



LAUREA
UNIVERSITY OF APPLIED SCIENCES
Together we are stronger

Development of Health and Wellness-package for groups of international business tourists in Finland

Nurmi, Valensija

2015 Kerava



Laurea University of Applied Sciences
Kerava

Development of Health and Wellness-package for groups of international business tourists in Finland

Valensija Nurmi
Degree Programme in Tourism
Bachelor's Thesis
June, 2015

Valensija Nurmi

Development of Health and Wellness-package for groups of international business tourists in Finland

Year	2015	Pages	39
------	------	-------	----

Health and Wellness tourism is one of the major sectors of tourism worldwide, which is constantly growing. This tourism sector in question is one of the sectors that are constantly developed in Finland and, therefore, the aim of this thesis is to bring new Health and Wellness-package on the market, where the main users are groups of international business tourists.

The theory part aims to bring understanding of what is Health and Wellness tourism, as well as business travel and tourism. Definitions of both terms are thoroughly discussed and market size of each sector is introduced. Specific attention is paid to market size and specialties of both Health and Wellness tourism and business travel and tourism in Finland.

The research part of the thesis examines the kind of services business travelers and tourists use during their stay in Finland and how much they use and are interested in Health and Wellness-products and services. The research method is qualitative research and the data collection method is semi-structured interviews, which are conducted to four different hotels. Research results are thoroughly reviewed and analyzed with the help of SWOT-analysis method. The results show that, at the moment, the demand among business tourists and travelers toward Health and Wellness-products and services is relatively low, because the above-mentioned tend to stay for quite a short period of time and they have a very tight work schedule.

Nonetheless, at the end of this thesis the Health and Wellness tourism package example is presented. Writer sees that it is one way that could help to extend the supply of Health and Wellness-products and services around Finland, and hence, develop this tourism sector further.

Keywords: Health and Wellness tourism, business travel and tourism, occupational wellness, package development

Table of contents

1	Introduction.....	5
2	Health and Wellness tourism.....	7
	2.1 Definitions.....	7
	2.2 History and statistics of Health and Wellness tourism.....	9
	2.3 Health and Wellness tourism sector in Finland.....	10
	2.4 Health and Wellness-products and services.....	11
3	Business travel and tourism.....	15
	3.1 Definition.....	15
	3.2 History and statistics of business travel and tourism.....	17
	3.3 Business travel and tourism sector in Finland.....	18
	3.4 Occupational wellness.....	19
4	Research part.....	23
	4.1 Research methodology.....	23
	4.2 Research results.....	25
	4.3 SWOT-analysis.....	27
5	Health and Wellness tourism package for business tourists.....	29
6	Conclusions.....	31
7	References.....	32
	Tables.....	36
	Appendixes.....	37

1 Introduction

During the recent years, business life has gone through many changes and from employees' perspective the content of work has become more demanding, diversified and all-round, even as requirements and expectations of individual's level of know-how have risen. At many workplaces, the number of employees has diminished which has led to increased amount of workload for the ones who still remain employed. Globalization and the expansion of many companies' business operations to several countries, has increased the demand for business travel. According to the survey that was conducted by Statistics Finland from June to September 2014, one million domestic business or meeting trips were made by Finns. Moreover, a little more than 1,6 million of all the international tourists who visited Finland in 2012 were here, due to the business related matters. Business trips increase the amount of stress and work burden of employees, which can deteriorate their success. Hence, the concept of occupational wellness has drawn a lot of attention, as with good occupational wellbeing the employee is more likely to be more satisfied and committed to his or her work, encouraged to put an effort more and the productivity and quality of work results are more likely to become better. (Jänkälä, Kangastie, Rahkola, Tekoniemi-Selkälä, Tolvanen 2010; Holloway, Humphreys 2012; Statistics Finland 2014)

One way that could help improve occupational wellness at workplace is to organize a recreational programme for employees, which has characteristics of Health and Wellness-products and services. Because of the current economic situation in the world, it is understandable that, at the moment, it is quite challenging for employers to find extra money which could be used on organizing trips for employees with the sole purpose to improve their health and wellness; but as nowadays the business world includes a large number of business trips, it would be a mutually worthwhile situation for both sides if employees could be allowed to enjoy some Health and Wellness-services during their hard and stressful trips. (Jänkälä, Kangastie, Rahkola, Tekoniemi-Selkälä, Tolvanen 2010)

Health and Wellness-products are quite often offered as packages that consist mainly of visits to the spa, bathhouses, health resorts and wellness centres, with different activities and indulgence treatments there. These products are often provided with the utilization of hot mineral springs, hot springs and geothermal springs. Nevertheless, Health and Wellness-products have a variety of other services such as, supervised and voluntary exercises, recreational and relaxation services, thermal baths with balneotherapies and hydrotherapies, massages, aromatherapies, relaxing sauna visits, services of doctors and nurses and lectures on exercises and nutrition. Health and Wellness-products are mainly offered in the countryside or among the nature and near water, but some can be also found in cities. Combining all this information together, the aim of this thesis is to develop a new kind of Health and Wellness-

package for groups of international business tourists. (Matkailun edistämiskeskus 2005; Erfurt-Cooper, Cooper 2009; Suontausta, Tyni 2005)

The research part of the thesis examines what kind of services business tourists and travelers use during their stay and what is the demand for Health and Wellness-products and services among them. Qualitative research is used as a research method for this thesis, because it is typical for a qualitative research method to examine a small number of instances thoroughly, which allows the researcher to gain in-depth understanding of the topic. For a data collection method semi-structured interviews were chosen, and four different hotels took part in the interview process: Cumulus Airport, Rantasipi Airport, Scandic Simonkenttä and Radisson Blu Plaza Helsinki. After the analysis of collected research results, in the end of this thesis a new kind of Health and Wellness-package is presented which can be freely used partly or in its entirety by service providers and hotels in the future. (Hammersley 2013; Flick 2014)

2 Health and Wellness tourism

2.1 Definitions

Health and Wellness tourism is a quite complex concept and a way to understand it better, is to scrutinize it in components. World Health Organization (WHO) defines health as: "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." This definition was approved in 1948 and has not been changed or been updated significantly since, whereupon WHO has been confronted with some amount of criticism. National Wellness Institute states that: "Wellness is an active process through which people become aware of, and make choices toward, a more successful existence." According to World Tourism Organization (WTO) tourism is travel of people who go outside of their regular milieu and remain there for maximum of a year. The purpose of the trip can be related to, for example, leisure time, meeting relatives and acquaintances, business matters, health care or religious reasons. Different activities, with possible resultant expenses, that people use during their stay are also part of tourism. Consequently, it can be concluded that Health and Wellness tourism is associated with people who travel outside of their regular milieu because they are willing to maintain and advance their health and wellbeing, prevent diseases, reduce stress and boost energy and vitality. (World Health Organization 2014; National Wellness Institute, Inc. 2015; World Tourism Organization 2015; Global Wellness Institute 2014; Matkailun edistämiskeskus 2005; Erfurt-Cooper, Cooper 2009)

According to some scholars, Health and Medical tourism are each other's synonyms, others see these two as totally separate niche tourism markets, but according to the majority, Medical tourism is one division of Health tourism. From now on, in this thesis Medical tourism will be considered as a subdivision of Health tourism. Health tourism is travel associated with all trips that people take outside their regular environment in order to improve, maintain and advance their health. The tourists in this sector usually take part in treatments, procedures, courses and other services that do that. Health tourism is more about elevating one's general health and condition, while Medical tourism refers to trips that are taken in order to receive a full range of medical services, or to get specific procedures, such as, knee or hip replacement, heart surgery, cosmetic surgery, dental care, plastic surgery, elective surgery and fertility treatment. Medical tourists are quite often unwell and they are seeking a cure for their disease and are motivated to travel to another country because treatment can be either cheaper there, or of a higher quality. Besides, in another country treatment can be received faster or in some countries there is a lack of some specific treatments. Medical tourism's products are targeted towards curing symptoms of disease or to eliminate a person's unhealthy condition. (Erfurt-Cooper, Cooper 2009; Kumar 2009; Suontausta, Tyni 2005; Matkailun edistämiskeskus 2005; Lunt & al. 2011)

