



TOURIST MOTIVATORS AND PULL FACTORS OF TAMPERE

In co-operation with Visit Tampere

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ABSTRACT

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This thesis was carried out in co-operation with Visit Tampere Tourist Information. The purpose of the research was to gather information on what motivates tourists to travel. Another main purpose was to investigate what attracts tourists to travel to Tampere and how could Tampere be developed as a tourism destination. The research aimed also to find out which online channels tourists use for searching information on travel destinations.

The data for the research was collected by an online questionnaire from the beginning of December 2014 till the beginning of February 2015. In total 67 responses were gathered, which was fewer responses than expected. The results would have been more reliable if more responses were received. Nevertheless, interesting and useful information was gained from the research that can be valuable for Visit Tampere when they plan future development of the destination and its marketing strategies.

The research revealed that tourists travel in order to experience other cultures and escape from their everyday life's stress and routines. Most important pull factors of holiday destinations for tourists are beautiful nature, affordable flights and accommodation, destination's culture and interesting sights and the safety of the destination. Search engines and destinations' own travel portals were discovered to be the most used online channels by tourists when they seek information of destinations.

Most of the respondents had travelled to Tampere to visit their friends or relatives. Tampere was found attractive because of its beautiful nature and Finnish culture. Tourists were most dissatisfied with transportation in and to Tampere and the selection of activities in the destination. Nevertheless, tourists were highly interested in traveling to Tampere in the future. On a scale from 1-10, where one is not interested at all and 10 is very interested, tourists were 8,5 interested in traveling to Tampere in the future.

Key words: tourist motivations, push and pull factors, consumer decision-making, internet marketing

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1 INTRODUCTION

The idea for this thesis topic came in summer 2014 when I conducted my practical training at Visit Tampere Tourist Information. The tourist information conducted a survey for international tourists about Tampere and their favorite places in the city. The survey also collected information on tourists' reasons for coming to Tampere and their information searching of the destination. I and Visit Tampere's another trainee were together responsible of the data collection for the survey at the tourist information.

In the end of the summer it was discussed that further investigation on tourists' motivations could be needed and it was decided that I would carry out a research about the topic for my bachelor's thesis. The research process started soon in the autumn and the main objectives were set to be to research tourist motivations in general and the strengths and weaknesses of Tampere as a travel destination. It was also wanted to be investigated whether tourists preferred particular online channels when they looked for information on travel destinations.

The topic was relevant since it had value for Visit Tampere as knowledge on tourist motivations and their feedback about Tampere could be further used in developing the city's services and promoting the destination. The summer had also provided me new insight on tourism in Tampere and therefore given me a good starting point for the research. The data collection started finally in December 2014. In total 67 respondents from 24 different countries took part in the questionnaire. The amount of responses was fewer than expected and hoped, but the research provided nonetheless interesting results.

This thesis report introduces first the theoretical framework for the research and continues then to former researches conducted in Tampere about international travelers. Later the results of the questionnaire are introduced and the research findings are analyzed. In the end also suggestions on how Tampere could be developed as a destination are presented.

2 RESEARCH PLAN

2.1 Thesis topic

This thesis is carried out in co-operation with Visit Tampere tourist information. The goal is to gain knowledge of what factors motivate people to leave for a holiday and which factors influence tourists to choose a particular destination for their leisure trip. The aim is also to investigate what about Tampere attracts tourists to choose it as their travel destination.

The purpose is also to gain insight of how Tampere could be improved as a tourism destination and therefore we are also interested in information on why people, who have not visited Tampere, have not chosen Tampere as their travel destination. Visit Tampere tourist information has also interest in focusing their internet marketing to the right internet channels. Therefore in this research we also want to survey which internet channels are preferred by tourists, when they search information of travel destinations.

Visit Tampere carried out a survey in summer 2014 related to this topic. I worked at the tourist information as a trainee for the summer 2014 and with another summer trainee we held the responsibility of collecting the data for the survey at the tourist information. In the questionnaire the international tourists who arrived to Tampere were asked, which the most interesting sights were for them in Tampere. The survey also included the questions; what was the main reason for the tourist to come to Tampere and from where did they look for information of Tampere. The last task was for the respondent to give a grade for Tampere as a tourism destination.

This thesis aims to further investigate the topic on the basis of the survey of summer 2014. The research will focus on surveying international tourists' motivators, the pull factors of Tampere and the factors that could be developed to lure more international tourists to Tampere. The goal is to gain better understanding of tourist motives and thus provide Visit Tampere useful information for developing Tampere as a destination. The information gained from the research can be implemented when planning enhancing tourist services in Tampere and when strengthening and creating pull factors of Tampere that lure tourists in.

As it was discovered in the survey of summer 2014, internet is a very important marketing channel for tourism destinations. By further investigating tourists' preferences of information channels online, the goal is to determine effective internet marketing channels for Visit Tampere. The research results can be used when planning future online marketing strategies.

2.2 Concepts and theories

The main concepts and theories used in this thesis are tourist motivators, push and pull factors, consumer behaviour, consumer's decision making and internet marketing.

Tourist motivators are the reasons behind tourists' decisions to travel. For tourism providers and destination managers, it is important to understand why people want to travel, in order to be able to provide the tourists interesting destinations, products and services. There are many theories that have been written about motivation and applied to tourism purposes for understanding tourists' motives.

Dann's (1981) theory of tourism motivation introduced **push and pull factors**. The push factors indicate the reasons for a person to want to travel, whereas the pull factors express the things that pull the tourist to travel to a certain destination. For instance desire for relaxation, escapism from everyday life's routines and stress, desire for getting a sun-tan and seeing historical sights are examples of motivators that push the person to take a vacation. Pull factors are the features and qualities of the destination that make the person choose that specific destination as the destination of their travel. The pull factors can include beautiful nature, warm and sunny climate, famous sights and museums, good shopping possibilities and for example good possibilities for adventurous activities such as mountain climbing.

In this thesis, Dann's (1981) theory of push and pull factors has an important part of working as the main structure of the research. The push and pull factors of the international tourists are researched to gain understanding of why people want to leave for a holiday and which features pull them to certain destinations. To investigate the push factors, the respondents are asked what usually motivates them to take a holiday.

To identify the most important pull factors, respondents are asked which features of destinations are important for them when they choose their travel destinations. Also the pull factors of Tampere are researched by asking the respondents to tell why they had personally chosen Tampere as their travel destination. This way the strengths of Tampere as a destination can be recognized.

Motivation factors in tourism can be categorized into subgroups according to the nature of the factors. McIntosh, Goeldner and Ritchie (1995) categorized motivation factors to four categories. The first category consists of physical motivators. Tourists motivated by physical motivators are looking for refreshment of body and mind from their travel and travel for health purposes, for sports and for pleasure. The second category consists of cultural motivators. These motivators include among other things interest for foreign cultures, for the natives' lifestyle, their customs, traditional foods and local history.

The third category of motivators is interpersonal motivators. These motivators have to do with desire to meet new people and to seek new and different experiences. Also wish to visit friends, a partner or relatives falls into this category. This category also includes spiritual reasons as travel motivators.

The fourth and last category of motivators, according to McIntosh et al. (1995), is status and prestige motivators. These include personal development, self-education, ego enhancement and sensual indulgence. These motivators are thought to be related to desire for attention and recognition from others and boosting the ego of oneself. Also Swarbrooke and Horner (2007, 53-54) had a similar idea of categorizing tourism motivators. In their work they outlined some of the tourists' major motivators and categorized them into six motivation categories: physical, cultural, emotional, personal, personal development and status.

For this thesis, motivator categories are important for introducing the topic of motivation and helping us to understand the nature and diversity of travel motivation. As Dann's (1981) theory of push and pull factors functions as the structure of the questionnaire for this thesis, the motivation categories by McIntosh et al. (1995) and Swarbrooke and Horner (2007) define many of the questions in the research questionnaire, as they are based on these motivational groups. The respondents will be asked

how important different features and qualities of a destination are for them, when they choose their travel destinations. Most of these asked features are chosen from the motivational groups by McIntosh et al. (1995) and Swarbrooke and Horner (2007).

Usually people are motivated by a combination of many different motivators instead of just one (Swarbrooke & Horner, 2007, 55). Therefore the questions in the research questionnaire will be mostly either multiple choice questions or open ended questions. Multiple choice questions allow the respondents to choose several answer alternatives to each question and open ended questions allow them to write their own answers freely. This will help to ensure the validity of the results, as the respondents are not meant to be lead or forced to certain answers. "Validity is whether a measuring instrument measures what it is supposed to measure" (Finn, Elliott-White & Walton, 2000, 28).

It is good to understand that motivators for each individual change during time due to our experiences and change of interests and changes in our life situations. Also the fact with who the individual is traveling with, affects the individual's motivators. (Swarbrooke & Horner, 2007, 55). Therefore a respondent's answers to this thesis questionnaire's questions might differ, whether they answered them thinking they would be traveling alone or if they imagined a trip with a certain travel companion or a group. For understanding tourists' motivation better, these are important notions to understand and remember and have to be kept in mind when analysing the research results.

Despite the numerous theories on tourism motivation (Dann, 1981; Plog, 1974; McIntosh, Goeldner and Ritchie, 1995; Uysal and Hagan, 1993, etc.), most of the authors have failed to provide their theories with scientific proof. Motivation literature in tourism is therefore still immature, but there is no doubt motivation plays a role of high importance in explaining and understanding tourist demand. (Cooper et al. 2008, 49.)

Consumer behaviour in tourism is a complex context. There have been many consumer behaviour models created and adapted for tourism in order to help us comprehend the tourists' **decision making process** of choosing a destination, holiday package, accommodation, flights and other tourism services.

There are various things that affect tourists' decision making process. Cooper et al. (2008) have made a model of this process that includes four different elements which together influence tourists' decision making process. This model can be seen in the figure 1.

The first of these four elements is the energisers of demand. The energisers of demand are the motivational factors that affect a tourist to decide to take a holiday or visit a certain destination. The second element is called effectors of demand. This means that the tourist's decision is also affected by the images and ideas that for example media has created for the tourist. Also the opinions of family members and friends can unknowingly shape the tourist's own attitudes and perceptions of the tourism destination.

The third element is roles and the decision-making process. This element points out that a big influence on the decision making process can be on the different family members. The person paying for the trip, for example, has usually a lot of power in saying when and where the trip is made. The fourth and last element is called the determinants of demand. This means that determinants like income can influence the travel decision remarkably against the tourist's motivations. For example, even though a couple might have high motivation on taking a four week vacation to an exotic destination far away, it might be that their financial situation does not allow this, and the couple has to settle to a five day vacation in the neighbouring country, to where it is cheap to travel by ferry.

In this research, the model of Cooper et al. (2008) is used in explaining the different influencers on tourists' decision making process. Instead of researching all these four influencers though, this research focuses on the first element; the energisers or motivators. The model is hence also used in the data collection and analysing the data.

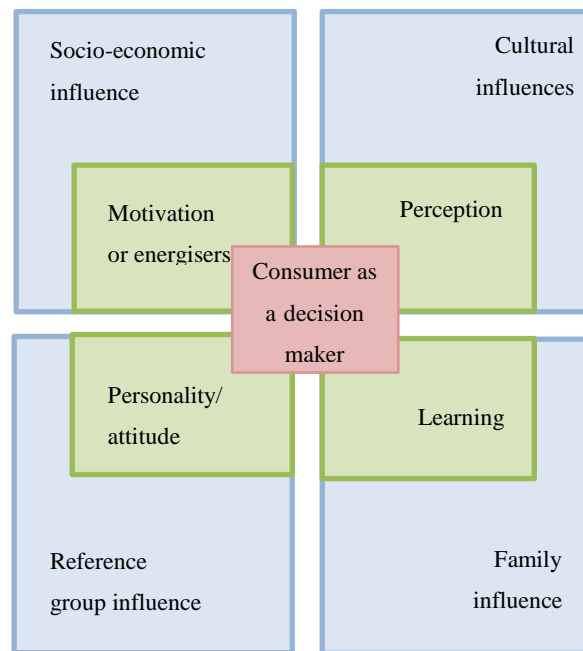


FIGURE 1. Consumer decision-making framework by Cooper et al. (2008, 44).

Models like the one designed by Cooper et al. (2008) are helpful for us to understand the tourist decision making process, however, they seem to be able to only demonstrate the complexity of tourist's decision making process and list stages of the process and different influencers to the process. What is lacking from these models is the actual understanding of why tourists choose what they choose? For example why does a couple decide to have their vacation on Hawaii instead of comparable destinations like Canary Islands or Ibiza and what affects their on-site decision making (Wang & Pizam, 2011, 53)? Therefore, the crucial knowledge of how tourist's future decisions could be predicted, and hence how could the tourism marketers use the models in order to affect the tourist's decision making to their favour, is still lacking from these models. (Swarbrooke & Hanson, 2008, 77-78.)

Models that would describe and explain the nature of tourist decision making process are hard to create, since the topic is very difficult and complex to research. Hopefully in the future, more enhanced research about the topic will be carried out, and more describing models are created. When writing the data analysis of this research, and when examining the findings of this study, it is good to keep these limitations in mind.

“Internet marketing is rapidly becoming the number one information source for travel and tourism” (Wand & Pizam, 2011, 205). The internet has allowed the tourists to look for information of destinations and tourism products from the comfort of their homes and there is less need for them to visit travel agencies or to purchase travel magazines and guide books to learn from different destinations and tourism products. The internet marketing has also provided tourism organizations with *“distinct advantages in cost reduction, revenue growth, marketing research and database development, and customer retention”* (Morrison et al.,1999).

Internet offers multiple marketing channels for tourism providers. Homepages, search engine optimizing, advertises and travel agencies’ webpages are just a few channels to mention. The revolution of **Web 2.0** has essentially affected the way tourists can find information of their destinations of interest online. By Web 2.0, the second era of internet is meant. Before year 2004, the internet offered mainly a passive way for information search. People were able to find and read information provided by organizations, authorities and companies. What the emerging of Web 2.0 brought, was the new possibility of conversational and participative information seeking and sharing between other readers. (Wang & Pizam, 2011, 227-241; Kinnunen, 2010.)

Now people do not only have to settle on the information provided by the organization, but they can also read comments and information created by other internet users. For example, when a customer searches online for the right holiday destination for him/her, in addition to the information provided by the travel agencies and travel portals, the customer is able to read the experiences of other people who have visited the destination. This way the customer can also get an idea of the destination’s customer satisfaction, in addition to the sales speech and information provided by the travel agencies and travel portals.

Internet channels like TripAdvisor are perfect examples of Web 2.0 age. In TripAdvisor, the creators provide information of for instance a certain war museum, after which tourists, who have visited this attraction can leave their own reviews. The tourists can evaluate the museum by giving it stars from one to five, depending how satisfied they were with the museum. They can also leave their own comments of their experiences, praises or negative feedback that will then be available also for others to read. Also

blogs, Facebook and other social media channels are these kinds of online channels, where the internet users are able to discuss and share information.

To stay competitive, the tourism providers need to invest in online marketing. However, online marketing can be rather expensive and therefore the providers are naturally interested in focusing their marketing on the most effective channels. In the survey Visit Tampere carried out in summer 2014, the results showed that most tourists used internet to find out information about Tampere (Saloniemi, 2015). In this thesis research one of the aims is to take one step further and find out which online channels tourists prefer when looking for information of destinations.

In this research the respondents will be asked which online channels they use for finding information of holiday destinations. Thus the most popular online channels are aimed to be determined. The popularity of Web 2.0 channels like Tripadvisor, travel blogs and social media will also be investigated. Visit Tampere can utilize these findings when planning their future online marketing strategies to increase Tampere's competitiveness as a tourist destination.

