其它商务因素	23	 7%
其它	13	 4%
本题有效填写人次	316	

第 7 题 您更愿意在哪个季节来芬兰旅游？ [单选题]

选项	小计	比例
夏天	164	 52%
冬天	70	 22%
春天	19	 6%
秋天	63	 20%
本题有效填写人次	316	

第 8 题 最吸引你来芬兰旅行的活动是什么？ [多选题]

选项	小计	比例
看极光	158	 50%
拜访圣诞老人村	32	 10%
人文环境	63	 20%
滑雪	19	 6%
其它	44	 14%
本题有效填写人次	316	

第 9 题 请根据下列不同的选项，选择您的满意值： [\[矩阵单选题\]](#)

题目\选项	很不满意	不满意	一般	满意	很满意
住宿	4(2.3%)	38(21.7%)	43(24.6%)	68(38.9%)	22(12.6%)
交通工具	1(0.0%)	3(0.0%)	20(11.4%)	62(35.4%)	79(45.1%)
娱乐项目	4(0.0%)	41(23.4%)	56(32%)	54(30.9%)	20(11.4%)
购物	0(0.0%)	6(0.0%)	33(18.9%)	59(33.7%)	77(44.0%)
充分的旅游信息	10(0.1%)	36(20.6%)	59(33.7%)	61(34.9%)	9(0.1%)
芬兰人的友好程度	0(0.0%)	0(0.0%)	29(16.6%)	55(31.4%)	91(52.0%)
文化（例如：博物馆，歌剧院，节日等）	0(0.0%)	3(0.0%)	42(24.0%)	76(43.4%)	56(32%)
自然景观和气候	0(0.0%)	0(0.0%)	37(21.1%)	39(22.3%)	99(56.6%)
旅行开销	0(0.0%)	26(14.9%)	42(24.0%)	70(40.0%)	37(21.1%)
综合评价	0(0.0%)	0(0.0%)	30(17.1%)	53(30.3%)	92(51.4%)

第 10 题 请对比以下欧洲国家并且填写您的满意值。（满意值 1-5, 1=非常不满意, 2=不满意, 3=一般, 4=满意, 5=非常满意） [\[表格数值题\]](#)

题目\选项	赫尔辛基	斯德哥尔摩	塔林	圣彼得堡	行平均	行小计
住宿	4.1	4.6	4.6	4	4.3	17.3
交通工具	4.7	4.2	4.1	3.2	4.1	16.2
娱乐项目	4.8	5	4.4	4.6	4.7	18.8
购物	4.2	4.6	4.3	4.6	4.4	17.7
餐饮	4.3	4.6	4.2	3.2	4.1	16.3
当地人友好程度	5	4.8	4.8	3.2	4.5	17.8
文化（例如：博物馆，歌剧院，节日等）	4.8	4.9	4.8	4.9	4.9	19.4
自然景观和气候	4.9	5	4.2	4.4	4.6	18.5
旅行开销	4.4	4.2	4.6	4.8	4.5	18.0
综合评价	4.6	4.8	5.2	3.9	4.6	18.5
列平均	4.6	4.7	4.5	4.1	4.5	17.9
列小计	50.4	51.4	49.7	44.9	49.1	196.4

第 11 题. 来芬兰之前对芬兰的印象是? [填空题]

第 12 题. 来芬兰旅行之后印象发生改变了吗? [填空题]

第 13 题. 在芬兰旅行的主要目的地是哪里? 还去过芬兰的其它哪些地方? [填空题]

第 14 题. 如果您还去过除芬兰以外的其它欧洲国家, 那么哪个欧洲国家是您的主要目的地? 请列出你去过的其它欧洲国家。 [填空题]

第 15 题. 您在芬兰的得到服务的总体评价? [填空题]