The word wellness is a combination of the words well-being and fitness and it stands for an active process toward a lifestyle which is all about good health, fitness being part of physical well-being, beauty, relaxation, mental activity and the harmony between a person's physical, mental and spiritual aspects. The well-being of the whole individual is the main focus of this tourism sector. Wellness tourism is travel associated with trips that are made in order to preserve and promote health, to preempt from becoming ill, as well as, to revive and maintain the well-being of mind, soul and body. Wellness trips are quite often considered as a type of optional medicine that can decrease or even deprive entirely the need for medicaments and traditional treatments. Moreover, they usually contain cultural experiences and they are known for high-class locations, atmosphere, individual service, selection of products and the personnel's professional skills. Indulgence and luxury elements usually go with these trips. Quite often people who decide to take Wellness trips are already into wellness related activities at home, such as, yoga, meditation and massage. (Erfurt-Cooper, Cooper 2009; Global Spa Summit 2010; Matkailun edistämiskeskus 2005; Suontausta, Tyni 2005; Smith, Kelly 2006)

As Health and Wellness tourism started to draw attention among people, it increased the amount of scientific and non-scientific information about the topic, including even presumptions and beliefs of ordinary people. When the data is so checkered, customers might be quite confused about what to anticipate from Health and Wellness trips. However, even though customers are not really sure what they are signing themselves up for with Health and Wellness trips, they still tend to try them because of willingness to enjoy some time in a peaceful and calming environment, delight of comfort and being offered high-class personalized services, as well as, the willingness to sense a feeling of safety and being cared for. Quite often Health tourism is seen as an umbrella term and Wellness tourism is in this case its subclass. Even though these two sectors are quite often mixed up and used as each other's synonyms, some clear differences can be noticed. While Health trips usually concentrate on healing from diseases or illnesses, but usually include all kinds of exercise, excluding extreme ones, Wellness trips are made in order to prevent illness with the help of different methods and they are combined with light exercises that help the person to refresh oneself. Sometimes, it is said that only healthy people go on Wellness trips and they voluntarily head for a vacation, while Health tourists are "forced" to take a trip because of their health and general condition. However, this is a very restrictive classification as both Health and Wellness tourists might end up using the same services. From the point of view of product providers, the supply of products and services is from the beginning targeted for both groups. (Erfurt-Cooper, Cooper 2009; Suontausta, Tyni 2005; Matkailun edistämiskeskus 2005)

2.2 History and statistics of Health and Wellness tourism

The history of Health and Wellness tourism in Europe can be traced down to the ancient Greek and Roman cultures when the upper class was visiting bathhouses, *thermae* and places alike. Besides, in the other parts of the world, the utilization of Health and Wellness-products and services started thousands of years ago, when in Asia people enjoyed hot baths and practiced ancient philosophies of Taoism and Buddhism, in Japan people traveled to *Onsen*, which is a traditional hot spring bathing facility, in India people practiced *Ayurveda*, which is a traditional medicine in the ancient Hindu culture and in Mayan culture people tended to visit hot rooms, that equate for modern saunas. Amount of beach vacation trips grew in the 19th century, even as a nurturant effect of minerals and sea water was discovered again, which led Health trips with visits to bathhouses into popularity. At the same time, bathhouse and sauna culture in Finland started to evolve because of its increasing popularity among the Russian nobility. At first, when the interest toward Health and Wellness tourism was rediscovered, services were mainly offered for the upper class and this tourism niche market was considered to be a luxury type, but nowadays services are available for all kinds of customers. Even though Health and Wellness tourism has really long roots, it has received an acknowledgment worldwide not until the end of the 20th century. This tourism sector is often associated with visits to places where the natural resources, such as, mineral water and climate are being benefited, visits to spas, places that offer medical services, intentional weight loss clinics, places where one can quiet down and places where the naturopathy is practiced. (Matkailun edistämiskeskus 2005; Erfurt-Cooper, Cooper 2009; Global Spa Summit 2010; Global Wellness Institute 2014)

The reasons that drive Health and Wellness tourism to popularity could be aging of the population, as from year 2000 to 2050 the number of people aged 60 and over will double, but at the same time average lifetime of the population in the industrialized countries will rise, and this elderly population will be healthier, more active, more aware of current trends and wealthier. Besides, an unhealthy and stressful lifestyle is more common and over half of the working people experience more stress in their workplace than in the past; meaning of health and well-being as individual's personal values is rising, amount of obesity and mental health problems, as for example, depression, has grown and people are searching for new experiences and optional medicine. There are some advantages that this tourism sector has in comparison to others as it is not so dependent on season changes, because mainly all of the services can be used year-round, and Health and Wellness-services are quite easy to offer as a package, when it also brings more revenue to the provider. Health and Wellness tourists can be either traveling only because of the above-mentioned reasons, when they are categorized as primary-purpose Health and Wellness tourists, or they can be as well traveling with other motives and do some activities that are related to health and wellness during their trip, when they will be categorized as secondary-purpose Health and Wellness tourists. The largest seg-

ment of Wellness tourism is secondary-purpose domestic wellness travelers and primary-purpose international wellness travelers are the smallest segment. But as the first ones spend considerably smaller amount of money per trip, approximately 680 US dollars, whereas the second ones spend about 2066 US dollars per trip. (Matkailun edistämiskeskus 2005; Global Wellness Institute 2014; Suontausta, Tyni 2005)

According to the statistics by Global Wellness Institute in 2012 Europe, North America and Asia-Pacific were the regions that had most Wellness tourism activity. In Europe there was 203 million of trips, in North America 163 million of trips and in Asia-Pacific region 120 million of trips. Previous numbers indicate both inbound and domestic travel. The countries that received most inbound international wellness tourists are United States, France, Austria, Germany and Switzerland. In North America, 181,0 billion of US Dollars were spent on wellness trips, in Europe 158,4 billion US Dollars or in other words 115,3 billion euros and in Asia-Pacific region 69,4 billion US Dollars. 63 per cent of the expenditures took place in United States, Germany, Japan, France, and Austria. Global Wellness Institute states that Wellness tourism has a lot of potential and will gain even more interest in the future. More than 50 per cent of the predicted growth in global Wellness tourism will happen in Asia, Latin America, and the Middle East or North Africa. It is estimated that European wellness market will grow by year 2017 with about 7,3 per cent every year. In 2012, top three European countries with the highest expenditure rates on Health and Wellness trips were Germany with 30,8 billions of euros, France with 17,6 billion of euros and Austria with 10,2 billion of euros. The above-mentioned numbers indicate both domestic and international trips. Moreover, France received 6,9 million international Health and Wellness tourists, Austria 5,7 million, Germany 5,6 million and Switzerland 5,1 million. (Global Wellness Institute 2014; Global Wellness Summit 2015)

2.3 Health and Wellness tourism sector in Finland

According to Statistics Finland, from 2008 till 2012 there was altogether 7,6 million of foreign tourists in Finland. In 2012, the biggest groups of tourists were passengers from Russia with almost 47 per cent, Estonia with 9,9 per cent and Sweden with 9,2 per cent. In numbers it means that almost 3,6 million of Russians visited Finland, 758 000 Estonians and 702 000 Swedes. In year 2013 Finnish Commerce Federation accomplished a survey that researched customers from Russia in Finland. During the survey, 7 282 individuals, who were at least 15 years old, were interviewed about the reasons that attract them to travel to Finland, what did they do while they stayed here and about their shopping. Interviews were accomplished on the border-crossing points in Imatra, Nuijamaa, Niirala and Vaalimaa, in the train between Vainikkala and Helsinki, as well as, in Helsinki harbour and Helsinki-Vantaa airport. Survey shows that 60 per cent were here to see to city attractions, art exhibitions or museums, and concerts, opera or ballet; 54 per cent were here because of downhill skiing, cross-country

skiing, swimming and hiking opportunities, 39 per cent of participants were attracted due to Finnish nature and national parks, 27 per cent wanted to visit spas and 18 per cent were here for a cottage holiday. The respondents were allowed to mention more than one reason. All the above-mentioned activities have Health and Wellness tourism's characteristics, which allows thesis' writer to interpret that in Finland there is a demand for services from this sector among, at least, the current biggest passenger group. (Statistics Finland 2013; Kaupan liitto 2013)