2.3 Research questions

Research questions are the main questions the research aims to find answers to. These questions have been chosen together with the tourism development manager of Visit Tampere. These questions work as the guidelines and frame for the whole thesis process.

Research questions:

1. What factors motivate people to travel?
2. What are the most important pull factors of Tampere?
3. Why have not tourists, who have not visited Tampere, chosen Tampere as their travel destination?
4. Which are the most important internet marketing channels for tourists?

The first question helps to understand tourists' travel destination choosing process. It is important for the development of Tampere as a tourism destination, to understand why

people want to travel, and which factors are important for them when they choose a destination for their holiday. The second question focuses on the strengths of Tampere as a destination. It is good to know which sights and qualities of Tampere are interesting from the tourists' point of view. This information can be utilised in future marketing strategies.

The third question aims to gain us knowledge of what qualities Tampere is still lacking as a holiday destination and perhaps how the marketing of Tampere might be insufficient. Hopefully this question will provide us with information that can be used in developing Tampere as an even more interesting destination for tourists. The fourth question is important for the sake of effective online marketing. By gathering information of which internet channels are preferred by tourists, Visit Tampere can focus their online marketing to the most effective channels.

2.4 Data and methods

A questionnaire, or *a survey*, is the most common research style used by researchers in leisure and tourism. A questionnaire consists of a number of questions presented to a selected sample of respondents. The questions of a successful questionnaire need to be relevant to the research and all questions that do not help answering the research questions, should be left out from the questionnaire. The main advantage of a questionnaire as a research method is that a lot of information from large samples can be collected in a relatively short period of time. By asking the respondents the same questions, the results can also be compared. (Finn et al. 2000.)

Also in this thesis, a questionnaire (Appendix 1) is the data collection method used. The target group for the survey is international tourists. The questionnaire will be pointed both to tourists who have visited Tampere and for tourists who have not visited Tampere, since we are interested in learning of Tampere's strengths and weaknesses as a travel destination. Because the questionnaire will be published online for the data collection, the presumption is that the sample will consist mostly from tourists who are from young adults till middle-aged adults, hence the elderly people are not assumed to be reached with an internet questionnaire. The questionnaire will be published on the homepage of

Visit Tampere, and their Twitter and Facebook pages, which suggests that the respondents will be at least somewhat interested of Tampere.

The aim is to collect around 100 responses. As an inducement for the international tourists to take part in the questionnaire, the respondents have a chance to win a Tampere-themed prize, offered by Visit Tampere. The questionnaire is planned with the help of literature and in co-operation with the tourist information's tourism development manager and one of the information officers.

The questionnaire consists of both quantitative multiple choice questions and qualitative open questions, to which the respondents will answer with their own words. The data will be collected and analysed with a questionnaire program Zef. The data will also be analysed verbally with the help of the theories introduced in chapter 2.2 and illustrated with graphics.

2.5 Research process

In chapter three I will first introduce Tampere as a tourism destination. After this, previous researches of travelling and international travellers in Tampere will be presented. In chapter four the results of the data collection will be introduced.

In chapter five the results of the survey will be analysed with the help of previous researches and the theories introduced in chapter 2.2. Also development ideas for future marketing and developing Tampere as a destination will be discussed. In chapter six, the conclusions are made and the research process and the results of the research are discussed.

3 FORMER RESEARCH

3.1 Tampere as a travel destination

Tampere is the second most popular tourism destination in Finland, right after the capital city Helsinki. According to the overnight stay statistics, Tampere is also the fifth popular city in Finland among foreign travelers, after Helsinki, Vantaa, Rovaniemi and Lappeenranta. The largest share of travelers of the overnight stays in Tampere in 2013 consisted of travelers from Russia. The next biggest groups of travelers came from Germany, Sweden and Great-Britain. (Tampereen kaupunkiseudun elinkeino- ja kehitys-yhtiö Tredea, 2013.)

Tampere is a versatile city for travellers, due to its combination of city and nature, and it offers its visitors plenty to see and to do. Tampere has many museums, perhaps the most well-known of them being the museum centre Vapriikki, in which the tourists can explore several diverse exhibitions with one entrance fee. Finland's oldest still operating public sauna, Rajaportin Sauna, and Pyynikki observation tower are also many visitors' favourite destinations in Tampere. During the summer, taking part in the lake cruises and visiting amusement park Särkänniemi are also included in many tourists' holiday program while in Tampere.

Summer is clearly the high season for both domestic and international travelers in Tampere. In years 2010-2013, July was the busiest month for overnight stays followed by August and then Juny (Tampereen kaupunkiseudun elinkeino- ja kehitys-yhtiö Tredea, 2013). The beautiful nature and lakes are one of the main reasons for many foreigners in to visit Tampere during the summer.



PICTURE 1. The view from Pispala ridge in June 2014

In 2013 from January till November, 82% of the overnight stays in Tampere consisted of Finnish travellers and 18% of foreign travelers. The amount of overnight stays was in January-November 2013 3,1% less than last year. The decrease was mostly from the quota of Finnish travelers. The overnight stays of foreign tourists decreased by 2,3% in 2013 from the year 2012.

Of all the overnight stays between January and November in 2013, 52,1% were due to leisure purposes, 41,1% due to work related purposes and 6,7% due to other purposes. The portion of foreign business overnight stays increased slightly from previous year. (Tampereen kaupunkiseudun elinkeino- ja kehitysyhtiö Tredea Oy, 2013, 1.)

3.2 Research on international tourists in Tampere in summer 2014

In summer 2014 Tampere Region Economic Development Agency Tredea carried out a survey together with Leadin Oy in order to investigate international tourists' views and opinions of Tampere. In summer 2014, I was performing my practical training at Visit Tampere Tourist Information, which is a part of Tredea. Me and the tourist information's other summer trainee were together responsible of the data collection at the tourist information. Also Leadin collected some data during the summer.

The data was collected from the beginning of June till the end of August, using a questionnaire in Visit Tampere's tablet that the tourists filled. Mostly the data collection performed by me and the other trainee took place at the tourist information, but we interviewed tourists also in the city centre, Laukontori harbour and in amusement park Särkänniemi. In total 277 replies were gathered (Saloniemi, 2014).

First the respondents were asked to choose their favourite destination in Tampere. If they had not seen much of Tampere yet, they would choose which place seemed most interesting for them. There were ready options like Pyynikki observation tower, saunas, lakes and cruises, Market Hall, Tampere Cathedral, Särkänniemi amusement park etcetera. Also the respondents had an option to write their own favourite destination, if it was not on the list.

The destination that gathered most votes was Pyynikki observation tower with clear majority, 20,7%, of the votes. The second most popular destination was Särkänniemi, with 11,2% of the votes. On the third place was Moomin Museum with 9,5% and on the fourth place lakes and cruises with 8,7% of the votes. The museums that made it into the top ten were museum centre Vapriikki on the eighth place with 4,1% and Spy museum on the tenth place with 1,7%. (Saloniemi, 2014.)

A high percentage of respondents, 18,7% felt their favourite place was not on the list and they gave their answer by filling in their own answer. These answers varied a lot and included places like Pispala, museum Werstas, Viikinsaari, parks and the library. Instead of actual places, some of the respondents filled in their favourite things including walking routes, nature, shopping, food, art and culture. Some also answered that they did not know their favourite place yet. (Saloniemi, 2014.)

Many of the tourists filled in the questionnaire at the tourist information, which would explain the difficulty for some of the respondents to choose a place to vote. Most of the tourists come to the tourist information on their first days in Tampere, to find out what they could do here while their stay. Some of them even come straight from the airport to get information how to reach their hotel or where to leave their luggage while they wait for their check-in time to the hotel. Hence, it is understandable a significant amount of the responses to this question that were collected at the tourist information, considered

the places that seemed most interesting to the tourists, rather than being their favourite places where they had actually already visited.

The fact that Pyynikki observation tower was the favourite destination in Tampere for clear majority of respondents may indicate that most tourists are very attracted by the beautiful nature in and around Tampere. The observation tower offers breath-taking views to both of the lakes surrounding Tampere and to the many islands and forests and a view over the city. Especially in summer time the landscapes that open from the tower are beautiful, so no wonder many of the respondents felt Pyynikki observation tower was the gem of Tampere. In this thesis, I will compare these results of tourists' favourite places of the survey in summer 2014, to the gained results of this research about motivation factors and the pull factors of Tampere.

The second question for the respondents asked why they had chosen Tampere as their travel destination. The question was a multiple choice question. The most commonly received answer was "a friend or relative recommended Tampere" with 24,3% of the responses. The second most common answer was "I'm interested in Finnish culture" with 21,7% of the responses. On third place was "Nice combination of city and nature" with 20,4% and on fourth place "Meeting friends or relatives" 15,2%. 14,8% were in Tampere for an event or for business and only 3,5% said they were in Tampere for the cheap flights. (Saloniemi, 2014.)

"Word of mouth is communication about products and services between people who are perceived to have no vested interest in promoting them" (Silverman, 2001). Word of mouth is clearly one of the most powerful advertising channels and works especially well for tourism industry (Hudson, 2008). Recommendations from other travelers who have visited a certain destination are experienced more reliable than travel agents' advice, since other travelers are more likely to give their honest advices, positive and negative feedback on destinations, based on their experience, whereas travel agents might have vested interest in advertising a destination (Silverman, 2001).

Roundly one fourth of the respondents stated they had chosen Tampere as their travel destination, after their friend or relative had recommended the city. These research results back up the knowledge that word of mouth communication is very important for tourists.

The third question of the questionnaire asked respondents to choose which tools they had used for finding information of Tampere. This was again a multiple choice question, and the respondents chose from the following options: from a friend or relative; from a traveling application (e.g. Tripadvisor); from internet; from a newspaper or magazine; from somewhere else, please specify where. The clear majority, with 46%, stated they had found information from the internet. The second most answered option was “from a friend or relative” with 25% and on the third place were travel applications with 10%. From the open answers to the option “from somewhere else”, travel guide books were the biggest group. They made it the list on the fourth place with 8%. (Saloniemi, 2014.)

As the most used source of information was internet with a clear majority of the responses, it was decided that on this thesis research, it would also be investigated which internet sources tourists are using. Also the role of social media as an information source regarding travel destinations became a point of interest. In this thesis research, the international tourists are asked which internet sources they usually use for finding information of travel destinations. This information is especially useful for Tredea and Visit Tampere, since they can in the future use this knowledge when planning and focusing their online marketing.

3.3 Researches on travelers flying with Ryanair from Tampere-Pirkkala airport

In 2011 a research on international travelers flying with Ryanair was carried out by The Research and Education Centre Synergos (Manka, 2012). In the research, foreign travelers were interviewed in Tampere-Pirkkala airport between May and September in 2011. Since not all travelers flying from Tampere-Pirkkala stayed in Tampere while their visit in Finland, most of the results apply to whole Finland instead of specifically to Tampere. All together 879 respondents took part in the survey. However, not all respondents answered to all questions of the questionnaire.

The respondents of the survey were in total from 29 different countries, most of them from Italy, Germany and UK. Most of the respondents were aged between 25 and 34. The research revealed that over half of the respondents were in Finland because of lei-

sure, and 29% of the respondents stated they were here to visit friends or relatives. Surprisingly perhaps, only 13% told they were here for business.

However, the low percentage of business travelers can partly be explained by the fact that all the respondents were flying with budget airline Ryanair. It can be presumed that a significant percentage of business travelers fly with other than budget airlines and many of them also to Helsinki-Vantaa airport instead of Pirkkala-Tampere airport. Of the travelers on a leisure trip, 63,8% stayed in Tampere during their stay in Finland. Only 4% stayed elsewhere in Pirkanmaa and almost 60% stayed overnight also in Uusimaa during their stay in Finland.

The Research and Education Centre Synergos (Manka, 2009) carried out basically the same research also two years earlier in 2009. In 2009 there were in total 1511 respondents to the questionnaire, almost twice the amount compared to year 2011. However, again, not all the respondents answered to all the questions of the survey.

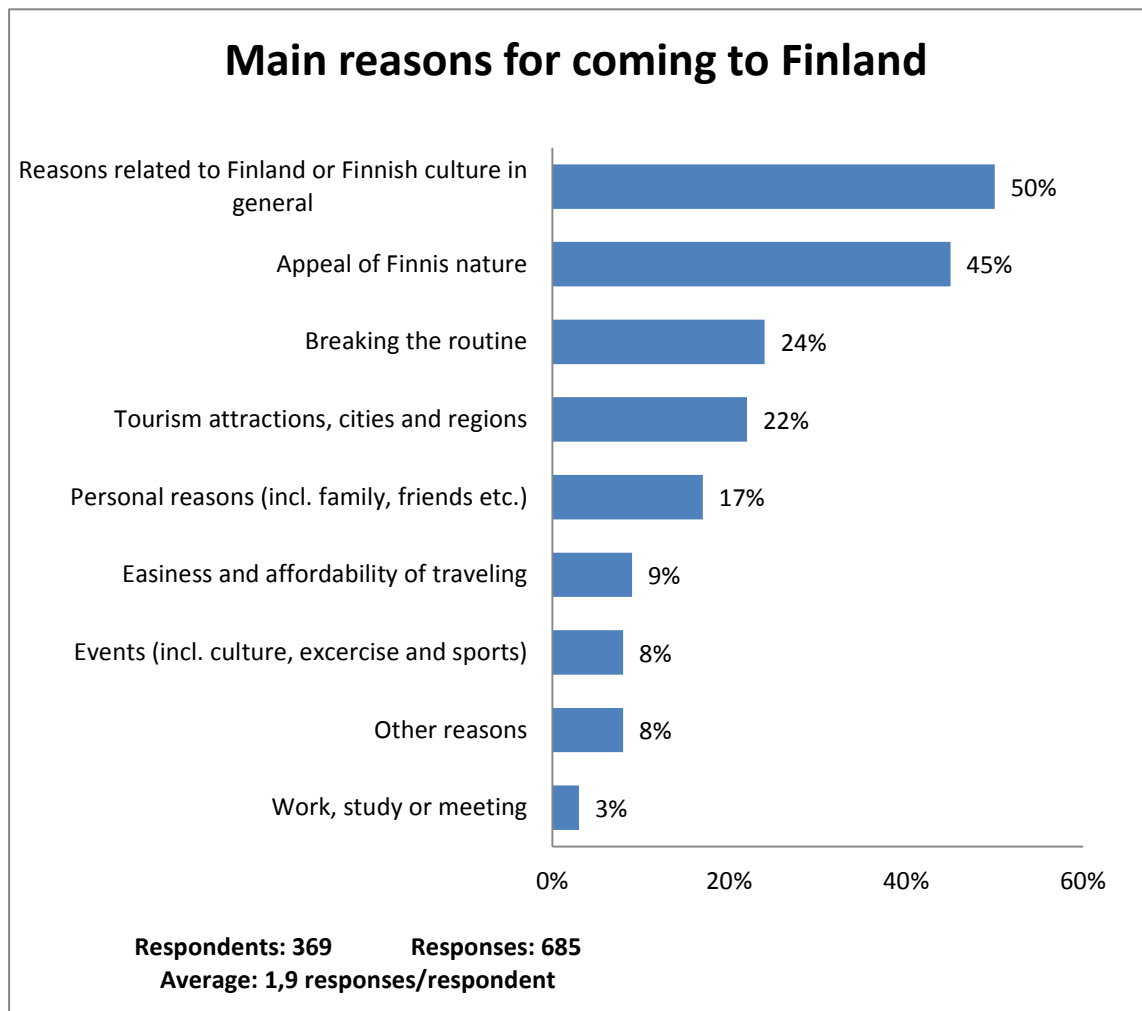
The results gained in 2009 of travelers' travel purposes, were very similar to the ones gained in 2011. Most of the travelers interviewed in Tampere-Pirkkala airport in 2009 had come to Finland in leisure purposes, like the travelers in 2011. In total 48% stated to have come to Finland for leisure.

The second biggest group was again the once to visit friends or relatives, with 32% of the respondents, and the third biggest group was the business travelers, with 14% of the respondents. (Manka, 2009.) Although in years 2009 and 2011 there were a significant difference in the amount of responses collected, in both years there were enough responses to conclude that the results are valid for comparison. The division between leisure travelers, travelers visiting their friends and family and business travelers has hence stayed very similar, almost unchanged, from year 2009 to 2011.

Manka's (2012) research in 2011 included interesting information of travelers' travel motives. The respondents that had stated to have come to Finland on leisure purposes were asked of the main reasons for coming to Finland. They were also asked which were the main destinations they had visited and main activities they had participated in during their stay in Finland. Both these questions were open questions and the respondents wrote their answers freely.

From the open answers Manka has picked and categorized the most often appearing answers. According to Manka, the leisure time travelers' top three main reasons for coming to Finland were: reasons related to Finland and Finnish culture, Finnish nature, and third; breaking the routine. The top three regions named by the respondents were Helsinki region, Tampere region and Turku region. The most popular activities were sauna and museums, on the third place were restaurants, pubs and partying and on the fourth place nature and landscape in general. (Manka, 2012.) The main reasons for coming to Finland are illustrated in table 1 and the top 30 most popular destinations and in table 2.

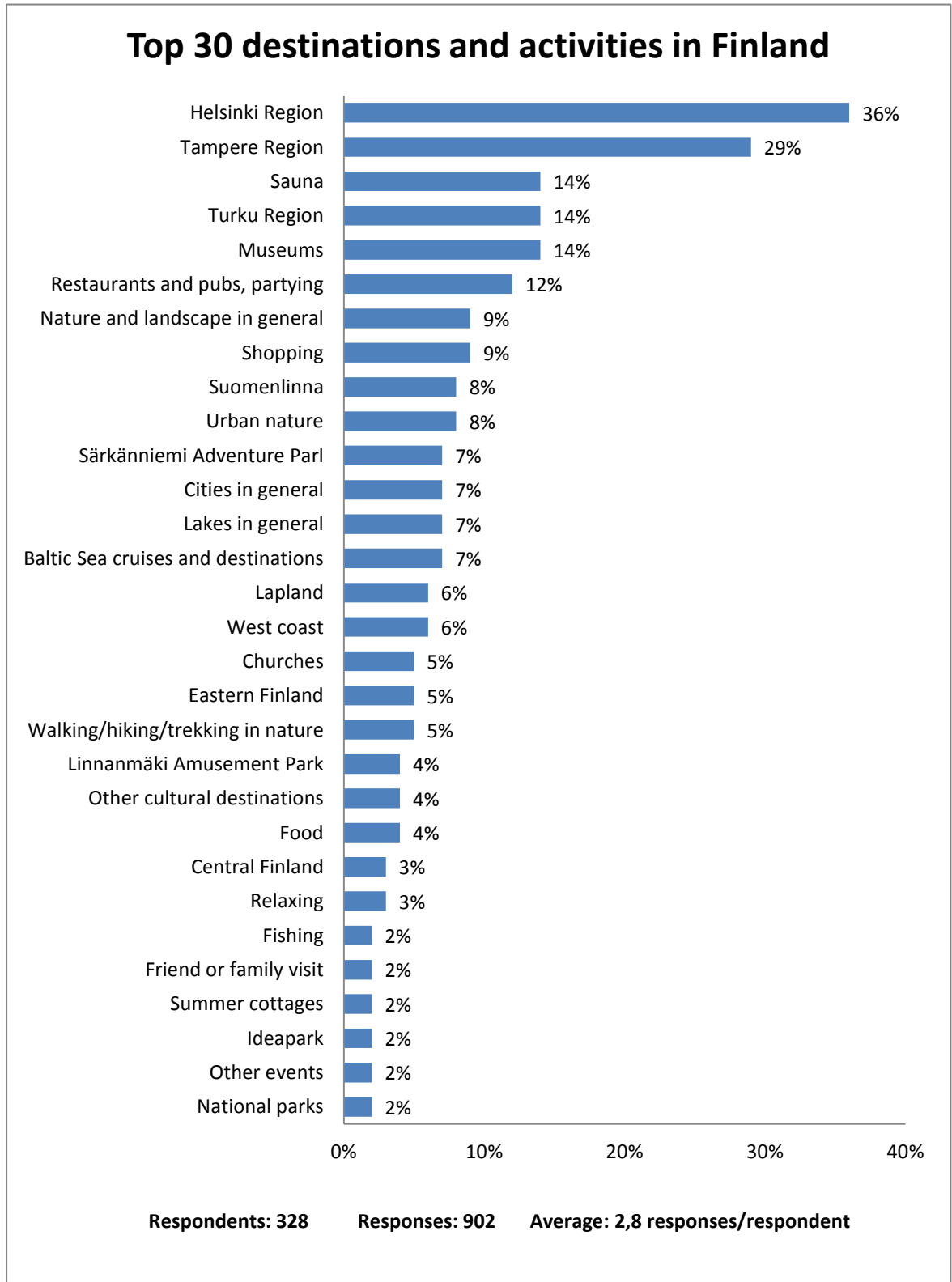
TABLE 1. Main reasons for coming to Finland (Manka, 2012)



Even though the results of Manka's (2012) questionnaire consider not just Tampere, but the rest of Finland as well, the results are useful when studying international travelers in Tampere. In chapter 5, these study results will be used to help in analysing this thesis'

questionnaire results. Especially the travelers' motives and the pull factors of Tampere and Finland from the two questionnaires will be compared.

TABLE 2. Top 30 destinations and activities in Finland (Manka, 2012).



In Manka's (2012) questionnaire for Ryanair's international tourists arriving to Tampere, the respondents were also asked, which things in Finnish tourism services needed improving. Three major things came up that travelers were dissatisfied with. The most common answer was the price level in Finland in general, not just in tourism services (Manka, 2012). The price level in Finland is relatively high compared to many other European countries and especially the price of food is high, which probably comes as a surprise for many travelers.

The second most common answer was the supply and selection of activities and services, and their visibility (Manka, 2012). For instance at the tourist information in Tampere in summer 2014, travelers often asked about services like half day lake cruises, boat renting and fishing tours. These services are unfortunately either difficult to get or absolutely nonexistent in Tampere, to the disappointment of many tourists. Also the visibility of many tourism services could use improving.

The third most common answer to what should be improved about tourism services in Finland, was the language skills and ability to provide tourists information with their own language. Even though English is pretty widely spoken anywhere and at any attraction in Finland, it may be difficult to find services even in Swedish, German or Russian, which are rather common languages needed in customer service in Finland. Many Finnish people have studied some or even all of these languages, but yet do not possess fluent enough skills to provide services in them. It is also challenging, even now in 2015, to find information online of some of the attractions and services in any other language than in Finnish.

The results in 2011 (Manka, 2012) somewhat differed from the results gained from the research in 2009 (Manka, 2009). In 2009, the most often stated issue was the price level in Finland, same as in 2011. The second most common cause of dissatisfaction however, was the facilities of Tampere-Pirkkala airport and factors connected to Ryanair. The third most often mentioned thing the tourists wished to be improved was the tourism information for travelers. (Manka, 2009.) From the presentation of these results however, it remains unclear whether the dissatisfaction is targeted on information available for tourists in general, or specifically to the services of Tampere Tourist Information.

By comparing these results, it can be interpreted that the facilities of Tampere-Pirkkala airport and services of Ryanair have either improved from year 2009, or people are more aware and used to the quality of budget airlines than before. Hence, their expectations of the facilities and services meet the reality better than earlier, which naturally decreases the feeling of dissatisfaction. It also seems that information for tourists was better available in 2011 than in 2009.

In this thesis research, the international travelers are asked also how in their opinion Tampere could be developed as a tourism destination. These results will also be compared with Manka's (2012) research's results in chapter 5. Eventhough Manka's (2012) results consider whole Finland instead of just Tampere it is interesting to see what kind of similarities the results will have. Also it is good to remember, that a large percentage of the travelers interviewed at Tampere-Pirkkala airport, stayed in Tampere during their stay in Finland. Therefore the responses reflect fairly well travelers opinions of Tampere as well.

In Manka's researches in 2009 and 2011, the international travelers were also asked which sources of information had affected their decision to travel to Finland. However, in the research in 2011 only the answers from travelers on leisure trip were collected, and on 2009 the information was collected from all respondents, including among others business travelers. Therefore these results cannot be accurately compared, but they give us an idea for example of the growing importance of internet and social media as information sources. The results of these questions are illustrated in the tables below. The results from 2009 can be seen in table 3 and results from 2011 in table 4.

TABLE 3. Information sources that affected leisure time travelers' decision to travel to Finland in 2011 (Manka, 2012).

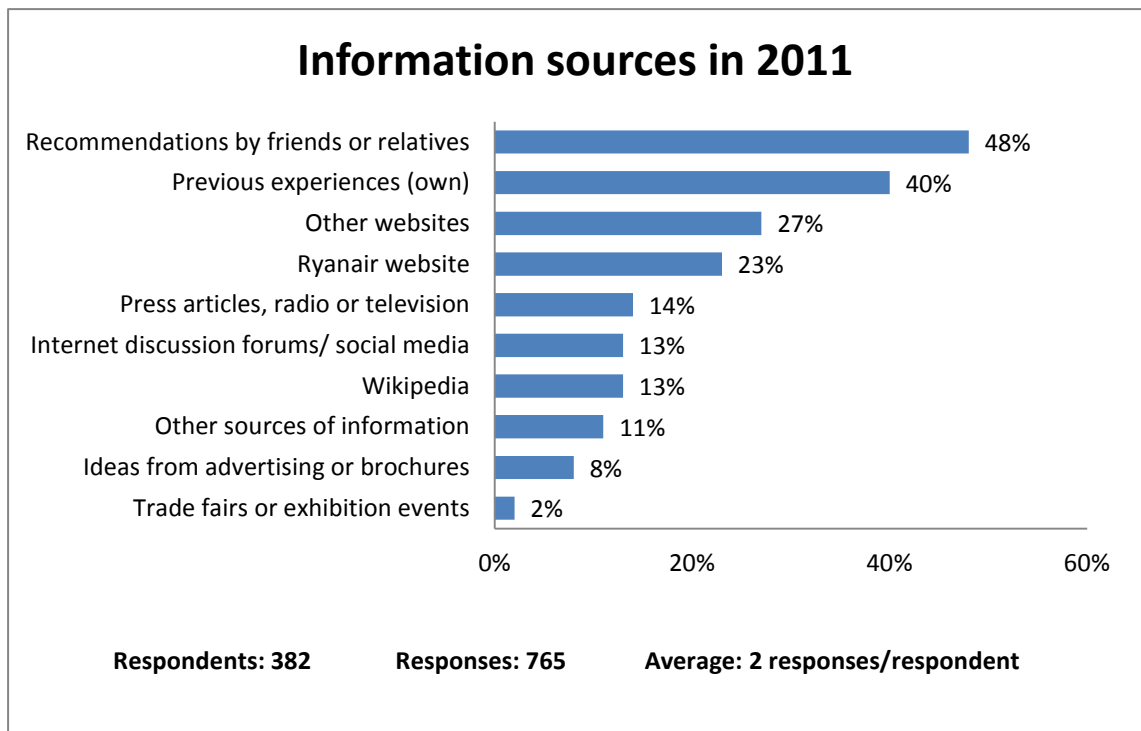
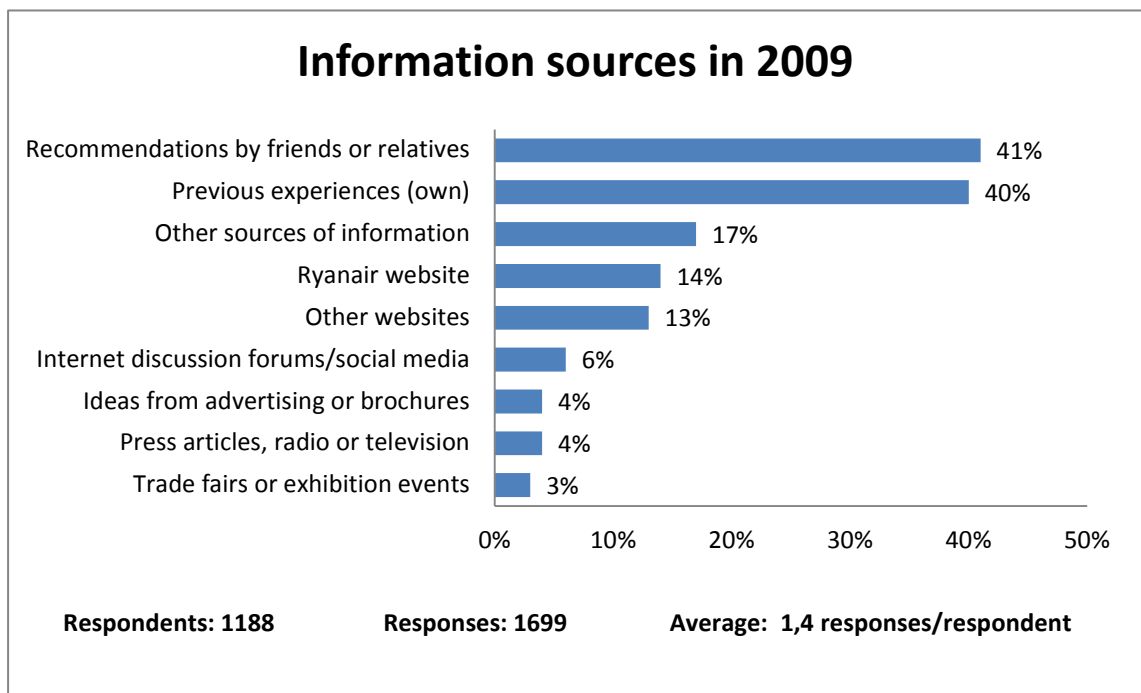


TABLE 4. Information sources that affected travelers' decision to travel to Finland in 2009 (Manka, 2009).



In this thesis, the focus on researching information sources is on the internet sources, since the survey of summer 2014 (Saloniemi, 2014) proved that internet was the most used channel for information search by tourists interviewed in Tampere. In the questionnaire carried out for this thesis, the travelers are asked to tell which internet channels they use for finding information of travel destinations. In Manka's (2012) research in 2011, the travelers on a leisure trip were also asked which websites had the travelers visited for seeking information. The five most visited websites were Ryanair's website, visitfinland.com, cities/regions own tourism portals, hotel reservation systems and internet discussion forums/social media. (Manka, 2012.)

4 QUESTIONNAIRE AND RESULTS

4.1 Questionnaire

The questionnaire (Appendix 1) was published in the beginning of December 2014 on Visit Tampere's webpage and Facebook page. The questionnaire was closed in the beginning of February 2015, after two months of data collection. In total 67 people took part in the survey. 235 people had clicked and opened the survey, hence the response rate was only 28,5%.

The aim had been to collect around 100 responses for the research, but unfortunately this amount was not achieved despite the relatively long data collection period. Due to the low amount of responses, the results of this research cannot be generalized to be valid for all tourists and are instead more direction giving. Despite the rather low number of responses, the results do provide us with important knowledge of tourists' motives and tourists' views of Tampere. Especially the information gained on how tourists feel Tampere should be improved as a travel destination is very valuable and can be used by Visit Tampere when they plan their future development actions.