In Finland, Health and Wellness tourism is all about diverse activities that are based on experiencing sauna, relaxing, peace, as well as, multifaceted cultural activities and events. Health and Wellness tourists are interested in coming here because of Finland's nature, waters, forests and wilderness and especially the activity opportunities that previous can offer. As sauna is always associated with Finland, in the future, one of the great activities that could be offered to tourists as unique Finnish product is Sauna Yoga. It is series of exercises that are performed while sitting on the benches in 50 °C pre-heated sauna. One session lasts for 30 minutes. It is good for health, as Sauna Yoga strengthens muscles, reduces stress and has positive effect on quality of sleep. Currently, cottage holidays, spas and hotels in the middle of the nature are the ones that interest the most. However, the supply of Health and Wellness-products and services is mainly concentrated in the areas of Lapland, region of Kuusamo, Åland, Northern Savonia and Ostrobothnia. A true potential of what Finland has to offer has not been yet fully acknowledged and at the moment, overall visibility of Health and Wellness-products in different marketing channels of service and product providers is quite faint. Therefore, Visit Finland chose Well-being tourism as one case that should be developed in Finland by year 2025. There has been formed a special strategy concerning the topic that discusses the importance of Well-being tourism and introduces objectives of the strategy and actions that should be put to use. (Visit Finland 2014; Saunayoga 2014)

2.4 Health and Wellness-products and services

A tourism product is an intangible service "product" that is based on customer's subjective experience. Tourism organizations develop and offer tourism "products" to their customers by creating essential conditions that allow these products to come into being. Thus, customer him- or herself is taking part in the production process. These "products" are developed and consumed at the same time, they cannot be stored up, but they can be sold and bought, and, as follows, they have the certain price that customer is ready to pay. However, this service "product" includes combination of tangible aspects, transportation, accommodation, visits to attractions, activities at destination, as, for example, shopping. When customers purchase the product, they are doing kind of an investment, and in exchange for doing it, customers expect to receive different benefits for themselves. Customers are willing to use and spend their time and money on specific tourism "products" because they expect that those products

will satisfy their own personal needs. Therefore, one challenge in this case, is to fulfill customers' expectations, and as tourism "products" tend to vary, it is hard to ensure that this aim is achieved equally successfully every time. In the product development of tourism "products" it is crucial to choose customer oriented approach and by recognizing expectations, needs, consumer behaviour and travel motives of the desirable target group, plan and develop services so that they form accomplished entirety. It is necessary to notice that some customers might have mixed motives for taking a trip and, in this case, product and service provider has to be even more prepared to respond to even higher and versatile expectations. (Suontausta, Tyni 2005; Global Wellness Institute 2014; Holloway, Humphreys 2012; United Nations 2010)

Health and Wellness-products are quite often offered as packages that consist mainly of visits to the spa, bathhouses, health resorts and wellness centres, with different activities and indulgence treatments there. An accommodation at some hotel is also included in the package. These products are often provided with the utilization of hot mineral springs, hot springs and geothermal springs. Nevertheless, Health and Wellness-products have a variety of other services such as, supervised and voluntary exercises, recreational and relaxation services, thermal baths with balneotherapies and hydrotherapies, specific cures, for example, slimming cures; naturopathies, massages, aromatherapies, relaxing sauna visits, mind control activities, services of doctors and nurses, lectures on exercises and nutrition, process of quieting down and cultural and nature experiences. As particular activities require the environment of certain kind, service providers strategically select a location for their business operation from the beginning. (Matkailun edistämiskeskus 2005; Erfurt-Cooper, Cooper 2009; Suontausta, Tyni 2005)

Some Health and Wellness-packages have a specified purpose, such as, beauty vacations, anti-aging vacations and healthy lifestyle habits vacations. The beauty vacations include, for example, an accommodation in four- or five-star hotel or spa, detergent and relaxing face- and body treatments, massages, baths, hair or nail care services and products, cosmetics, toiletries, light exercises, herbal drinks, possibly services of dermatologist, make up sessions, and advices and counsels on beauty. The aim of anti-aging vacations is to help customers to remain both physically and mentally active with the help of methodical treatment programme, and they can include, for example, use of cosmetics or medicaments that help customer to take care of the negative effects of aging and sometimes even cosmetic surgeries. As one example of healthy lifestyle habits vacation can be introduced "Quitting smoking-treatment"-package that is offered inter alia in France, when customers are accommodated in hydrotherapy center on half board basis, they can choose different treatments every day, they enjoy activities that improve physical condition and they take part in lectures and therapy sessions that help to quit smoking. During all Health and Wellness trips the importance of

versatile and balanced diet is emphasized. There are distinct kind of entreties that naturally vary depending on a service provider, as well as, a country. Mainly Health and Wellness-products are offered in the countryside or among the nature and near water, but some can be also found in cities. Packages can be found with different lengths, they can last from couple of days, with one night stay, and weekend-trips to several weeks. (Matkailun edistämiskeskus 2005; Suontausta, Tyni 2005; Global Spa Summit 2010)

Finnish Health and Wellness-package, example 1:

- accommodation for 1 person or 2 persons
- buffet breakfast
- chocolate and a bottle of sparkling wine (0,75 l, alcohol-free option available as well)
- entrance for 1 person or 2 persons to Flamingo Aquapark and to Spa & Wellness - area
- free parking space in hotel
- from 13th of February until 7th of March, free scheduled bus connection between hotel and spa
- starting from 152 € / night

(Restel Hotel Group 2015)

Finnish Health and Wellness-package for groups, example 2:

Kämp Spa Pampering and Indulgence Package:

Package price 2-8 pax 120€ / 150 € / person.

Package price 9-14 pax 135€ / 165 € / person.

Package price 15pax or over 130€ / 160 € / person.

The package includes:

- Kämp Spa treatments for men and women (25min/50 min. separate groupmenu)
- Spa Tapas platter
- Piccolo bottle of sparkling wine / person
- Use of the saunas and heated divans before and after the treatment

(Kämp Spa 2015)

According to Ministry of Employment and the Economy in Finland, in 2012 there was 1 928 companies, who offered solely spa, sauna and solarium services, and other services alike. The revenue of these companies was in that year 73 223 000 euros. In this sector, a company with the biggest revenue turned out to be Flamingospa Oy, which is located in Vantaa. As stated earlier that Health and Wellness tourism sector is concentrated now mainly on cottage holidays, spas and hotels in Finland, there are some things that could help it gain more interest in the international market. For example, in 2013 there was completed Finnish Nature Centre - Haltia, in Espoo. The architecture of this centre was inspired by Finland's national epic, Kalevala's mythology and the centre itself is the first public building which has been built completely of wood, moreover, it warms up and cools off using solar and geothermal energy. Haltia presents nature from all over Finland with the help of different exhibitions and at the same time customers have opportunity to visit national park Nuuksio and enjoy hiking there. Visits to Haltia could be added to Health and Wellness-packages. Also, according to Visit Fin-

land's development strategy for Well-being tourism; in Finland, there are some internationally unknown traditional treatment services in wide use, which can be categorized under Health and Wellness category. A few will be presented next. (Ministry of Employment and the Economy 2014; Suomen luontokeskus Haltia 2015; Visit Finland 2014)

A peat contains many beneficial constituents and peat face and body treatment is a good way to revive efficiently metabolism and the blood circulation of skin tissues, peel and moisturize skin, leaving it feeling smoother and more refreshed. Kalevala's method of limb reparation (thesis' writer's own arbitrary translation), in Finnish kalevalainen jäsenkorjaus, is based on old Karelian traditional medicine. The method is named so because it appears in the imagery of Kalevala. The success of the method is based on balancing the kinetic chain of body's supporting structures and with the help of it, better mobility of joints and muscles is sought. Muscles are formulated by opening a circulation of interstitial fluid. The treatment is especially good for the ones who do office work and it is suitable almost for everyone, excluding pregnant women or the ones who have osteoarthritis. Method Putkisto is Finnish body control method that has achieved international acknowledgment due to its great results on perfecting shape and model of a body. Method Putkisto is about deep dynamic stretching exercises and regularly practiced it can improve mobility, strength and functionality of a body. The above-mentioned services can be considered as innovative products, and they can be utilized to diversify the assortment of Health and Wellness-products and services in Finland. Earlier introduced Sauna Yoga should also be integrated to Health and Wellness-packages. (Suontausta, Tyni 2005; YLE Etelä-Karjala 2011; Method Putkisto Finland Oy 2015; Visit Finland 2014)

3 Business travel and tourism

3.1 Definition

One can refer to the term business travel when one talks about the trips that are performed because they are related to traveler's employment and business interests, as well as, the journey itself. Business tourists travel for many reasons, for example, they are willing to take part in different professional training courses and seminars, consulting sessions, exhibitions and trade fairs, product launches, congresses, meetings, conventions and conferences. The biggest differences between business travel and leisure travel are that in business travel, one way or another, choice of a destination or timing of the trip is not traveler's own decision and while leisure travel usually takes places during the "traditional" holiday periods and during the weekends and is counted as one's leisure time; business travel happens mainly outside of the "traditional" holiday periods, rather usually during the weekdays, from Monday till Friday, and is counted as one's working time. Also, as business trips are often arranged at short time notice, travelers need certainty of transport, accommodation and services. As the costs of the trip are covered by the employer, instead of traveler him- or herself, travelers are not that concerned of the resultant costs of the trips, as they would have been in the case of leisure travel. Since business matters are remarkably important, it is unlikely that neither high prices will prevent trips from happening, nor will low prices urge bigger amount of the business trips, which makes business travel quite price inelastic. However, from time to time the line between leisure and business travel is quite blurred, as it is quite likely that business tourists are interested to become involved in some leisure time activities, such as visiting city attractions once their official working day is over, or sometimes business tourists are even willing to spend couple of days before or after their official business trip to enjoy some free time at the destination; business tourists may be accompanied by spouse and/or children, in which case both spouse and children are leisure tourists, and, after all, both leisure and business tourists can end up using the same services and facilities. Business trips can last only for one day, without even an overnight stay, or couple of days, or they can concern a prolonged period of time if in question is, for example, teacher exchange or short-term migration for employment. (Davidson, Cope 2003; Cook, Yale, Marqua 2010; Holloway, Humphreys 2012; Swarbrooke, Horner 2001)

Some scholars see business travel as an umbrella term which can be subdivided into individual business travel and business tourism. The nature of work can obligate employees to travel, and while in some jobs travel is included as a regular activity, because otherwise the work of employees could not be performed, as in the case of journalism and politics, at the other workplaces business trips can be kept occasional. The business travel that is associated with the trips that are fulfilled to implement company's business is termed individual business travel and most common reasons for these kind of trips are finding new customers, establish-

ing new business contacts and contracts. Most companies have travel policies that regulate and advise how employees can and cannot use funds that the employer provides for the individual business trips. Business tourism is a combination of group meetings, incentive trips, exhibitions and corporate hospitality. The term corporate hospitality refers to an entertainment that company offers to VIP and potential customers by organizing, for example, sporting or cultural event. It is one way to bring new business value, as well as, to build a strong company-customer-relations. An incentive trip is a type of a trip that is granted to the employee who has performed own job in a meritorious way, for example, by winning a competition. By its nature, incentive travel is considered to be a leisure travel and, in that case, incentive trips have characteristics of both leisure and business trip. Incentive trips are used as a one way to increase employee's productivity and motivation at work. Usually incentive trips are offered as package trips and employers are quite demanding as they expect that their employees will receive only the best service, but at the same time, they are willing to pay more for the trips. (Davidson, Cope 2003; Cook, Yale, Marqua 2010; Holloway, Humphreys 2012; Beaverstock, Derudder, Faulconbridge, Witlox (eds.) 2010)

In lieu of using the term business tourism, this business travel's subdivision is quite often referenced as the MICE industry. MICE is an abbreviation for Meetings, Incentives, Conferences, and Exhibitions and sometimes "C" stands for Conventions and "E" stands for Events. MICE travel usually concerns large groups that travel from one place to another in order to take part in different occasions which can be related to, for example, hobbies, profession and educational topics. Planning and arrangement of both the trip itself and occasion are taken care of well in advance. The aims of meetings, conferences and exhibitions are usually to exchange ideas and information, educate the staff with new skills and techniques and discuss the future strategies. The difference between individual business travel and business tourism is that individual business travel is usually carried out alone and the destination of the trip is always "fixed", as individual business traveler is traveling to a place where the client is. Business tourism is quite often carried out in a group, whether traveling together or meeting on the spot, as well as, venues for holding professional events and fairs, and the destinations of incentive trips usually vary. Besides, business tourism usually has more elements of leisure tourism than individual business travel. (MICEpoint 2015; Davidson, Cope 2003; Beaverstock, Derudder, Faulconbridge, Witlox (eds.) 2010)

It is challenging to find a common definition for a group travel. However, if basing the definition on common descriptions among service providers, it can be concluded that most commonly 10 persons can form a group. As many tourism companies offer the full spectrum of services, the supply of group trips is on their service list. The group trips are package tours and are tailored according to customers' wishes. Group travel bookings can bring specific benefits to group members, as, for example, certain airlines give groups possibility to change

names after first namelist was sent to them. Tourism companies take care of everything starting from flight tickets, accommodation, transportation, to table bookings at restaurants, bookings of conference rooms and programme of the trip. When doing a group trip booking, group is billed communally per se, but exceptions can be made with surcharges. (CWT Kaleva Travel 2015)

3.2 History and statistics of business travel and tourism

Trade between communities is the one that inspired original business travel and tourism in the first place. Numerous products, such as agricultural products, clothes, tools and decorative arts were transported from one place to another. In the medieval period, there were organized enormous trade fairs in towns and cities, which tempted at best tens of thousands of visitors, as in the case of French Beaucaire trade fair. Medieval trade fairs occasionally lasted for even several weeks, when visitors naturally used an accommodation and other services on the spot. In the Middle Ages, multiple business travel routes, communally referred as Silk Route, became widely well-known and used. Silk Route was a trade road between China, modern area of Russia, Ukraine and Kazakhstan, Central and Western Asia, India and Europe. It was used for transporting besides silk, glassware and jewelry also scientific inventions, ideas and knowledge. Even as Silk Route developed, restaurant and accommodation services were developed to respond business travelers' needs. The other forms of business travel included priests doing pilgrimage trips and soldiers traveling from one place to another to participate in engagements. Between period of 1750 to 1900, the Industrial Revolution began in Europe, even as roads were developed and the railway was put to use. Consequently, travel became easier and boosted grow of business travel and tourism industry. Moreover, globalization and expansion of many companies' business operation to several countries, has increased the demand for business travel even further. (Swarbrooke, Horner 2001; Kuzmina 2008; Holloway, Humphreys 2012)

In 2013, there was altogether 1 087 million inbound international tourist arrivals globally. Most visited region was Europe, as 52 per cent of tourists headed there, 23 per cent were interested to see Asia and the Pacific region, 15 per cent North, Central and South America, as well as the Caribbean, and both Middle East and Africa attracted 5 per cent of tourists each. In the same year, 14 per cent of all the international tourists stated that they were traveling because of business and professional reasons. Thus, there were approximately 152 million of business tourists. In 2013, there was organized altogether 2 181 exhibitions in Europe and they attracted 60,5 million visitors. The countries that hosted most of the exhibitions were France with 499 events, Turkey with 407, Poland with 215, Spain with 214 and Germany with 198. The theme of 270 exhibitions was related to leisure, hobby and entertainment; 177 were about food, beverage and hospitality; 164 about textiles, apparel and fashion and 163 about

engineering, industrial, manufacturing, machines, instruments and hardware. (The World Tourism Organization 2014; UFI - the Global Association of the Exhibition Industry 2014)