The questionnaire consisted of four main sections. The first part focused on tourists' motivation factors in general. The next section investigated which internet channels tourists' use for information seeking on travel destinations. The third part of the questionnaire investigated the pull factors of Tampere and also aimed to gather information on why people had not visited Tampere. The fourth and last part of the questionnaire gathered information of the respondents' demographic features.

The questionnaire was planned based on the theories introduced in chapter 2.2. Dann's theory (1981) functions as the structure of the whole questionnaire. The questions about tourists' motivators and pull factors of destinations were chosen based the motivation theories of McIntosh et al (1995) and Swarbrooke and Horner (2007, 53-54) and on the wishes and interests presented by Visit Tampere.

4.2 Results

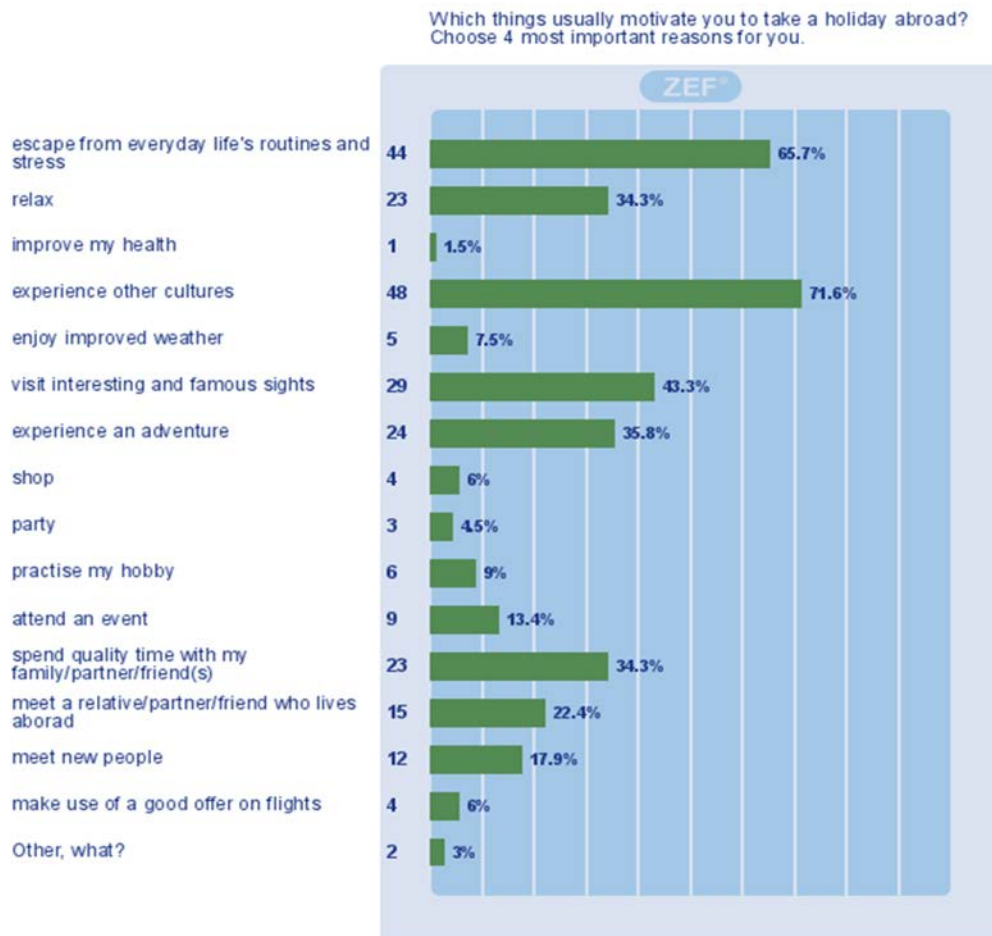
1. Which things usually motivate you to take a holiday abroad? Choose four most important reasons for you.

With this question, the aim was to investigate which push factors (Dann, 1981) motivate people to take a holiday. For this question the respondents had ready alternatives to choose from (table 5). The tourists were asked to choose four most suitable alternatives for them. Since the respondents gave more than one answer to the question, the total percentage in the graphics is higher than 100%.

According to the results, most important motivators causing people to want to travel were physical and cultural motivators (McIntosh et al. 1995). The majority of the respondents travel to experience other cultures (72%), to escape from everyday life's routines and stress (66%) and to visit famous and interesting sights (43%). Many stated that also relaxation, desire to experience an adventure and a desire to spend quality time with their loved ones and friends motivated them to travel. Only a few felt motivated to travel because of a desire to improve their health or a wish to party and shop.

Two of the respondents (3%) chose the option "Other, what?". They then specified with their own words what motivated them to travel that was not on the list. The first of the two told they were motivated to travel since they wanted to improve their Finnish language skills. The other told a choice of studying abroad was a motivator for travelling for them.

TABLE 5. Motivation factors



2. How important are different qualities of the destinations for you, when you choose a destination for your holiday?

This question included several sub questions, including questions about prices, safety, activities, culture and climate et cetera. To all of these questions, the respondents answered by choosing from the following options: “Not at all important”, “Not very important”, “Quite important” or “Very important”, indicating how important they felt each quality of the destination is for them when they choose their travel destinations. With this question the aim was to investigate what features tourists wish and seek from their holiday destinations and which are the pull factors (Dann, 1981) that interest them and motivate them to travel to a certain destination.

2.1. You can find good prices for flights and hotels

Even though a person might be highly motivated to travel to a certain destination, it might not still be possible for one to travel due to varying determinants of demand. Determinants of demand are factors, which suppress a person's demand for traveling. For instance low income, poor condition of health and government restrictions like visas can determine one's travel behavior. (Cooper et al., 2008, 97-109.)

Some determinants such as health conditions can determine whether a person is able to travel at all. Other determinants like low income and family commitments can prevent a person from traveling, but often only determine what type of a holiday a person is able to take. Determinants such as attitudes towards travel companies or destinations and previous experiences will also affect which type of holiday a person will choose to take. (Swarbrooke & Horner, 2007, 62-65.) Income and employment situation have significant effects on person's travel behavior, and they often determine how often and how far a person will travel.

The price of flights and accommodation determines often to which destination a person will travel. According to the research results, a clear majority of the respondents felt that finding good prices of flights and hotels is important when they choose their travel destination (table 6). 89% of the respondents chose that this was either quite important or very important to them. Only 3% felt the price of traveling and accommodation was not important for them at all.

TABLE 6. Price of flights and accommodation



2.2. The destination is safe for travelers

Majority (47%) felt that safety of a destination is very important for them when choosing a travel destination (table). None of the respondents answered “Not at all important” to this question, and only 14% felt safety was not very important for them.

The perception of safety and security is a major factor influencing travelers’ decisions whether to visit a destination (Wang & Pizam, 2011, 300). Pizam, Tarlow and Bloom (1997) stated that most tourists select their travel destinations not only due to the price and image of a destination, but even more importantly on personal safety and security (Wang & Pizam, 2011, 301). These thesis research results confirm that safety in a destination is indeed highly important for tourists, when they choose where to travel.

TABLE 7. Safety



2.3 There is a lot of information available of the destination before the trip

People usually carry out an extensive information search before making their final decision on their holiday destination (Swarbrooke & Horner, 2007, 69-74). Holidays are major events in individuals’ lives as they allow them to escape from their work environments and fulfill their dreams. Therefore they want to weigh their destination alternatives carefully in order to choose the best travel destination for them to fulfill their needs and wishes for a perfect holiday.

The decision making process for purchasing a holiday takes usually relatively long compared to other purchase decisions. As people are not able to “try out the product” before purchasing the holiday, they want to find out about the destination as much as

possible prior to the purchase, to reassure themselves of making the right choice. The decision making process often includes consultation with friends, family and other reference groups and a lot of information search. (Swarbrooke & Horner, 2007, 69-74.)

The results of this study on tourists' needs for information of destinations prior to their trip were a little surprising. Surprisingly many tourists (76%) felt that having plenty information available of the destination prior to one's trip, was only quite important or not very important to them (table 8). Only 18% felt that an access to lots of information was very important for them.

These results might refer to tourists' improved access to information on destinations. Thanks to today's smart phones and tablets, it is rather easy for travelers to access information about sights and transport and other information in the destination. The devices are small and light weight, which makes them easy to carry and take with you on travels.

Many hotels and hostels around the world provide their guests free wireless internet, which allows the travelers to use their smart phones and other devices to find up-to-date information online after they have already arrived at their destination. Many public places like coffee shops and libraries also offer free wireless internet. This might have lessened travelers need to search and find all the information prior to their trip, since it is not necessary anymore to know everything about a destination and its' activities when the tourists leave for their holiday.

Also especially at popular tourist destinations, leaflet guides and maps of the destination are available on airports, railway stations and other public places. These destinations also usually have one or several tourist information centres where the travelers can head to seek for help and more information. Information in destinations is also probably better available in English and other languages for tourists than before.

TABLE 8. Information



2.4 The destination offers warm and sunny climate

Especially people living in northern countries often wish to travel to southern destinations, offering warm and sunny climate. Alain Decrop (2006) carried out a research on traveler's vacation decision-making and studied decision making of Belgium travelers. The study showed that climate was clearly the most important factor that affected Belgian tourists' vacation decision-making. (Decrop, 2006.)

Surprisingly, a high percentage of the respondents in this thesis research (82%) stated that having warm and sunny climate at the destination is not at all important for them or not very important for them (table 9). 18% felt that warm and sunny climate is quite important feature of a destination, when they choose where to travel. None of the respondents answered that the warm and sunny climate would be very important for them.

Warm and sunny climate was hence not an important feature for the respondents. However, it is good to take into consideration that these results might be a little prejudiced. The fact that the respondents to this questionnaire found the questionnaire from Visit Tampere's own channels indicates that the respondents are interested in Tampere and therefore might in general prefer city holidays over beach holidays.

They might also be interested in less popular and known destinations. It is also possible that even though these questions consider traveling decisions in general, the tourists

might link these questions with Tampere and destinations like Tampere, since they had found the questionnaire from Visit Tampere channels. It must be considered that this may have had an influence on the respondents' answers.

TABLE 9. Climate



2.5 The destination's culture is interesting

Cultural tourism is one of the oldest forms of tourism, and still remains to be a leading tourism form in most parts of the world (Richards & Munsters, 2010, 1). Different features, such as climate, landscapes, history, recreation and shopping possibilities contribute to a destination's attractiveness. According to Laws (1995), culture is one of the main attributes contributing to the attractiveness of a destination (Kozak & Baloglu, 2011, 6).

Interesting culture proved to be an important quality of destinations for the respondents of this study as well. A total of 87% of the respondents felt it is either quite or very important that the destination's culture feels interesting to them (table 10). None of the respondents chose the option "Not at all important" and only 13% felt the culture of the destination did not affect their choice of travel destination much.

TABLE 10. Culture



2.6 The destination allows one to make sustainable, ethical and environmentally friendly choices

By the end of twentieth century, people's awareness of the impacts society was having on the global environment had grown notably. Consumers who were concerned of the state of pollution, resource usage and animal and human rights started to demand for more environmentally friendly and ethically correct products. This change in consumer behavior was given the name "green consumerism". (Holden, 2000, 183.)

Sustainability, ethicalness and environmentally friendliness are one of the clear travel trends of today. In this research study, I wanted to investigate also this aspect. It turned out that a relatively high amount of the respondents (60%) felt that sustainability, ethicalness and environmentally friendliness are either very or quite important factors for them when they choose their travel destination (table 11). Only 10% stated these values did not affect their destination choice at all.

Consumers are generally aware that tourism industry has negative effects on the environment. The views and opinions of how extent the impacts are differ however among consumers. Even though consumer awareness and concerns of tourism's environmental effects has grown, it is unlikely to cause majority of people from taking some sort of a holiday. For a certain market though, the type of holiday they choose is probably going to be determined more and more by their environmental attitudes and values. (Holden, 2000, 183-191.)

The problems that lie behind the trend of green tourism like poverty in tourism destinations and global warming are unfortunately not likely to disappear in the near future. As tourists look for more sustainable and ethically correct products and alternatives, tourism providers face many challenges trying to fight the environmental impacts of their services and products. Nevertheless, a huge potential lies with the trend of green tourism for tourism providers who are willing to work for developing their services towards more environmentally friendly and ethically correct tourism.

TABLE 11. Sustainability, ethicalness and environmentally friendliness



2.7 The destination has an interesting food culture

According to Sirakaya, McLennan and Uysal (1996), food in the destination can also affect tourists' choice of destination (Kozak & Baloglu, 2011, 6). Food might not be the most important motivator for most tourists to travel, but it can be an important secondary motivational factor when they choose their travel destination. This thesis research proved that tourists are relatively highly interested in the food cultures of destinations and many stated it has an effect on their destination choice.

39% of the respondents stated that interesting food culture of a destination is quite important for them when they choose their travel destination, and 21% felt it is very important for them (table 12). 34% of the respondents felt food culture is not a very important factor influencing their destination choice. Tasting local foods and delicacies is a pleasant part of many tourists' holidays, but in choosing a travel destination, the food

culture does not seem to play as an important role to the travelers, as for instance features like culture of the destination or safety and price of the trip.

TABLE 12. Food culture



2.8 The destination offers interesting attractions

Attractions are major components contributing to destination attractiveness (Mill & Morrison, 1992, according to Kozak & Baloglu, 2011, 6) and are considered as elements of destination competitiveness (Kozak & Baloglu, 9). Attractions were also very important features of destinations for the tourists interviewed in this research (table 13).

A clear majority of the respondents (86%) felt that it is either quite or very important for them that the destination which they choose has interesting attractions. Therefore a tourist destination should provide interesting and unique sights, whether they are natural sites, museums or curious buildings or something else, they should aim to be something that travelers cannot find at other destinations.

TABLE 13. Attractions



2.9 The destination offers good shopping possibilities

“Shopping is among the most common and enjoyable activities undertaken by people on a holiday and, in many cases, it provides a major attraction and basic motivation for travel” (Cooper, Hull & Timothy, 2005). The relationship between tourism and shopping can be basically divided into two categories. In the first case, shopping appears as the main motivation for people to want to travel. In the second case, people are motivated to travel primarily for other reasons, such as sightseeing or sunbathing, and shopping is undertaken during the holiday as a secondary activity. (Butler, 1991.)

In this research study, it appeared that shopping does not play an important role for the respondents when they choose their travel destinations (table 14). Only 18% felt good shopping possibilities are either quite or very important qualities of the destination for them. 29% of the respondents stated that shopping possibilities in the destination do not affect their decision of travel destination. The majority (53%) was in the opinion that good shopping qualities are not very important for them. Shopping appears therefore not to be a major cause of motivation for travelers, but more as Butler (1991) pointed out, a secondary activity undertaken on one’s holiday.

TABLE 14. Shopping



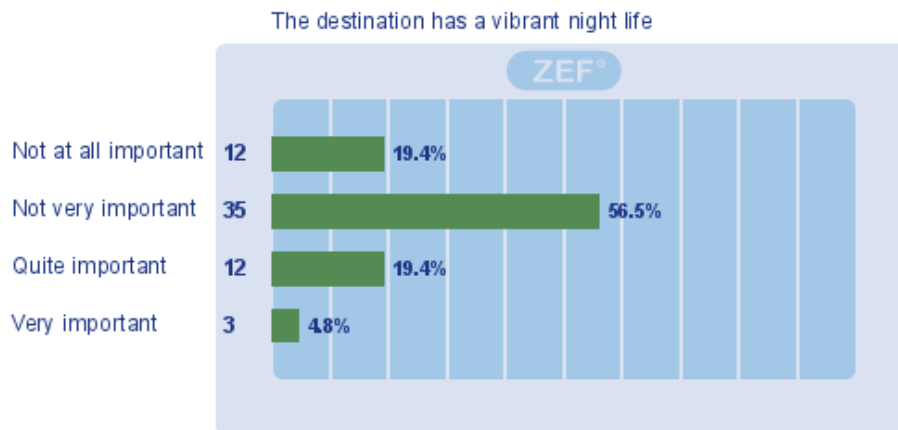
2.10 The destination has a vibrant night life

Tourists often engage themselves in destinations’ nightlife by eating out late in the local restaurants or visiting the pubs and listening to live music. Unlike physical attractions,

such as monuments and natural sites, nightlife belongs to the category of socio-psychological attractions among events and other entertainment (Sirakaya et al. 1996, according to Kozak & Baloglu, 2011). Young adults as a customer segment are usually thought to care for the night life and partying in destinations most.

The respondents' interest in night life at destinations was not very high. 5% of the respondents felt vibrant night life in the destination is a very important quality of the destination for them, whereas 19% stated it was not important for them at all (table 15). The majority (57%) felt that vibrant night life has only little importance for them, when they look for and choose their travel destination.

TABLE 15. Night life



2.11 The destination offers beaches for sunbathing and swimming

A notable amount of respondents stated they did not feel beaches and sunbathing important for them (79%) (table 16). Surprisingly, none of the respondents stated it would be very important for the destination offer them a relaxing beach holiday. Only 21% chose their answer to be quite important, and most of the respondents (55%) chose the option not very important. These results are very similar to the results for the question of how important warm and sunny climate are for the respondents (see p. 33).

TABLE 16. Beaches



2.12 The city offers lively and busy city life

People are interested in visiting city destinations that offer them lots to see and to do. It is common nowadays for travelers to take short city breaks instead of beach holidays (Dunne, Flanagan & Buckley, 2011). City breaks are short leisure trips travelers take to solely experience and enjoy the milieu of a certain city. It is not considered a city break if one visits the city as a part of a larger trip. (Dunne et al., 2011.) As part of today's tourism trends, tourists have more frequent but short trips (Kozak & Baloglu, 2011, 8).

The destination offering lively and busy city life was clearly more important for the respondents than beaches and sunbathing, when they considered the importance of destination's different attributes. 48% felt this is quite important for them and 5% very important for them, when they choose their travel destination (table 17). However, roundly half of the respondents stated busy city life does not particularly attract them to destinations.

TABLE 17. City life

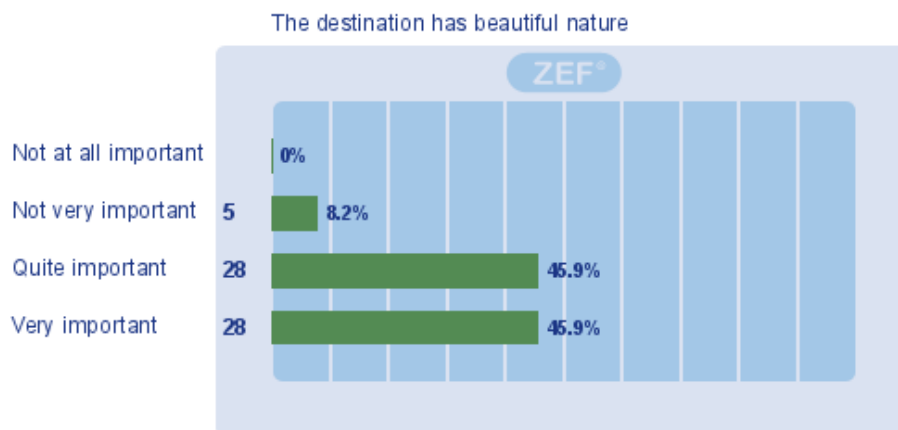


2.13 The destination has beautiful nature

Nature is an important element contributing to destinations' attractiveness. A favorable image of the environment at a destination is a key part of desiring to visit a particular place. Research shows that 'unspoilt' environments are attractive for tourists and tourists desire to travel to destinations offering beautiful and natural landscapes. (Holden, 2000, 25-35.)

Nature proved to be significantly important attribute of a destination for the tourists who took part in this survey. A high number of 46% felt beautiful nature is very important for them, and another 46% said it is quite important for them, when they decide their holiday destination (table 18). Only 8% felt nature was not a very important quality of destinations for them, and none said it had no importance at all.

TABLE 18. Nature



2.14 The destination offers possibilities for trying out new activities

Taking a holiday is often a result of a desire to experience something new, see new places and experience other cultures. Also participating in a new activity can be an exciting event on one's holiday. In Tampere for example, taking a sauna and swimming in a lake at winter is an exciting new experience for many tourists. Activity holidays, which are based upon the desire for new experiences, are a newer development but quickly growing as a market of tourism (Swarbrooke & Horner, 2007, 37).

A clear majority (65%) felt that a destination should offer travelers possibilities to try out new activities (table 19). 21% stated it is very important for them to find a travel destination that offers them possibilities to take part in activities that they have not tried before. For all of the respondents the possibility to try out new activities was of some importance, for none of them chose to answer this question with the option not at all important.

TABLE 19. New activities



2.15 The destination allows me to practice my hobby

People are also motivated to travel by a desire to practice their hobby. For instance sport is an important activity within tourism (Hinch & Higham, 2003, 18). Sport holidays such as skiing and snowboarding holidays and golf holidays are rather common. Even though sport might be the most common form of hobbies to motivate people to travel, any hobby can motivate a person to take a holiday. For instance a gourmet's main motivation to travel might be a desire to taste particular delicacies and an artist might wish to travel to a certain destination to paint or to visit a famous art gallery.

The respondents of this thesis questionnaire did not experience hobbies as major motivators to travel, even though the dispersion of answers was relatively even. 15% chose the possibility to practice their hobby at the destination to be very important for them and 20% felt it was quite important for them (table 20). 41% did not see practicing their hobby on their holiday very important and 25% felt it was not important at all.

TABLE 20. Hobbies



2.16 The destination offers possibilities for adventurous activities

Adventurous activity is an activity, which involves greater than normal risk (Department of education and training, 2014) and is “an unusual and exciting or daring experience” (Oxford Dictionaries, 2015). Adventure tourism market provides “a sense of personal achievement and exhilaration from meeting the challenges and potential perils of outdoor sport activities” (Snyder & Stonehouse, 2007, 52). According to Snyder and Stonehouse (2007), the phenomenon of adventure tourism is growing and the amount of individual adventure travelers increasing.

For 38% of the tourists who answered to this question, it is quite important that a destination offers possibilities for adventurous activities (table 21). 56% did not feel it mattered to them much. For 7% it is very important to be able to enjoy adventurous activities at travel destinations.

TABLE 21. Adventurous activities



2.17 The destination offers activities for children and families

Families often choose their holidays to match above all their children's needs. When traveling with children, parents must take into consideration many things that would not be relevant if traveling with other adults. For instance if the children are still only toddlers, it might be a priority for the parents to choose a destination that does not require a long journey to get to, as the children get bored easily. Early school-age children might wish for company of other children their age and the family would probably choose a destination that offers good play areas and swimming pools. (Swarbrooke & Horner, 2007, 129-130.)

The majority (68%) of the respondents did not feel it was important for them to have family activities at the destination (table 22). 23% considered it quite important to find a destination that offers activities for children and families and 10% felt it was very important for them. These results indicate that most of the tourists who took part in this questionnaire do not travel with children. Either they may not have children, or they prefer traveling without them.

TABLE 22. Family activities



2.18 The destination offers possibilities to improve my health and wellbeing

The wish to travel to enhance one's health and wellbeing on a holiday belongs to physical travel motivators (McIntosh et al. 1995). According to Aho (2001), tourism plays a vital role in contributing to people's wellbeing as it breaks the everyday work life's routines and provides a chance to recover and revitalize (Singh, 2005). Traveling for health

purposes includes also traveling to destinations that offer cheaper medical treatments or better developed treatments and best surgeons and doctors.

Improving one's health on a holiday was not seen very important among the respondents. For 59% it was either not at all important or not very important, and for 39% only quite important (table 23). Only one of the respondents (2%) felt it was very important to be able to enhance one's health at a travel destination and that this factor was significant when choosing their travel destination.

TABLE 23. Health



2.19 The destination offers peace and quiet

Relaxation is one of the basic motivators for travel (Ryan, 2003, 74). Peace and quiet can provide people with a chance of relaxation and recuperation. Since many people nowadays live in hectic environments, in large cities and under the pressure of work and constant hurry, quiet and peace can for many be luxury and offer a rare chance of recuperation.

The research results indicate that tourists look for peace and quiet from their holidays. The majority of the respondents (74%) felt experiencing peace and quiet at a destination is important for them (table 24). One fourth of the tourists stated it was very important quality of a destination for them, when choosing where to travel. Only 5% stated peace and quiet at a destination is not important at all for them.

TABLE 24. Peace and quiet



2.20 The destination offers possibilities for learning and enhancing my knowledge

“At the heart of tourism is the concept of travel; a chance to see new and strange sights, to learn about other places of the world, and to talk to others with different cultures and viewpoints” (Ryan, 2003, 76). Half of the respondents (51%) considered it is quite important for them that a travel destination offers them possibilities to learn new things and enhance their knowledge (table 25). 21% felt this is very important for them when choosing a destination for a holiday. Only 28% felt this was either not very important or not at all important for them.

TABLE 25. Learning



2.21 Are there other qualities of the destination that you find important when choosing your holiday destination?

When asked, whether the tourists felt there were other important features for them when choosing their travel destination, 32% answered yes and 68% no (table 26). The respondents, who answered “yes”, were asked also to specify what these other qualities they held important were. In total 19 answers were given (Appendix 2).

The answers given varied a lot, but the most common factors that came up considered friendly locals and meeting new people. Six of the 19 respondents mentioned in their comments that it is important for them that the locals at the destination are friendly or that they want to meet new and nice people on their travels. Two of the respondents stated it was important to be able to meet their friends and family during their holidays.

Other two mentioned price and affordability in their comments. Since in the questions price of flights and accommodation was already mentioned, this might indicate more to the price level at the destination and costs occurring for the tourists already at the destination. Also other answers were given, including wishes of good transportation and easiness to reach the destination, interesting history of the destination, nice atmosphere and uniqueness and exoticness of the destination.

TABLE 26. Other qualities



3. When you plan your holidays, which internet channels do you use for finding information of the destinations? You can choose several options.

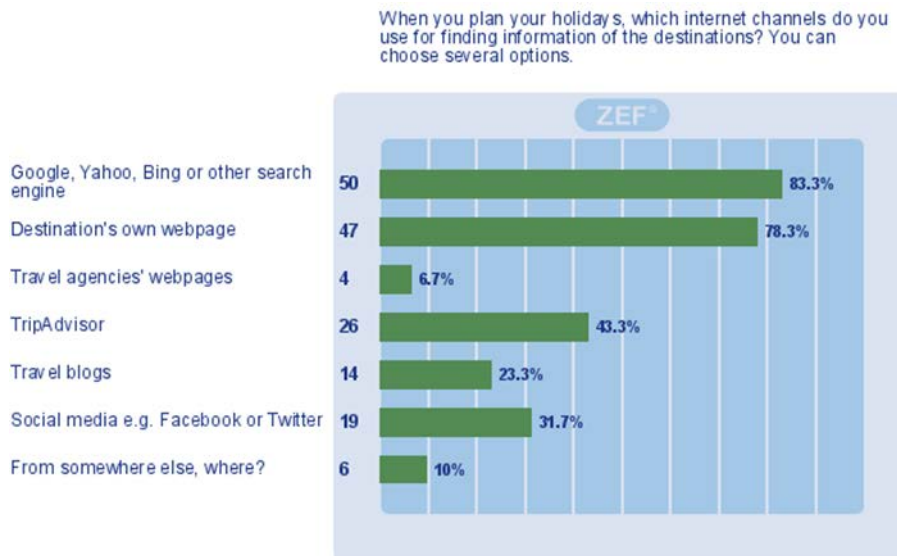
“E-commerce in very simple terms is the selling of products on the net. It encompasses the use of technology, processes and management practices that enhance organizational competitiveness through strategic use of electronic information.” (Bisht, Belwal & Pandey, 2010, 77.) Successful online marketing is a combination of things. First of all, customers have to be able to find your website and when they do, the content of your website must be right so the customers find what they are looking for and have a reason to return to the site (Bailey, 2011, 4).

In total 60 respondents answered to this question about information seeking online. An average of 2,8 answers were chosen by each respondent. Since more than one answer was given per respondent, the total percentage of answers exceeds 100%.

The most used internet channels for information seeking of destinations for the respondents are search engines like Google, Yahoo and Bing (83%) (table 27). This supports Bailey’s (2011) view of search engine optimizing being one of the most effective ways to make customers find your website. The second most popular online channels are travel destinations own webpages and travel portals (78%).

On the third place with 43% came TripAdvisor. 32% of the respondents stated they use also social media for finding information about destinations and 23% read also travel blogs. Only 7% told they use travel agencies’ webpages to learn about destinations. Six respondents (10%) chose the alternative, “from somewhere else, where”. The other online information channels mentioned were: *Wikitravel*, *DFG-Portal.de* and *cheap plane ticket -finding webpages*. Even though the question was about internet channels, a few answers mentioned also friends and travel guide books.

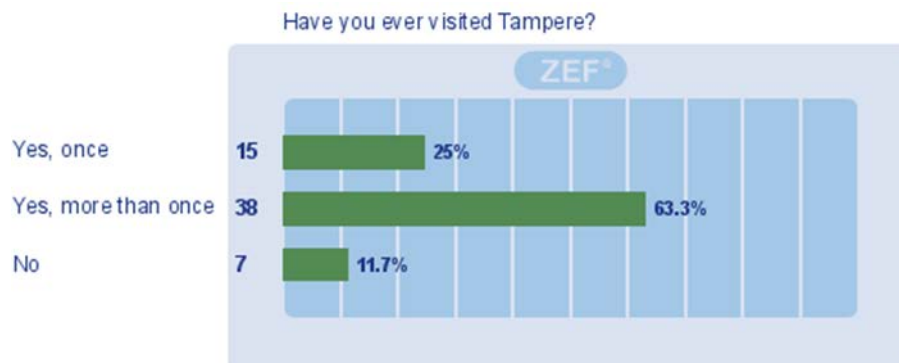
TABLE 27. Information seeking online



4. Have you ever visited Tampere?

Most of the respondents (63%) had visited Tampere more than once and 25% once (table 28). Only 12% had never visited Tampere. The high percentage of tourists who had visited Tampere can be explained by looking at the publishing channels of this questionnaire. The questionnaire was published on Visit Tampere homepage, but also on Visit Tampere Facebook page. Visit Tampere Facebook followers are likely to have visited Tampere, before they start following the page.

TABLE 28. Tampere visitors



5. Why did you choose/ have you chosen Tampere as your travel destination?

“The first time because it seemed beautiful on photos. The other 5 times because the first time I fell in love with Tampere, I can't get enough of it, and I've made some wonderful friends there. I intend to go back as often as possible! I love that it's small enough to be peaceful but big enough to be active, there's always something to do. I love how beautiful it is, how friendly people are, how safe and at home I feel there...it's perfect.”

With this question the pull factors of Tampere were investigated. The question was an open question, since the respondents were wished to give honest answers without being lead to certain answers. In total 51 international tourists wrote why they had chosen Tampere as their destination (Appendix 2) and it was a joy to read them, as many of them had very positive thoughts and views of Tampere.

Of the 51 respondents, 15 mentioned that family, a partner or friends were pulling them to Tampere. Nine tourists mentioned studies or internships in their answers, which had lead them to visit the city. Nature, beautifulness and a combination of city and nature were mentioned 12 times and four respondents told they loved the quietness and peacefulness in Tampere. The Finnish culture was mentioned five times, nice and friendly local people three times and also the northern climate and snow was mentioned three times.