IMEX Group is a company that organizes worldwide exhibitions for incentive travel, meetings and events. According to the company's statistics, the exhibition that lasted three days in May 2014 in Frankfurt attracted in total 14 704 participants, including the exhibitors. 66 per cent of the visitors came from Germany, 5 per cent from United Kingdom, 3 per cent from Netherlands, from USA, Switzerland, France and Spain 2 per cent from each, and 18 per cent from the rest of the world. 14 per cent of the hosted buyers came from Germany, 10,5 per cent from USA, 10 per cent from United Kingdom, 7 per cent from Russia and 37,5 per cent from the rest of the world excluding Italy, France, Spain, China and Brazil. 69 per cent of the hosted buyers were from an agency. The exhibition in Las Vegas attracted 10 354 participants, including the exhibitors, during three days in October 2014. 85 per cent of the visitors came from USA, 3,5 per cent from Mexico, 3 per cent from Canada, 1,5 per cent from United Kingdom, 1 per cent from Brazil and 6 per cent from the rest of the world. 70 per cent of the hosted buyers came from USA, 6 per cent from Canada, 5 per cent from Brazil, 3,5 per cent from United Kingdom and 6,5 per cent from the rest of the world, excluding China, Mexico, Germany, Argentina, Australia and India. 64 per cent of the hosted buyers came were from incentive house or agency. (Regent Exhibitions Ltd 2015)

In 2013, 9,5 per cent of the global GDP was a total stake of travel and tourism in the global economy. From that number, business travel's spending share was 24,4 per cent. It has been predicted that business travel and tourism will grow in United States and in Asia Pacific region. However, the expenses of business travel and tourism, including airfares, hotel rooms, car rentals and arrangements of professional meetings and events, will rise globally by 8,6 per cent in 2015 and from European countries especially Germany is in for the biggest change with 10,6 per cent. In addition, business costs will increase significantly in Russia with 13,6 per cent. Therefore, it is presumed that these changes can lead to an increased amount of domestic meetings, mid-priced hotels that offer Meetings and Events-services and places that require smaller amounts of deposit will become the most popular ones and use of social technology will rise further. (World Travel & Tourism Council; GBTA Foundation and Carlson Wagonlit Travel 2014)

3.3 Business travel and tourism sector in Finland

According to the survey that was conducted by Statistics Finland from June to September 2014, one million domestic business or meeting trips were made by Finns. Moreover, 0,5 million of Finns traveled abroad for business or meeting trips, and the number includes trips with overnight stays, cruises and one day-trips. The amount of domestic business trips has de-

creased while the amount of outbound trips has grown 10 per cent compared to the last year. Twenty-one per cent or in other words a little more than 1,6 million of all the international tourists who visited Finland in 2012 were here, due to the business related matters. 9 per cent of those were in Finland on a transit trip basis. Even though earlier there is a mention about global rising expenses of business travel and tourism, it seems that it will not concern the airfare in Finland for now. On the other hand, in 2015 prices for the accommodation might grow with 0,8 per cent in upscale hotels and with 0,3 per cent in midscale hotels. (Statistics Finland 2014; GBTA Foundation and Carlson Wagonlit Travel 2014)

In 2013, there was organized altogether 662 international congresses in Finland and they attracted altogether 71 697 participants. A congress is categorized to be an international congress when it has at least 10 participants, the participants are coming at least from two different countries, at least 20 per cent of the participants are from abroad and the congress lasts for at least one day. 132 congresses were organized with the theme of congress being related to agriculture, ecology and environment, geography, math and statistics, as well as science, and these attracted together 14 622 participants; 111 congresses were related to technology, computer sciences and architecture and attracted 10 021 participants; 97 congresses were related to historical and social sciences, law, safety and security, and these attracted 7 042 participants. The above-mentioned statistics indicate that those fields are the most popular ones for congresses in Finland. 288 congresses were arranged in Helsinki, 94 congresses in Espoo, 74 in Tampere, 68 Turku and 42 in Jyväskylä. In the international list of the most popular congress cities in 2013, Helsinki was ranked 20th. In the same year, 74 exhibitions were organized in Finland in cities of Helsinki, Hyvinkää, Jyväskylä, Kemi, Lahti, Oulu, Rovaniemi, Tampere and Turku. (Visit Finland 2015; Helsingin kaupungin matkailusivusto 2014; UFI - the Global Association of the Exhibition Industry 2014)

3.4 Occupational wellness

During the recent years, business life has gone through many changes and from employees' perspective the content of work has become more demanding, diversified and all-round, even as requirements and expectations of individual's level of know-how have risen. In the result of globalization, many companies have expanded their operations abroad and thus, employees are involved in the co-operation with their foreign colleagues, which sometimes brings difficulties because of the cultural differences. At many workplaces, the number of employees has diminished which has led to increased amount of workload for the ones who still remain employed. Employees feel more often that their position is uncertain and unpredictable, and feeling of haste and stress is more common. Worst comes to worst, the prolonged stress can turn into the work exhaustion. Hence, the concept of occupational wellness has drawn a lot of attention toward itself. According to Anttonen and Räsänen, occupational wellness or well-being at work can be defined as: "Employees' physical and mental state, resulting from

the appropriate balance of work, environment and leisure time, their experience of the safety and healthiness of work, good leadership, competence, change management and the organization of work. It is also about how meaningful and rewarding a person finds own work. Professional skills and work control are the most important factors which promote well-being at work." (Jänkälä, Kangastie, Rahkola, Tekoniemi-Selkälä, Tolvanen 2010; Anttonen, Räsänen (eds.) 2008)

Occupational wellness is a multidimensional phenomenon which can be examined from many different perspectives. Finnish Institute of Occupational Health defines Workplace health promotion as "any activity which promotes employees' health and well-being at work." It is a process that can be achieved through the co-operation of employer, employees and workplace's co-operation organizations, as for example, occupational health care. All of the previous should actively commit and take part in the process of planning. The aim of Workplace health promotion is to advance, maintain and support physical, mental and social working ability of any individual who is in a working life, during all periods of one's career; develop healthiness and safety of working environment, as well as, the work community. According to the studies, well carried out Workplace health promotion supports preservation of ability to work for longer time and develops working ability and health of staff, as well as, functionality, atmosphere and motivation at workplace. The actions that are fulfilled within Workplace health promotion are development of work and working environment, improvement of functionality of working community and working organizations, as well as, promoting health and professional skills of employees. (Finnish Institute of Occupational Health 2014, 2015; Suontausta, Tyni 2005)

Employees need day-to-day sufficient physical, mental and social performance skills, in order to cope with the work assignments. With good occupational wellbeing the employee is more likely to be more satisfied and committed to his or her work, encouraged to put an effort more and the productivity and quality of results are more likely to become better. From individual's perspective it means better overall health and wellness, satisfaction with quality of life and high-class old age pension. From employer's perspective it means competitiveness of organization, higher economical profit and prestige. One way that could help improve occupational wellness at workplace is to organize a recreational programme for employees, which has characteristics of Health and Wellness-products and services. Providing products and services that successfully second and advance occupational wellness is a quite challenging task, as there has to be done an extensive mapping work which will figure out for what kind of services there is currently a demand for and for what kind of customers they will be primarily designed for. A servicescape has to be versatile, the services that are included in programme should bear strong contrast with person's everyday life and participants' interests, age and physical condition should be taken into account. The employers, who are interested in provid-

ing their employees with services and products, which could positively affect employees' occupational wellness, have stated that they are willing to pay more if they can choose between different package options and there would be no need for them to take part in tailoring of a programme and choose activities themselves, as they appreciate easiness and accessibility because of own tight schedule. Yet, when the staff is healthy, amount of sickness leaves and accidents at work become fewer, amount of effective work time increases and productiveness of every individual rises. One euro invested in employees' occupational wellness brings on average about six euros back, so the benefit is sixfold. In Finland, some employers take care of their staff's good physical and mental condition by, for example, making agreements with service providers or by offering Smartum Liikunta- ja kulttuuriseteli- vouchers. With these vouchers employees can pay, for example, for employees' visits to cultural and sport events, museums, theatres, movies and places where one can go in for physical exercises. However, the fact, toward which should be paid attention to, is that a momentary good feeling does not ensure employee's permanent occupational wellness, employees should be provided with this type of an activity continuously. (Jänkälä, Kangastie, Rahkola, Tekoniemi-Selkälä, Tolvanen 2010; Smartum Oy 2015; Finnish Institute of Occupational Health 2014)