“I met some friends from Tampere at my home city and I wanted to visit them here, and to get to know about saunas and lakes and beautiful things they told me about this region”

“Because it's a peaceful city, student friendly, you can get snow (which is very exotic for latinamerican people) and it's very clean, green and functional.”

Four respondents told that music had lured them to travel to Tampere. In Finland there are many internationally famous bands that tempt tourists to travel here to attend diverse concerts and music events. Three respondents wrote they had either lived or were currently living in Tampere, without further explanation on the reasons for coming here. Six of the respondents had traveled to Tampere for work or conferences and some of

their answers gave the impression that they might have come, or were planning to come, back afterwards on their leisure time too.

“I attended a conference in Tampere in 2014. I fell in love with Finland, its people and its culture!”

The answers included also mentions of pleasant atmosphere, good and cheap travel connections, variety of activities, safety and cleanness of the city. One of the respondents also said they had read many travel blogs and heard much good about Tampere, which were the reasons they had decided to come. Another respondent said they had seen a commercial video of Tampere on Youtube, which had made them to choose to travel here.

Many respondents also mentioned the size of the city to be convenient. Some of them liked the city, because it was big enough, whereas others mentioned the size of the city since they liked how small it was. One of the respondents referred to the fact that everything in Tampere was nicely close by, by saying that everything was reachable by bicycle.

“Small city with lots to see and do, with lovely nature close by.”

6. How in your opinion Tampere could be improved as a travel destination?

Even though most of the respondents who had visited Tampere gave praises and compliments to the city, most of them found also room for improvements in Tampere. 44 respondents wrote their opinions on how Tampere could be improved (Appendix 2). The improvement ideas varied and many of them were very useful feedback that should be taken into account when planning of developing Tampere as a travel destination in the future.

The most common cause of dissatisfaction was transportation, with 12 respondents feeling it needed improvement. Some of these respondents felt better flight and travel connections to Tampere were needed, whereas others were dissatisfied with the local bus and transportation system. One of the respondents specifically wished there would be more information on each bus stop and that the system would be improved so that eve-

ryone could find their way around, as the respondent felt it difficult. It was also wished there would be more night buses in Tampere and that a travel card applying in whole Finland would be established. Also Tampere-Pirkkala airport was mentioned as a place that needed improvements.

The topic that also came up often was the selection of activities in Tampere. In total 11 respondents mentioned that the activities in Tampere needed improving. Mainly the tourists wished for more cultural and touristic activities in general, but some had also specific improvement ideas.

One of the respondents wished there would be guided trips to different destinations that would highlight the most important places of the destination's history. Two of the respondents felt the night life in Tampere could be developed. A wish for more events and festivals appeared also a few times and one of the respondents hoped there would be more free cultural activities in the city. One of the answers included a wish for more indoor activities in case of poor weather:

“When my family visited we ran out of city things to do in 2 days. The weather was not ideal for outdoor activities so there were very few options.”

Six of the respondents suggested increasing advertising and marketing. One of these respondents suggested that Tampere ought to create and market more features which make Tampere unique and different from other destinations (culture, food, natural beauty etc.), and hence highlight why people should travel here instead of other destinations. Another respondent suggested more promotion abroad since he felt most people know only Helsinki and are not aware of the other destinations in Finland.

Another six tourists felt the information available here in Tampere for tourists should be increased. Information on how to reach activities and attractions that are not in the city centre was missed as well as information on how to get to Helsinki and back. It was also suggested that bicycle routes, hiking areas and skiing sites should be better highlighted in the maps and more information on them should be given. One of the respondents also told that the maps of Tampere should have a scale on them indicating the length of distances. The respondent told they had been misled by the map, since distances were in reality very short compared to the impression they got from the map.

One important feedback that was received came from a respondent who had visited Tampere Tourist Information. Unfortunately they were not satisfied with the service and would have hoped to gain more information. The answer the respondent wrote was short and simple: “ *The tourist information is not very informative*”. However, the tourist information received also positive feedback from one of the respondents, who told they were very pleased with the tourist information and that they had also found the Tampere All Bright webpages useful.

The price level in Finland was mentioned also in six responses. Five of these respondents felt that especially accommodation is too expensive in Tampere, and they wished for cheaper hotels, hostels and camping possibilities. Also the price of food was mentioned to be too high by one of the respondents.

Even though several areas and features of Tampere came up that the respondents found could be improved, some said the city is just perfect the way it is now. In total 12 respondents felt that there was nothing that needed improving, or that at least they could not think of anything. A respondent from Phoenix, Arizona, wrote they have been coming to Tampere for 18 years, ever since 1997. The respondent says they wish Tampere would keep to its roots and cherish the originality, instead of becoming too westernized.

“I have visited several times over the past 18 years. Not sure how to answer the improving part . I would just like to say stay close to your roots and do not become to westernized. I first visited Tampere in 97. I come from Arizona, I enjoy & appreciate the difference in cultures. I have my Finnish favorites and keep looking for more. If I wanted American I could stay home. I enjoy studying the differences between Phoenix and Tampere. Just being in Tampere is unique and special to me.”

7. Why do you think you have not visited Tampere?

Since 88% of the respondents had been in Tampere for once or more, not much data was received on why people who have not been to Tampere, have not decided to travel here. Only seven of the respondents (12%) told they had not visited Tampere, and only five of them answered to this question about what they believed were the reasons behind not choosing Tampere as their travel destination.

All the five answers were different (Appendix 2). The first respondent stated that Tampere was a distant destination for them. Another respondent told Tampere seems expensive and also said they did not know much about the city. Third respondent explained that there had not been enough financial support before for the trip. Fourth respondent stated they usually traveled to Southeast Asia in summer time, and mentioned that during winters they had never had the need for snow until now. The fifth and last respondent to this question, told they had not had the time and chance for the trip, but they hoped to visit Tampere someday. The respondent also mentioned that they were looking for the right travel agency to travel with.

8. On a scale from 1 to 10, how interested are you in visiting Tampere in the future?

On a scale from 1 to 10, where one means not interested at all and ten means very strong interest, the respondents were on average 8,5 interested in visiting Tampere in the future. The seven respondents who had never visited Tampere were on average 8,8 interested in visiting Tampere in the future. All the answers were given between grades seven and ten.

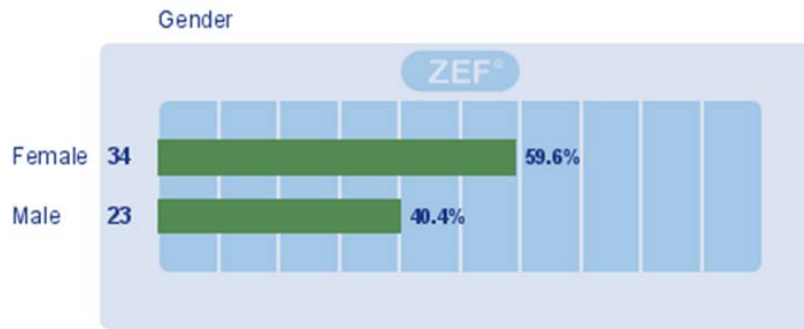
Interestingly, the 37 respondents who had visited Tampere more than once were on average exactly as interested in visiting Tampere in the future, as the respondents who had never visited the city, with the interest grade 8,8. However, the dispersion of answers was larger than with the answers of tourists who had not visited Tampere. Most of the answers were given between grades seven and ten, but there were also grades as low as three given.

The respondents who had visited Tampere only once had the lowest interest in visiting Tampere in the future. They were on average 7,0 interested in visiting Tampere again. The spread of answers was also the widest and included grades as low as one but also as high as ten.

9. Gender

The distribution of gender was rather even among the tourists who took part in the questionnaire. In total 57 respondents stated their gender. Of them 60% were female and the remaining 40% male (table 29).

TABLE 29. Gender



10. Age

58 respondents answered to this question, and filled in their age. Most of the respondents were between 20 and 49 years of age (Appendix 2). The average age of respondents was 34 years. According to the responses, the youngest respondent was only 10 years old and the oldest 63 years old. The average age was a little higher than my hypotheses had been. It is a positive outcome that people of different age took part in the questionnaire.

11. Nationality

In total 56 respondents filled in their nationality in the questionnaire. The respondents were originally from 24 different countries (Appendix 2), which was very impressive and a good result for the questionnaire's purposes. The respondents were from Europe, Russia, Asia, Middle East, North and South America and Australia.

The majority of the respondents with 11 people told they were from Great Britain. The next largest groups of respondents were from Germany and United States, with seven respondents from each country. Three of the respondents were from Argentina and another three from Russia. There were also respondents from Poland, France, Turkey, Slovenia, Netherlands, Australia, Hungary, Lithuania, Latvia, Switzerland, Pakistan, Austria, Greece, Spain, Italy, Croatia, Israel, Vietnam and Mexico.

According to Tredea, in 2013 most of the travelers who stayed overnight in Tampere, came from Russia, Germany, Sweden and Great-Britain (Tampereen kaupunkiseudun

elinkeino- ja kehitysyhtiö Tredea, 2013.). Even though none of the respondents, who answered to the question about their nationality, were from Sweden, the other countries from where Tampere gets most of its tourists were represented rather well in the data received by this questionnaire. However, this questionnaire proves well that there are travelers all around the world who have visited and enjoyed their time in Tampere, and travelers who would be interested in visiting Tampere in the future.

5 ANALYSING AND DEVELOPMENT IDEAS

5.1 Push factors

In the questionnaire the respondents were asked to choose four features that usually motivate the respondents most to take a holiday (chapter 4.2, table 5). Hence, they were asked which the push factors behind their decision to travel are (Dann, 1981). Desire for experiencing other cultures and escaping everyday life's routines were clearly the most common motivator factors for the respondents.

Visiting interesting sights and need for relaxation rose also as important motivators for tourists. Cultural and physical motivators (McIntosh et al. 1995) seem therefore to be the strongest motivation groups for tourists. Also a wish to experience an adventure motivated many to travel. Personal motives (Swarbrooke & Horner, 2007, 54) related to spending time with friends and family and meeting loved ones living abroad or meeting new people were also important motivators for many of the respondents.

According to these results on tourists' push factors, Tampere could perhaps bring up Finnish traditions and cultural specialties more in their marketing and in their service selection. Finnish traditions that can feel very exotic to tourists could be introduced to them through different channels like travel portals and on the tourist guide booklets in Tampere. For example an online guide in Visit Tampere webpage or a smartphone application could be created which would shortly introduce some Finnish traditions and cultural specialties and point out in a map where the tourists could familiarize themselves more with these traditions in Tampere. The guide should also provide the tourists information on how to easily reach these places.

Also activities and services related to Finnish traditions and Finnish culture could be offered to tourists more. For instance a possibility to try out rowing a boat or colouring wool with berries and mushrooms, cooking and eating Finnish food and pastries and going to a sauna that the tourists have heated up themselves might be exotic and interesting activities for travelers. An adventure is "an exciting or a very unusual experience" (Dictionary.com, 2015) and trying out typical or traditional Finnish activities

could definitely be very unusual and exciting experiences for many tourists, offering them both culture and adventure.

Some activities and services that already are available in Tampere like hiking tours and kayaking rentals should be more visible for tourists. If these services would be more visible, more information on them would be available and it would be easier for tourists to reach them, it would be very likely that more tourists would attend these activities. Unfortunately though at least for now, enough information on these services is not always available in English and the directions how to reach these places especially with public transportation are sometimes insufficient.

5.2 Pull factors in general and pull factors of Tampere

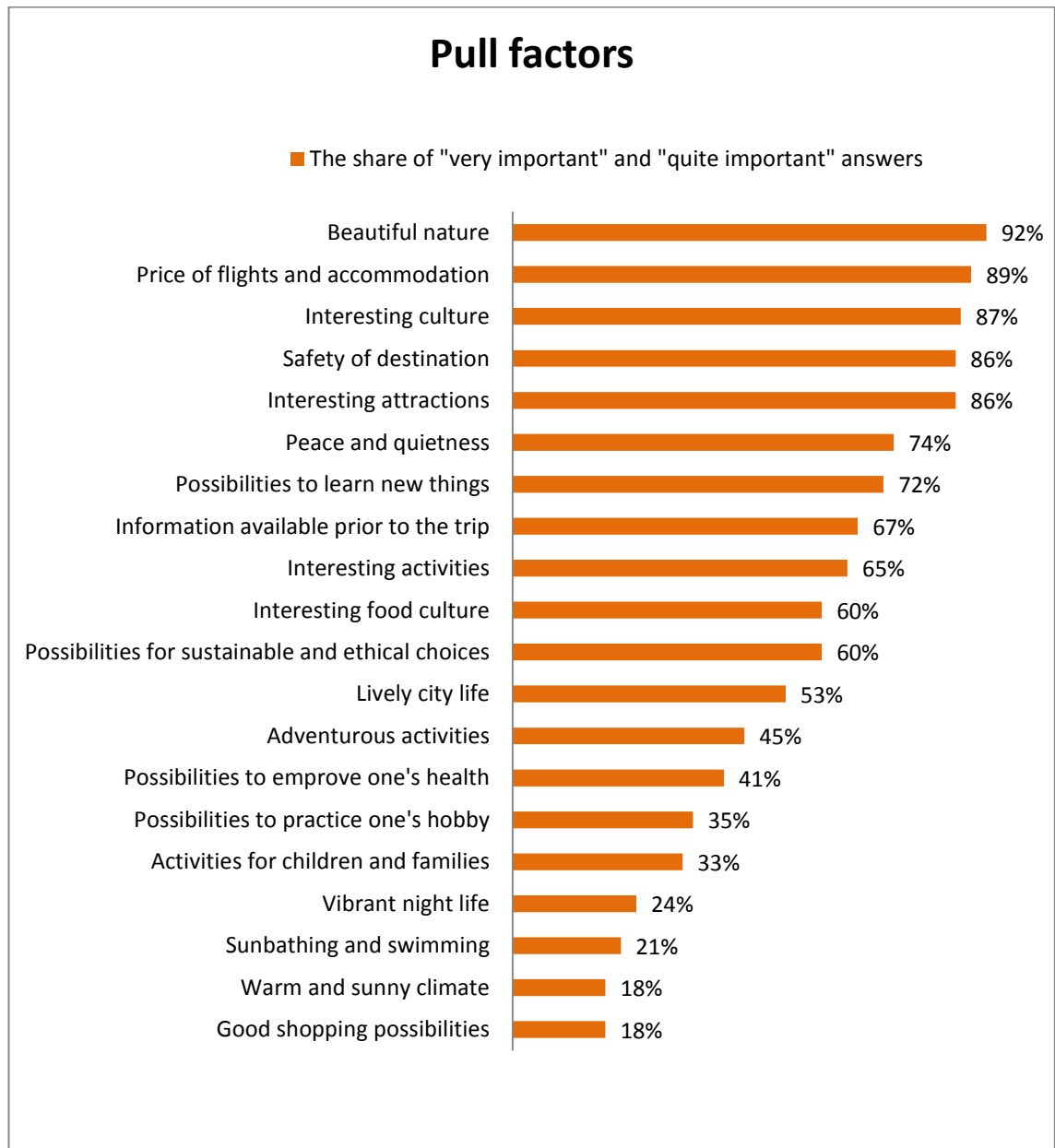
The next questions in the questionnaire focused on destinations' pull factors (Dann, 1981) as motivation factors. The respondents were asked which qualities of destinations are important for them when they choose their travel destinations. This question aimed to research which features of destinations motivate tourists to choose certain destinations for their holidays. In the table below (table 30), the pull factors are listed and put in order according to their importance to the tourists.

People are motivated to travel by a combination of motivators instead of just one of them (Swarbrooke & Horner, 2007, 55). According to the research results, the most valued feature of destinations for tourists is beautiful nature (table 30). The second most important features proved out to be reasonable flight and hotel prices. The research revealed also that tourists hold it important that their destination has interesting culture, is safe for travelers and provides them with interesting attractions. The least important features of destinations were shopping possibilities, warm and sunny climate and sunbathing and swimming.

In order to become a better and more popular travel destination, Tampere has to pay attention to these important motivator factors. Tampere's offers tourists beautiful nature and according to the results tourists are also interested in Finnish culture. Tampere is also a safe destination for tourists to travel to. However, according to the results tourists are not satisfied with the price level in Finland and the prices of accommodation. Also

very few of the respondents mentioned that they would have chosen Tampere as their destination due to its attractions. These weaknesses should be taken into consideration when planning how to make Tampere an even better destination and aim to match tourists' motivators and Tampere's supply better together.

TABLE 30. Destinations most important pull factors



Most respondents who took part in the questionnaire had visited Tampere already more than once. One fourth had been to Tampere once and only seven respondents had never been to Tampere. In average all the respondents were very interested in traveling to

Tampere in the future. The least interested were those tourists who had visited Tampere once.

According to the results, tourists travel to Tampere for its' beautiful nature and for their interest in Finnish culture. Peace and quiet, northern climate, music and friendly local people are also often pull factors that tempt tourists to choose Tampere as their destination. However, the research showed that the most common reason for travelers to visit Tampere is because their friends or relatives live here. Studies or internships were the second most common reason for tourists to have chosen Tampere as their travel destination.

These results differ somewhat from the results of the research in summer 2014, carried out by Tredea (Saloniemi, 2014) that were introduced in chapter 3.2. In the research in summer 2014, it was found out that most tourists had come to Tampere because their friends or relatives had recommended the destination. The next most common reasons were interest in Finnish culture and the combination of city and nature. Meeting friends or relatives who live in Tampere came only on the fourth place, whereas in the findings of this thesis research, it was the most common reason.

This difference might be explained by a simple factor. In summer 2014 the respondents were interviewed often at the Tampere Tourist Information. Those tourists who had come to Tampere to visit their friends or relatives might have been less likely to visit tourist information, since they already had their local friends or relatives to show them around the most interesting sights and places in Tampere and guide them with usage of buses et cetera. This thesis questionnaire on the other hand was published online on Visit Tampere website and Facebook page, so it is possible that this sample represented better all tourists with different motivators for coming to Tampere, without ruling any motivational group out.

This might explain why according to the research in summer 2014 meeting friends and relatives was not as important pull factor as it was according to this thesis research. It might also have some affect that in the questionnaire in 2014, the respondents also had the option of friend or relative recommending Tampere to them, which turned out to be the most popular answer. Interestingly, in this thesis research when tourists were asked

why they had chosen Tampere as their travel destination, none of the tourists mentioned that someone would have recommended Tampere to them.

This suggests the possibility that in summer 2014, when the question had ready answer alternatives to choose from, the respondents might have been accidentally led to certain answers. In comparison, in this thesis research the question was an open answer and the respondents answered with their own words. Since in the survey of 2014 the option of friend or relative having recommended Tampere was the first answer alternative, it might also be that not all read the rest of the options through after finding a suitable one on the first alternative. It is possible that in some of these cases people who had recommended the city were also people the respondents were visiting in Tampere.

This thesis research and Tredea's research (Saloniemi, 2014) examined why travelers had chosen Tampere as their travel destination, whereas Manka (2012) investigated why tourists had chosen Finland as their destination (chapter 3.3, table 1). According to Manka's research, interest in Finnish culture was the most common reason and appeal of beautiful nature the second. These pull factors were important in both Finland's case and in Tampere's case. However, interpersonal personal motivators (Swarbrooke & Horner, 2007) visiting friends and family were only the fifth most common reason for travelers to have come to Finland (Manka, 2012), whereas in this thesis research, it proved to be the most common reason for tourists to travel to Tampere.

Unfortunately since very few of the respondents had never visited Tampere, not much information was gathered on why people have not chosen Tampere as their travel destination. Only five people gave their reasoning on why they had not chosen Tampere as their travel destination, and as all these answers were very different from each other (Appendix 2), no conclusion can be drawn on why in general travelers who have not visited Tampere, have not ended up choosing Tampere as their destination.

Understanding which things motivate tourists to travel is important for destination suppliers. Only then the suppliers can try to match the destination's services to tourists' needs and expectations and be competitive. However, motivators, in other words energisers of demand, are only one part affecting tourist behaviour (Cooper et al. 2008, 44). Tourists also form images of destinations based on what they learn from them from media and by communicating with other people. These effectors of demand influence tour-

ist's image of the destination and may have a heightening or dampening impact on tourist's motivation to travel to that particular destination. (Cooper et al. 2008, 44.)

Also the people who one is traveling with effects on the tourist's decision where to travel (Cooper et al. 2008, 44). When a man plans to take his wife for a holiday, the destination he has in mind may be very different from the destination he would choose if he was traveling with his bowling friends. Also, even though a tourist would have a high motivation in traveling to a certain destination, it is possible that determinants of demand like low income, problems with health, lack of time or government restrictions such as visas may stop the tourist from traveling (Cooper et al. 2008, 102-103).

Tourist behaviour and buying process are therefore complex and influenced by several different factors. However, by investigating these motivators, effectors and determinants, destinations can gain a competitive edge. By better understanding tourist behaviour, destinations are able to provide tourists with better services and promote their destinations more effectively.

5.3 How Tampere could be improved as a travel destination

Tourists are becoming more sophisticated. As they have access to increased amount of information due to technological developments and increase in the spread of word of mouth communication, their standards and expectations for holidays have grown higher. Each holiday taken widens tourist's experience and can thus higher their expectations. Tourists are better aware of what to expect from their vacations, which is why destination suppliers must be aware of tourists' needs and expectations in order to stay competitive. Thus destination suppliers must frequently ask tourists for feedback on the destination and the services they have received. (Kozak and Baloglu, 2011, 11.)

In order for also Tampere to stay competitive, it is important to regularly collect feedback from tourists who have visited the city. This way the services offered can be tried to be developed so that they match better tourists' needs and wishes, which change along trends and other developments. In this thesis research, tourists were asked how in their opinion Tampere could be improved as a tourism destination.

According to the research findings, tourists are most dissatisfied with transportation in and to Tampere. They wished better flight connections to Tampere and better local transportation system. In one of the responses it was specified that the bus system is difficult for tourists to use and more information on bus stops was needed.

To make usage of local buses and other transportation easier for tourists, Visit Tampere could establish a “how to get around Tampere” section on their webpage. This guide could include links to most needed websites about transportation like Repa Reittiopas, Matkahuolto, Onnibus and VR. Especially Repa Reittiopas is a useful and handy tool for tourists. The tourists can type in the address of departure and destination after which the website gives them a detailed route plan. It points out the right bus stop on a map, guides one to take the right bus and tells on which bus stop to get off to reach ones destination. This “how to get around Tampere” section could also include instructions on how to reach Tampere centre from Tampere-Pirkkala Airport by a shuttle bus or local buses and have links to their timetables.

In Tampere there are no guided bus tours for individual tourists to take apart from summer time, and even then the bus tours are arranged only once a week. Hence the tourists often ask at the tourist information, which local bus they should take to best see the city and surroundings. Visit Tampere could for example on this “how to get around Tampere” section recommend some scenic local bus routes. The recommendations could include bus routes that drive through Amuri and Pispala, so the tourists could see the old Finnish wooden houses and have glimpses of the view from Pispala ridge. Also other routes that drive past lakes and other scenic places and sights could be recommended.

The second most often tourists suggested that Tampere should offer more activities in order to become a better travel destination. More selection on touristic and cultural activities in general was missed but also special wishes were expressed. Tourists hoped Tampere would offer them more free cultural activities, more indoor activities for rainy days and more events and festivals. Also a wish for different guided tours was expressed. A few respondents felt the night life in Tampere needed improvement and wished there would be more of it and that it would be classier.

The survey showed that tourists would have needed more information while they were in Tampere. Information was missed on how to reach remote sights and how to get to Helsinki and back. Tampere Tourist Information received one negative feedback, as one respondent told they had not been satisfied with the service and felt the tourist information was “*not very informative*”. Although this was only one feedback, Visit Tampere could pay more attention to the training of their new trainees, since they are often responsible of advising the tourists as the more experienced workers have other tasks at hand.

It was also hoped that maps would highlight natural sites, hiking and biking routes and skiing sites, so it would be easier for tourists to find them. It was also suggested that the maps would have a scale to indicate the length of distances. The map was experienced misleading since the distances looked longer than they in reality were.

In the future, natural sites, hiking sites and skiing sites could have a better visibility for tourists and they could be better marked in the maps. In Tampere Tourist Information there are already maps available that highlight biking routes. During the next couple of years, Tampere is building new bicycle routes, renovating old ones and increasing guideposts to the routes. The first phase of construction work starts in summer 2015 and the second phase is set to take place in 2016. (Kalliosaari, 2015) After the renovation is over, also the bicycle maps have to be renewed.

At the moment the Walking Routes –map and From Locals with Love –map do not have a scale on them. Since the From Locals with Love –map was published in February 2015 and they were therefore not handed out from Tampere Tourist Information at the time of the survey or prior to it, the feedback considered most likely only the Walking route map. However both the maps could have scales added to them in order to make them more helpful and easy to read.

Also the price level in Finland was experienced high, which was seen as a problem for tourism. Especially the price of accommodation felt too expensive and tourists wished for cheaper hotel, hostel and camping possibilities. The price of food was also mentioned to be high.

These results are similar but not the same as the results gained by Manka in 2011 (Manka, 2012). In Manka's research (chapter 3.3) it was revealed that the price level in Finland was the most common cause of dissatisfaction for the tourists. The price level caused dissatisfaction among the respondents to this thesis research as well, but it did not rise as the most important factor that needed improvement.

In Manka's (2012) research the next thing tourists expressed was that Finland should have better selection and visibility of activities and services. This thesis research revealed that the same applies to Tampere, as the second most mentioned improvement suggestion for Tampere was creating more selection of activities. Also the visibility of activities and advertising were mentioned several times.

According to Manka's research (2012), tourists were not satisfied with the language skills in Finland in 2011 and felt they were not able to get service in their own languages. In this thesis research, none of the respondents expressed their dissatisfaction on language skills in Tampere. This might indicate that in Tampere tourists are able to get service in multiple languages. Nevertheless, it might also indicate that the respondents who took part in this thesis survey have relatively good English skills and did not necessarily need services in their own language when they visited Tampere.

5.3.1 Internet channels

Several tourists also suggested Tampere could increase the amount of advertising in order to become a better tourist destination. The survey revealed that search engines like Google or Yahoo are the most common online tools tourists use for searching information on travel destinations. Search engine optimizing and advertising on search engines could hence be good advertising options for Tampere. Search engine optimizing is an effective way to ensure that customers find their way to the supplier's website (Bailey, 2011).

Almost as many tourists used destinations' own webpages for information searching. Hence it is important to make sure Visit Tampere's webpages are clear and easy to use and that all necessary information is found on the pages. The homepages should also include a lot of pictures to create images and visions in tourists' minds.

Visit Tampere homepages were renewed in the turn of the year 2014 and 2015. The new pages are more informative and easier to navigate through than the previous ones, and they include lots of beautiful and colorful pictures. There are many photographs of natural sights in Tampere, but more photos of the city life could be added, since Tampere is the third largest city in Finland and offers tourists plenty city activities as well. A separate photo gallery could also be added to the webpages, so tourists could get an overall idea of Tampere as a destination without having to go through all different sections of the webpage.

The third most popular information channel came out to be TripAdvisor. TripAdvisor is a handy tool for tourists when they plan their holidays, since it provides information on flights and places for one to sleep, eat and see all on the same webpage. On top of that one can read other travelers reviews and recommendations of each place.

It is possible for companies and organizations to list their organization to TripAdvisor for free of charge (TripAdvisor, 2015). There are already many sights and museums from Tampere listed in TripAdvisor, but some important sights are still missing. For example Tampere Market Hall, Kauppahalli, is lacking from the list. Also for instance Rauhaniemi Sauna, Pyynikki beach, Pispala ridge and Kaleva church are not found on TripAdvisor. To increase visibility and tourists' knowledge of these sights, they should be added to TripAdvisor and it should be checked which other sights are not found on TripAdvisor yet.

Social media and travel blogs were the next most popular information seeking channels after search engines, destinations' own travel portals and TripAdvisor. Visit Tampere maintains Facebook and Twitter accounts and at least in Facebook they have pages in Finnish and English that they update regularly. Also travel bloggers are welcomed to Tampere and staff of Visit Tampere gladly shows the bloggers around the city and discuss the sights and other matter over lunch for example. These are good ways of taking care of visibility of Tampere in social media and travel blogs and should be maintained in the future as well.

The results on information seeking online differ somewhat from the results gained by Manka (2012) (chapter 3.3). In Manka's research, the tourists in Pirkkala-Airport were

asked which websites they had visited prior to their trip to Finland. According to Manka's results, the five most visited websites were Ryanair's website, visitfinland.com, cities'/regions' own travel portals, hotel reservation systems and internet discussion forums/social media. Ryanair's website's popularity can be explained by the fact that all the respondents who were interviewed were flying with Ryanair (Manka, 2012).

The results cannot be compared directly with this thesis results as the questions on information seeking were different in the two researches. In this thesis research, the respondents were asked which internet channels they used for information seeking about holiday destinations in general, instead of prior of coming to Tampere. In this thesis research the respondents also had ready answer alternatives, which might have affected the results, even though the respondents were given an opportunity to add their choice of websites and online channels that were not on the list. Unfortunately the information is not available on Manka's research, if the question in his questionnaire had been open or did the respondents choose from ready alternatives.

Instead of the differences in the two researches' questions, both researches showed that destination's own travel portals are often used by tourists when they seek information on their travel destinations. Also social media and other discussion forums are used by the travelers, but are not the main information sources. To investigate this topic further, Visit Tampere could conduct a new research to investigate which websites tourists use for finding information specifically about Tampere. This could be investigated for instance by asking in Tampere Tourist Information from the travelers, which websites they had used prior to their trip.

6 CONCLUSION

This research was conducted in co-operation with Visit Tampere Tourist Information. The aim was to research tourist motivators and find out what makes people want to travel and which factors influence them to choose particular destinations. The research also aimed to investigate tourist motivators from the perspective of Tampere and research which factors attract tourists to travel to Tampere.

Another important goal was to study how Tampere could be developed in the future, in order to become an even better travel destination. The last objective was to determine which online channels tourists use when they search for information on travel destinations. Information on travelers' motives and important online channels would be useful for Visit Tampere, when they planned their future actions in developing Tampere as a tourism destination and when planning their new marketing strategies.

The data collection was conducted by an online questionnaire that took place from the beginning of December 2014 till the beginning of February 2015. Despite the long data collection period, the sample size of the research did unfortunately not reach expectations. Only 67 tourists took part in the questionnaire, leaving the respondent rate to 28,5%. The respondents came from 24 different countries and their average age was 34 years.

Due to the low amount of responses, the results are indicative and cannot be generalized to all tourists. Nevertheless, the information gathered was good and informative in quality and provided useful knowledge. The learned information can be utilized when planning actions for developing Tampere as a travel destination and can prove to be valuable for Visit Tampere Tourist Information.