In Finland, there is segmented an additional Health and Wellness tourism's subdivision which is directly related to occupational wellness and it is important to mention it in this context. This subdivision is called TYKY-matkailu in Finnish (TYKY = työkykyä ylläpitävä, which means 'that maintains working ability'), and will be referred as TYKY-tourism from now on. TYKY-tourism is a travel associated with the activity that is organized with the co-operation of employer and employees, the main aim of which is to maintain the working ability of employees. Tourism companies organize TYKY-trips that take place outside of workplace. The payer for the trips is primarily an employer. TYKY-tourism is concentrated on exercising and uplifting general physical fitness form, and it might also include both lectures and seminars on professional topics, and group assignments, as well as, elements of refreshing activities, such as, nature experiences, cultural events, treatments and spa visits. Sometimes, even customers' own meetings are counted in the programme. The length of TYKY-packages vary from couple of hours to several days. (Suontausta, Tyni 2005; Matkailun edistämiskeskus 2005)

Finnish TYKY-package, example 1:

- indoor karting session
 - wood-heated sauna
 - dining
 - alongside indoor karting session, free use of conference room
- duration: ½ day
price: 70 € per person

(Kart' in Club Helsinki 2015)

Finnish TYKY-package, example 2:

Programme example for one day

09.00 Arrival information, fresh squeezed juice and fruits

09.30 UKK walk test

11.00 Relaxation: lecture and practical exercise

12.00 Measurement of body fat percentage

13.00 Lunch

14.00 Day coffee (personal feedback from walk test and measurement of body fat percentage)

15.30 Water exercises and swimming pool-time

Minimum 10 persons.

Price: 75 € / person (from Monday till Saturday)

(Saaristokylpylä Kasnäs 2015)

Finnish TYKY-package, example 3:

Programme example for two days

- price: starting from 260 € per person
- 1st day

10.00	Opening of the day / Vierumäki smoothie -info, contents and goals of the programme
11.00	Survey for physical condition
12.30	Lunch
13.30	Feedback on physical condition survey
14.30	Heart rate exercises
16.00	Day coffee / fruit
16.30	TRX-exercise / stretching - workout-time
17.30	Swimming time
19.00	Dinner

- 2nd day

08.00	InBody - body composition analysis
09.00	Breakfast
09.30	Forest Yoga
10.30	Inbody analysis' feedback + lecture on nutrition
11.30	Lunch

(Vierumäki 2014)

4 Research part

4.1 Research methodology

The aim of this thesis is to develop a new kind of Health and Wellness-package for groups of international business tourists. During the research part, thesis' writer investigates what kind of services business customers need during their stay and she tries to find out how much they actually end up using Health and Wellness-services at the moment. Summarizing previously described information about business tourism and travel and occupational wellness, it can be concluded that present business world expects that employees can and are ready to travel in order to ensure own company's success, and a company is more likely to achieve better results in its field when it sees its employees as the most important resource. The operation of company will more likely become more profitable if the staff feels healthy and motivated. One of the ways that could help employees to feel more healthy and motivated, is to offer for them services that can enhance their physical and mental health and well-being. Because of the current economic situation in the world, it is understandable that, at the moment, it is quite challenging for employers to find extra money which could be used on organizing trips for employees with the sole purpose to improve their health and wellness; but as nowadays the business world includes a large number of business trips, it would be a mutually worthwhile situation for both sides if employees could be allowed to enjoy some Health and Wellness-services during their hard and stressful trips. As mentioned previously that most often Health and Wellness-services are offered as a package, thesis writer will develop a new kind of service package that can be freely used by tourist product providers in the future. This service package will be primarily designed for groups who are traveling because of business purposes, as groups are more likely to stay longer at the destination than individual business travelers and thus, probably they have more time in use to be involved in other activities than only those which are directly related to their work.

Qualitative research is used as a research method for this thesis. Qualitative research is "a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data". Simpler said, qualitative research concentrates on an interpretation of common qualities and features of entities by analyzing texts and images, whereas quantitative research concentrates on collecting numerical data and compares results with paying attention to differences in amount. Qualitative research intends to answer questions why and how and, therefore, it is typical for a qualitative research method to examine small number of instances thoroughly, which allows the researcher to gain in-depth understanding of the topic. The verbal form of scrutiny is used instead of statistical. The research results are usually quite subjective, as they are researcher's interpretations on findings and reflect researcher's personal and extroverted features. However, the final target that the researcher seeks, is to be able to generate statements which could be generalized. (Hammersley 2013; Flick 2014)

For a data collection method semi-structured interviews were chosen and a list of questions that were used during the interviews can be found in Appendix 1. Before realization of an actual interview, thesis' writer carried out a test interview with one hotel employee in order to try out, whether interview questions were understandable and functional. The results of this test interview are not included in the research analysis. Thesis' writer decided to interview hotels for her research part, as hotels are almost without exception one of the sides who are involved in the supply of Health and Wellness-packages. The hotels that were interviewed were strategically selected so that they per se have some Health and Wellness-services available at hotel itself, or hotels are additionally involved in co-operation with service providers who have above-mentioned services. Moreover, for the interviews were chosen hotels that receive both leisure and business tourists. Four different hotels took part in the interview process: Cumulus Airport, Rantasipi Airport, Scandic Simonkenttä and Radisson Blu Plaza Helsinki. Table 1 briefly presents all these four hotels, where they are located, how many rooms they have, what kind of facilities are available, as well as, specifically what kind of Health and Wellness-products and services are available and, in addition, in what kind of a position person, who was interviewed, is working.

Name of hotel	Cumulus Airport	Radisson Blu Plaza Helsinki	Rantasipi Airport	Scandic Simonkenttä
Location	Robert Huberin tie 6 01510 Vantaa (18,9 km to center of Helsinki, 3,9 km from Helsinki-Vantaa airport)	Mikonkatu 23 00100 Helsinki (0 km to center of Helsinki, 20,0 km from Helsinki-Vantaa airport)	Robert Huberin tie 4 01510 Vantaa (18,8 km to center of Helsinki, 4,0 km from Helsinki-Vantaa airport)	Simonkatu 9 00100 Helsinki (0 km to center of Helsinki, 20,0 km from Helsinki-Vantaa airport)
Rooms	291	302	278	360
Facilities	Restaurant, lobby bar, free WiFi, room service, conference rooms, business corner, lift, laundry service, small shop inside hotel, playroom for children, luggage storage, ironing room, free scheduled airport shuttle bus, in-room safety boxes	Restaurant, lounge area, free WiFi, room service, conference rooms, business corner, lift, parking facilities, laundry services, small shop inside hotel, take-away breakfast	Restaurant, lobby bar, free WiFi, room service, Congress Center (<i>excellent</i> conference rooms), business corner, lift, parking facilities, laundry services, small shop inside hotel, playroom for children, free scheduled airport shuttle bus, ironing room	Restaurant, lobby bar, WiFi, room service, conference rooms, lift, garage, small shop inside hotel, playroom for children during summer time
Health and Wellness-products and services	Sauna, gym, bike rental, possibility to buy different packages to Flamingo Spa (possibility to use swimming pool of Rantasipi Airport)	Sauna, fitness room, back and foot massagers, yoga mats, stress balls, Wake-Up lights, bike rental, possibility to buy tickets to gym and natural cosmetic products in the hotel	Swimming pool, sauna, possibility to buy different packages to Flamingo Spa (possibility to use gym of Cumulus Airport)	Sauna, fitness room, possibility to loan bike and poles for Nordic walking, possibility to buy tickets to Motivus-fitness center
Position of interviewed person	Shift manager of reception, receptionists	Service manager	Shift manager	Shift manager of reception

Table 1: Basic information about hotels

4.2 Research results

The research showed that, outside of the holiday periods and during the weekdays, 80 per cent of hotels' customer base consists of business travelers and tourists. During the holiday periods and weekends, the customer base is consisting mainly of leisure tourists and travelers, for example, families with children, as well as, couples. Overall, about 60 per cent of the customers are international foreigners who come from every part of the world, however, the research showed that hotels receive quite often customers from Scandinavia, Netherlands, Germany and Russia. Business tourists and travelers are staying usually from one to two nights, sometimes even couple of weeks, but this kind of cases happen remarkably less often. Usually, business customers come from Finland, Sweden, Great Britain, USA and Germany. For the most part, business customers' bookings for the accommodation are made directly through sales centres and customers do not use services of travel agents, because many organizations have special contract prices with hotels.

All of the interviewed hotels have some kind of Health and Wellness-products and services available. Every one of them has saunas, which are either available all the time or on certain time. Quite often they can be also booked for private use. Likewise, some of the hotels have gym, fitness room or swimming pool. Radisson Blu Plaza Helsinki has many Health and Wellness-services, as in addition to sauna and fitness room, hotel's customers have an opportunity to rent a bike, enjoy back and foot massagers, yoga mats, stress balls, try out Wake-Up lights, as well as, to buy natural cosmetic products in the hotel. The hotels that are located near the airport are involved in the co-operation with Flamingo Spa and they sell different packages there, and customers can decide themselves whether they are interested in visiting aquapark, spa side or both. The hotels that are located in the center of Helsinki are involved in the co-operation with gyms, several are doing co-operation with private entrepreneur - masseurs, when it means that these masseurs are contacted when customer is willing to use massage services at the hotel and usually it can be arranged successfully if the person is contacted at least 24 hours in advance. In the near future, none of the hotels are planning to establish new co-operation partnerships, which can be explained on the other hand by the fact that all of the hotels that were interviewed during the research are part of bigger hotel chains, when decisions on the co-operation partnerships come from the superior direction. As the research shows, several nationalities, as for example, Americans, Russians and Indians are the ones who express most often interest toward Health and Wellness-services. The most requested services that hotels are missing out are spa and massage services (that could be used at any time), as well as, proper gym environment and swimming pool if the hotel does not have those.

Business tourists and travelers appreciate when a hotel has functional free wi-fi connection, restaurant and bar services, as well as, parking opportunity. Certain hotels become selected because of their special features, such as, business corner, conference rooms, or even a Congress Center, as in the case of Rantasipi Airport or when a hotel has some Health and Wellness-services in free use, such as gym, available on the spot. When talking about Health and Wellness-services, the most used services are sauna and gym, naturally because those are the ones that hotels usually have. Most often sauna services are used by Finnish customers, because they are very familiar with that, but among international customers interest is rising constantly because of willingness to experience something new, as saunas are not that common in other parts of the world.

Three out of four hotels stated that they receive groups of business tourists or travelers. All of these three hotels receive this kind of groups constantly, on average every hotel receives business group once per month. The size of group varies, sometimes a group consists of 10 persons, sometimes even whole hotel can be booked almost entirely for the use of one specific group. This situation usually happens when there is some big conference or exhibition, or, for example, sporting event. The length of stay varies as much as the size of group, nonetheless, relatively popular length is from two to five nights. For the most part, group bookings for the accommodation are done either by the group leader or representatives of companies. More sparsely, services of travel agents, who are specialized on business trips, are used, usually only if in question is a really big international group, as for example, an athletic club. Quite often, alongside the reservation of accommodation, business groups wish to reserve conference rooms, for running personal meetings there, and usually lunch is ordered along with the meeting. There has been requests which emphasized that that lunch in question should include healthy and balanced rations. Arriving guests are usually interested to visit some attractions, but because of the tight schedule, they usually ask how to get to some specific ones and do not take part in any excursion. Private sightseeing tours are booked very rarely for groups, but these cases are, however, not totally excluded. The research showed that single group members of business groups inquired about the availability of Health and Wellness-services; but group bookings for the use of these services, when every group member takes part in them, are done not so often. However, the most requested services by single group members are massage and day spa-services.

Every hotel representative emphasized that he or she sees Health and Wellness-products and services as potential growing market and it is worth of investing in the future. They agreed on noticing that people are constantly paying more attention to personal health and well-being, but as the research showed, during the business trips the schedule is so tight that it results into the fact that currently Health and Wellness-products and services are used mostly by leisure tourists and travelers rather than by business tourist and travelers. Some hotel repre-

representatives emphasized that they believe that Medical tourism's products and services might become even more popular than Health and Wellness-products and services. It is possible that business tourists and travelers are not even interested to find out what kind of services are available, because they are aware per se that they will not have an opportunity to use them. Naturally, during the downturn in the economic world it is futile to expect people to spend money on anything but essential things, even if it concerns personal health and well-being. However, every hotel representative expressed readiness to react quickly on new trends and try out new Health and Wellness-services and products if they seem promising enough and not changing too much hotel's success. After all, every hotel wants to have special feature that will be economically profitable and, at the same time, which will help hotel to stand out among others in the market.

4.3 SWOT-analysis

SWOT-abbreviation stands for Strengths, Weaknesses, Opportunities and Threats. SWOT-analysis is a simple tool with the help of which the researcher can assess own research results from different points of view, by examining internal influential factors and dividing them into strengths and weaknesses; even as, external factors are examined and divided into opportunities and threats. Strengths and weaknesses are usually the current influential factors, and threats and opportunities are the ones that can affect in the future. Next will be presented SWOT-analysis on the research results of this thesis. (Opetushallitus 2015)

The strengths are that every hotel representative is aware and acknowledges the fact that there is a demand for Health and Wellness-services and products which results into the fact that in every hotel there is at least three different products and services available. Also, hotel representatives expressed readiness to try out and increase amount of services and products in question if new promising objects appear in the market. As the space in every hotel is already in good use, it means that hotels should contract external organizations, and so, there would be no necessarily need for hotels to increase the number of employees and use money for the organization of education sessions for old employees. Furthermore, there is no need to invent completely new products and services, as there are some products and services which are known and used among Finnish people, but which are not, almost without exception, included in currently offered Health and Wellness-packages (reference to chapter 2.4 Health and Wellness-products and services). Finland has high level of health care services and wellness technology, both of which can be well utilized in this case.

The weaknesses are that unfortunately some of the Health and Wellness-products and services will never be available all the time in hotels, as for example, proper swimming pool premises. That derives from the fact that during the construction of hotels swimming pool premises were not originally planned, and nowadays it would be too challenging to start reno-

vating and adding new premises, as it would mean that the hotels should abjure on some other premises. In addition, as thesis' writer already emphasized her intentions on developing package specifically for business tourism's groups, it is still obvious that as business trips are organized and paid by employer, occupational wellness of employees is not taken into account that much, which explains the fact that the demand among both individual business travelers and business group tourists toward Health and Wellness-products and services is relatively low.

The opportunities are that employers will acknowledge how much they can benefit from having healthy, committed and motivated employees and will invest in organizing some programme during business trips, during which employees could be involved in activities that could enhance their personal health and well-being, and thus positively affect employees' feeling about occupational wellness. Finland as a country is easily accessible and, combining previously mentioned statistics, and collected information during the interviews, it can be concluded that Finland receives, in respect of its size, quite a lot of tourists and travelers, both leisure and business, as well as, business groups, so there is enough of potential customer base who could be still attracted. Also, the extant customer base can be convinced to use only certain hotel's services, if there would be introduced diversified and renewed service and product assortment for them. None of the factors have so far indicated that the situation with inbound business tourism would take a different turn for now.

The threats are that hotels will be too afraid to try out adding new services and products to their assortment, because of the anxiety that those products and services will not sell themselves and it will turn out to be too expensive and unreasonable experiment for the hotel. Moreover, employers might remain consciously oblivious for the facts, how much they could gain with organizing programme for employees that furthers occupational wellness, because of the fear for spending too much money on the "unnecessary" things. It is possible that customers will not want to try available Health and Wellness-services and products because they are quite expensive in Finland, and customers will prefer to travel to some other country, for example, Estonia, where the price level is lower than in Finland and assortment of products and services multicoloured. However, thesis' writer feels that previously presented opportunities will overcome above-mentioned threats and uniqueness of Finland as a country and the selection of interesting tourism services and products will work as pull-factors for travel here.