The research revealed that tourists are motivated to travel by various reasons. The most common motivators for tourists to take a holiday seem to be a desire to experience other cultures and escaping from everyday life's routine and stress. According to the results, tourists want their travel destination most of all to have beautiful nature, offer them affordable accommodation and flights to the destination, have interesting culture and

sights and to be safe for travelers. Tourists use mostly search engines and destinations' own travel portals for searching information of destinations online.

Most of the respondents had already visited Tampere once or more. The main reason for tourists to travel to Tampere seems to be the wish to visit their friends and relatives. Important features that attract tourists to Tampere are the nature of the region and Finnish culture. The research showed that in case of Tampere, tourists are most dissatisfied with the transportation in and to Tampere, and the selection of activities. Nevertheless the respondents were on average satisfied with Tampere as a destination and in scale from 1-10, where one is not interested at all and 10 very interested, tourists were 8,5 interested in traveling to Tampere in the future.

To further investigate the topic, similar research could be conducted in larger scale to gain more valid results. In order to receive more information on how tourists feel Tampere could be developed, a more qualitative research for international tourists could be conducted. The research could focus more on tourists' satisfaction on services in Tampere and ask in more detail on what they had been dissatisfied during their stay.

As very little information about travelers who had not visited Tampere was received, also a new survey solely for international tourists who have not visited Tampere could be conducted. In this research the emphasis could be on studying why tourists who have not visited Tampere have not ever decided to visit the city. With this type of survey more valuable information on how the city could be developed as a destination could be discovered.

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APPENDICES

Appendix 1. Questionnaire

Please note that this questionnaire was published online with research program Zef. The appearance of this appendice's questionnaire therefore differs from the published version.

1 (5)

Dear respondent,

This survey is a part of my bachelor thesis and it is carried out together with Visit Tampere. The purpose of this survey is to collect information of how travel decisions are made and what kind of impressions travelers have of Tampere as a holiday destination. By answering this questionnaire, you are assisting in developing Tampere as a travel destination. Therefore your reply is highly important and appreciated.

The questionnaire is filled anonymously and the responses are treated confidentially.

By completing this survey, you can also participate in a competition to win a Tampere themed prize!

Thank you for your help and co-operation!

Elina Patronen

Tampere University of Applied Sciences

1. Which things usually motivate you to take a holiday abroad? Choose the four most important reasons for you.

I usually want to take a holiday, because I want to:

- | | |
|---|--|
| <input type="radio"/> escape from everyday life's routines and stress | <input type="radio"/> practice my hobby |
| <input type="radio"/> relax | <input type="radio"/> attend an event |
| <input type="radio"/> improve my health | <input type="radio"/> spend quality time with my family/partner/ friend(s)/relatives |
| <input type="radio"/> experience other cultures | <input type="radio"/> meet a friend/ relative/partner who lives abroad |
| <input type="radio"/> enjoy improved weather | <input type="radio"/> meet new people |
| <input type="radio"/> visit interesting and famous sights | <input type="radio"/> make use of a good offer on flights/accommodation |
| <input type="radio"/> experience an adventure | <input type="radio"/> Other, which? _____ |
| <input type="radio"/> shop | _____ |
| <input type="radio"/> party | _____ |

2. In scale from 1-4, how important are following features when you choose a travel destination for your holiday?

	Not important at all	Not very important	Quite important	Very important
The price of flights and accommodation	1	2	3	4
The destination is safe for travelers	1	2	3	4
There is a lot of information available of the destination before the trip	1	2	3	4
The destination allows me to make sustainable, ethical and environmentally friendly choices	1	2	3	4
The destination offers warm and sunny climate	1	2	3	4
The destination's culture is interesting	1	2	3	4

The destination allows one to make sustainable, ethical and environmentally friendly choices	1	2	3	4
The destination has an interesting food culture	1	2	3	4
The destination offers interesting attractions	1	2	3	4
The destination offers good shopping possibilities	1	2	3	4
The destination has a vibrant night life	1	2	3	4
The destination offers beaches for sunbathing and swimming	1	2	3	4
The destination offers lively and busy city life	1	2	3	4
The destination has beautiful nature	1	2	3	4
The destination offers possibilities for trying out new activities	1	2	3	4
The destination allows me to practice my hobby	1	2	3	4
The destination offers possibilities for adventurous activities	1	2	3	4
The destination offers activities for children and families	1	2	3	4
The destination offers possibilities to improve my health and wellbeing	1	2	3	4
The destination offers peace and quiet	1	2	3	4
The destination offers possibilities for learning and enhancing my knowledge	1	2	3	4

3. Is there something else you find important when choosing your holiday destination that was missing from the list? Please specify _____

4. When you plan your holidays, which Internet channels do you use for finding information of the destinations? You can choose several options.
- Google, Yahoo, Bing or other search engine
 - Destination's own webpage
 - Travel agencies' webpages
 - TripAdvisor
 - Travel blogs
 - Social media, e.g. Facebook or Twitter
 - From somewhere else, where?
-

5. Have you ever visited Tampere?
- 1) Yes, once 2) Yes, more than once 3) No

*(If the respondent answered 1) or 2), the questionnaire lead the respondent to questions 6. and 7.
If the respondent answered 3), the respondent was lead to question 8.)*

6. Why did you choose/have you chosen Tampere as your travel destination?

7. How in your opinion, Tampere could be improved as a travel destination?

8. Why do you think you have not visited Tampere?

9. In scale from 1-10, how interested are you in visiting Tampere in the future?

Not at all interested									Very interested
1	2	3	4	5	6	7	8	9	10

10. Gender

- Female Male

11. Age _____

12. Nationality _____

13. E-mail address _____

(By filling in your e-mail address you participate in the competition to win a prize!)

Appendix 2. Open answers

1 (10)

Are there other qualities of the destination that you find important when choosing your holiday destination? If yes, please specify

- Price
- It is very important how easy you can reach the place and is it various choice of flights to that destination
- nice and comfortable atmosphere
- Choosing a cool country to visit and meet it's culture and try to experience their daily life,meet local people and enjoy the life there,in addition the destination that has something unique of it comparing with other places.
- people are friendly
- affordable
- History
- The destination seems "exotic" and is far (not close to my permanent residence
- Friendly people, not too touristic
- PEACE
- i like to be spontaneous, i dont plan too much
- meet nice people
- meet new people
- Family
- possibility to meet friends or relatives living there
- there should be fun places
- People who live there are friendly
- Well, it depends if I'm going on an adventure or just to relax, but I guess no, I pretty much aswered the most important stuff.
- good travel connections & transport infrastructure

Why did you choose/have you chosen Tampere as your travel destination?

- For the atmosphere and amenities
- I chose not to travel in Tampere - I chose to live in Tampere for my whole study semester and I loved it. The reason I chose it was because of the whole Finnish culture and the ability to be more north from home - to experience different weathers, traditions and so on. Also - THE NATURE!
- I met some friends from Tampere at my home city and I wanted to visit them here, and to get to know about saunas and lakes and beautiful things they told me about this region
- Friends who live here
- Because of a friend.
- Family living there
- Its quiet, nice and natural. Also people don't really bother that's positive in my opinion.
- I chose Tampere for my Erasmus exchange period. I was interested in the Finnish culture, the way of life in the snow and cold and be able to work (at the hospital) and interact with people from another country. And especially since things are so different from my culture and ways of life from Greece.
- Spent a whole year in Tampere because of an internship and since then I am visiting Tampere once in a while to meet friends
- To visit my boyfriend at the time.
- Another big city in Finland, interesting to see.
- I prefer to stay somewhere other than the capital city when visiting a new country, plus it offered better value for money with good transport links to Helsinki and surrounding cities. I had read many travel blogs online and heard many good things about Tampere prior to visiting.
- Friends and in laws .
- I can find all I need and all I want from vacations in Tampere.
- Music
- Music
- For a year abroad and ended up staying.

- I love Finland, and I saw a commercial of Tampere in YouTube (Tampere All Bright: How I Met My Love), that was very cool and I like to be spontaneous, so I decided for Tampere.
- A friend lived there
- 3rd biggest city in Finland, I thought I could ski here, cheap direct flight to Bremen
- I came here for studies :)
- I adore this city from my first visit. The atmosphere is so nice and friendly that I can't stop going there.
- I study 50 kilometers from Tampere. Tampere is an opportunity for me to change my mind, find the materials I need for my studies. Moreover, this is a pleasant city on a human scale.
- Business
- To see rock bands as I have always been very interested in Finnish rock music and the music scene
- I moved to Tampere from Italy. Peaceful town. Love it. Love nature
- First my friend took me there. And I loved it. So I was coming back the last nearly 8 years for 3-5 times a year. My best friends live there ... I made them through the years :-) and they always show me sth new ... nature, culture and nightlife! I love it and I will be back ;-)
- I had a friend there
- Stopover as part of bigger trip
- I was studying there for one semester.
- Conference
- Family living there
- Once having visited Tampere I couldn't forget it and stayed here forever :)
- I attended a conference in Tampere in 2014. I fell in love with Finland, its people and its culture!
- Because Tampere is a little city with a lot of nature. You can find everything from the city and then you can enjoy the nature. And you can go everywhere by bike :)
- I just moved to Tampere 8 months ago

- Love Finland, love tre, love music
- The first time because it seemed beautiful on photos. The other 5 times because the first time I fell in love with Tampere, I can't get enough of it, and I've made some wonderful friends there. I intend to go back as often as possible! I love that it's small enough to be peaceful but big enough to be active, there's always something to do. I love how beautiful it is, how friendly people are, how safe and at home I feel there...it's perfect.
- Small city with lots to see and do, with lovely nature close by.
- Came with my family for temporary work
- Temporary job opportunity
- Because it's a peaceful city, student friendly, you can get snow (which is very exotic for latinamerican people) and it's very clean, green and functional.
- I went there for the first time with my Finnish ex boyfriend and since then I fell in love with the city. That is why every year I come back there. Moreover, I find it the best city in Finland (another reason why I would like to live there, some day)
- I lived in lempäälää for 1 year
- I was told that it is the place to study in Finland. Many Universities, different people, different culture
- I spent four months there as an exchange student.
- I used to live in Tampere
- My partner and her family live there
- I started to fell in love with the city after been there once. Friends live there.
- Attend a conference, and then returned to spend time at the university.
- Perfect city&nature combination

How in your opinion, Tampere could be improved as a travel destination?

- Better marketing and communication of welcome to experience something new.
- I think Tampere has a great communication on Facebook. I live in Vilnius, Lithuania, which is the capital of the country, but I really doubt that it is communicated better than Tampere. So I have no suggestions really, because I like finding different facts about food, nature, leisure in Tampere during different time of the year. Not really missing anything, you bring the best qualities of the city to public :)
- with more free cultural activities
- More tourist activities
- I can't suggest any. I've seen adverts, homepages, facebook. Found enough information. Being there the city was perfect from every aspect. I could find what I wanted to visit. Several programs, several places to go. Once you've been there, you will always remember.
- The tourist information is not very informative
- natural sites like lakes and hiking areas should be pinpointed when travellers come here. Skiing sites are nice and should be shown.
- Offers the visitors trips to different destinations that highlight the most important places from city's history.
- In my opinion, it's perfect as it is! The town just needs to spread the word loudly and widely about its lovely qualities.
- Transportation system. More attractions (museums here suck) More activities (all year round)
- I have visited several times over the past 18 years. Not sure how to answer the improving part. I would just like to say stay close to your roots and do not become westernized. I first visited Tampere in 97. I come from Arizona, I enjoy & appreciate the difference in cultures. I have my Finnish favorites and keep looking for more. If I wanted American I could stay home. I enjoy studying the differences between Phoenix and Tampere. Just being in Tampere is unique and special to me.
- I'm not sure that anything can be improved. I was very happy with my choice of destination.

- To me this city is already perfect.
- Better traffic, bus, flights...
- I think for me tampere is perfect, it is all that i wanted to find and feel. I became all the information that i needed from my hostel, and there is also a very good tourist information agency, and tampere all bright have a lot of info in internet or in every place i was. And tampere is simply beautiful. I can't improve something that is perfect to me :)
- Better connections by travel, bus fly...
- More nightlife.
- Classier bar life.
- Higher quality/style buildings.
- Quality hotels at reasonable prices
- international festivals
- an entertainment centre that attracts international performers
- When my family visited we ran out of city things to do in 2 days. The weather was not ideal for outdoor activities so there were very few options. They were here for 6 weeks and even after living here for so many years, it was hard to keep them entertained in Tampere, which is a shame, because it could be a lovely destination.
- it's already quite good
- add information how to get to activities (the remote ones)
- I think it is wonderful as it is, I enjoy the city a lot.
- It's rather hard to say but I think everything in this sphere is good enough
- I don't really remember it well
- Cheaper attractions, cheaper hotels
- More activities, more events, better flight connection, better airport
- Tampere is perfect but still finland is not the usual holiday place from us germans ;-)
- Create and market more USPs which revolve the culture, food, lifestyle and natural beauty of the region.
- MUCH.
- More information about Tampere, especially more photographs online would be helpful. Tampere (and Finland in general) also has a vibrant artistic community

(crafts, etc) that should be promoted more. Finally, a key element in my opinion, would be greater promotion of the Finnish language since language is so closely linked to culture. I'd like to see more websites to learn Finnish and read about Finland in general. I know there are some, but not enough given how much Finland has to offer.

- Cheap prices in hostels or hotels
- Better traffic possibilities, flights etc, cheaper possibilities to be in an Hotel or camping, Finland is very expansive
- I can only think of having more buses at night. Otherwise it's perfect.
- Improve the everyday markets (food market for example). Kauppahalli is too much of the same stuff in too small space. Good food items are too hard to find or are too expensive. Improve the public transport system so that any traveller can find their way around (not enough info at stops), and so that the bus actually stops for you when it comes.
- Bigger airport
- More flight options
- Perhaps having upcoming events in places where tourists/travelers would be at more often (bus stops, train stations, etc).
- More promotion abroad. In Italy, the only known city is Helsinki; nobody even knows where Tampere is
- It is good as it is
- More advertising?
- Better transport links to airports
- Much better direct flight connections would help massively. It's quite hard to reach...
- It's a very nice city, very liveable. Beautiful city to walk around. The things it has going against it is the cost of living/travelling in Finland which scares off a lot of backpackers/budget travellers. It also lacks a major attraction that people would travel to in spite of the cost.
- Use the same travel card in whole Finland. F.e. ability to use travelcard of Helsinki region also in Tampere. Maybe offer a Travelcard for one or two weeks for whole Finland if people want to move to Iittala or Hämeenlinna as well.

- More info about how to get to/from Helsinki, since it's quite likely people will be flying in/out of Helsinki.
- The maps are pretty good, but it would have been helpful for me to have some additional context about distances. What looks like a long way on the map is actually quite close.
- Increase bicycle awareness, bicycle roads.

Why do you think you have not visited Tampere?

- It's not around the corner
- European summer time is for trips to southeast Asia; in the winter (until now) I never had the need for snow ...:-)
- It seems expensive and I don't know much about it.
- not enough financial support before
- Still didn't got time and the chance to do it, and looking for the correct company for this trip. Hope will visit Tampere one day.

Nationality

- british
- Lithuanian
- Swiss
- argentine
- German
- german
- Russian
- Hungarian
- British
- Pakistani
- Greek
- German

- usa
- Vietnamese
- American
- English
- German
- Itävaltalainen
- I'm from Argentina but i live in Germany since 1 year.
- Australian
- Germany
- Germany
- Latvian
- Russian Federation
- French
- British
- british
- Italy
- German
- French
- British
- Uk
- Croatian
- USA
- English
- Russian
- Polish
- Argentinean
- Slovenian
- Spanish
- American
- Itävaltalainen
- Spanish and French
- British
- USA

- USA
- Mexican
- Italian
- Israel (Palestine)
- Dutch
- Polish
- British
- British
- Australian
- USA
- Turkey