5 Health and Wellness tourism package for business tourists

According to thesis' writer, at the moment, the supply of Health and Wellness-products and services is concentrated too much on providing customers with wellness products and services and the health side of package is quite forgotten. She thinks that if the health side of Health and Wellness-products and services would be more accentuated in Finland, it would attract new customers and also differentiate Finnish assortment of tourism products and services. Thesis' writer believes that particularly if earlier in this thesis presented innovative products (reference to chapter 2.4 Health and Wellness-products and services) would be added to the assortment of Finnish Health and Wellness-products and services, it would help to win over new customers in the market. All of those innovative products do not only bring momentary good feeling, but should improve person's physical condition for longer time. As it turned out during the research, business groups have very tight schedule during their stay, so it is most likely that the only possible way for them to try out and enjoy Health and Wellness-services and products during the trip, is to include those services to fit the schedule around work meetings, conferences and so on. Besides, it is highly important to remember not to understate importance of rest and sleep. As mentioned earlier, employers, who are at the same time payers for business trips, appreciate when there is available different package options and they can just choose between them, with no more participation in a tailoring process of the programme. Easiness and accessibility are the factors that will attract buyers, because usually they have very tight schedule which restricts options. That is why next will be presented Health and Wellness-package example designed primarily for the use of groups of international business tourists. This package can be freely used partly or in its entirety by service providers and hotels in the future.

Thesis' writer's Health and Wellness tourism package:

Day 1:

morning time:

- breakfast at hotel
- running meetings, attending conferences etc.
- comprehensive medical examination / individual consultation with doctor and/or dietitian
- light lunch

afternoon:

- taking bus excursion around Helsinki ("traditional" excursion by taking different routes through centre of Helsinki, around Kaivopuisto park, possible visits to Helsingin tuomiokirkko, Sibelius monument, Temppeliaukio Church - Rock Church / visits to specific sights according to group's wishes), own guide - duration 1,5 -2 h
- visit to Haltia and/or national park Nuuksio
- dinner in traditional Finnish restaurant

Day 2:

morning time:

- breakfast at hotel
- running meetings, attending conferences etc.
- light lunch

afternoon:

- enjoying class of Method Putkisto / SaunaYoga (in spa premises) - duration 30 min
- enjoying time in spa premises (spa premises in private use of group) - duration 2 - 3 h
 - possibility to try out peat treatment / Kalevala's method of limb reparation
 - medical massage / anti-stress massage (availability of other types of specific massage should be requested beforehand)
 - time to swim
 - time to enjoy sauna
 - time to enjoy hydrotherapy
- during spa visit, available healthy Tapas-snacks and smoothies
- dinner at the hotel, in private premises

Package should be customized according to customers' needs and wishes including lectures on, for example, nutrition, importance of physical activity, occupational wellness, social exercises. If customer stays for longer period, activities can be sprinkled to more days, so the days will not be that intensive. If work meetings and others take more time, some of the activities can be weed out. The transportation between all the destinations should be arranged, in order to, make moving as easy as possible and save time. The information about available Health and Wellness-services and products should be easily accessible and, for example, as it became clear that all of the hotels have lots of contracts with different companies, customers should be provided with information about available services and products at the early stage of contracting.

6 Conclusions

Gained information during the theory part shows that Health and Wellness tourism sector is one of the major tourism sectors worldwide, which grows all the time and has a lot of potential in the near future. As it was previously pointed out that, at the moment, the supply of Health and Wellness-products and services in Finland is mainly concentrated in the areas of Lapland, region of Kuusamo, Åland, Northern Savonia and Ostrobothnia, it is clear that certain actions need to be taken in order to change the situation. Thesis' writer feels that earlier presented package suggestion is one way that could help to extend the supply of these products and services around Finland, and hence, develop Health and Wellness tourism sector further. Especially, as the presented package is primarily addressed for the use of groups of international business tourists; thesis' writer believes that this package will avail the supply of Health and Wellness-products and services particularly in the Helsinki metropolitan area, as it for now remains to be the region that attracts most of the business travelers and tourists.

However, the question that still remains unsolved is who is going to be the payer for purchasing this kind of package. Idealistic would be a situation when the payer for the package would be an employer, for as it was earlier already brought up, how much benefits it brings for the organization when its employees are feeling healthy and well-being. As the research showed, the occupational wellness is an important topic which has to be taken into account in a proper amount and the significance of it should be acknowledged. But in the case of refusal of employers to provide their employees with Health and Wellness-products and services during business trips or a recreational Health and Wellness-programme at another time; what will be the actual demand for this package? It is hard to predict whether business travelers and tourists will be interested to try out these services and products in question during their business trips, or are people much more interested to become involved in this kind of activities during their leisure trips. As there are so many factors that have an effect on above-mentioned circumstances, this could be a concern for further research.

7 References

- Anttonen, H. & Räsänen, T. (eds.) 2008. Well-being at Work - New Innovations and Good Practices. Helsinki: Finnish Institute of Occupational Health.
http://www.ttl.fi/en/publications/Electronic_publications/Documents/well_being_at_work_new_innovations_and_good_practices.pdf
- Beaverstock, J. V., Derudder, B., Faulconbridge, J. & Witlox, F. (eds.) 2010. International Business Travel in the Global Economy. Farnham: Ashgate Publishing Limited.
- Cook, R. A., Yale, L. J. & Marqua J.J. 2010. Tourism: The Business of Travel. Upper Saddle River : Pearson Education.
- Cumulus-hotelliketju. 2015. Lentokenttähotelli Cumulus Airport Vantaa. Accessed 17.04.2015.
<https://www.cumulus.fi/hotellit/cumulus-airport-helsinki-vantaa>
- CWT Kaleva Travel. 2015. Tärkeää muistaa ryhmämatkaa tilattaessa. Accessed 05.02.2015.
<http://www.kalevatravel.fi/tarkeaa-muistaa-ryhmatkaa-tilattaessa>
- Davidson, R. & Cope, B. 2003. Business travel : Conferences, Incentive Travel, Exhibitions, Corporate Hospitality and Corporate Travel. Harlow: Prentice Hall.
- Erfurt-Cooper, P. & Cooper, M. 2009. Health and Wellness tourism: Spas and Hot Springs. Great Britain: Short Run Press Ltd.
- Finnish Institute of Occupational Health. 2014. Tykytoiminta. Accessed 30.01.2015.
<http://www.ttl.fi/fi/tyohyvinvointi/tykytoiminta/Sivut/default.aspx>
- Finnish Institute of Occupational Health. 2014. Työhyvinvointi kannattaa myös taloudellisesti. Accessed 30.01.2015.
<http://www.ttl.fi/fi/tyohyvinvointi/tuottavuus/sivut/default.aspx>
- Finnish Institute of Occupational Health. 2015. Workplace health promotion. Accessed 30.01.2015.
http://www.ttl.fi/en/health/workplace_health_promotion/pages/default.aspx
- Flick, U. 2014. An introduction to qualitative research, Edition 5. London: SAGE Publications Ltd.
- GBTA Foundation and Carlson Wagonlit Travel. 2014. 2015 Global Travel Price Outlook. Accessed 22.01.2015.
<http://www.carlsonwagonlit.com/export/sites/cwt/en/global/insights/global-forecast-2015/pdf/2015-CWT-GBTA-travel-forecast.pdf>
- Global Spa Summit. 2010. Spas and the Global Wellness Market: Synergies and Opportunities, prepared by SRI International, May 2010. Accessed 29.01.2015.
http://www.sri.com/sites/default/files/publications/gss_sri_spasandwellnessreport_rev_82010.pdf
- Global Wellness Institute. 2014. The Global Wellness Tourism Economy 2013 prepared by SRI International, October 2013. Accessed 06.12.2014.
http://www.globalspaandwellnesssummit.org/images/stories/pdf/wellness_tourism_economy_exec_sum_final_10022013.pdf
- Global Wellness Summit. 2015. Europe Ranks No. 1 for Wellness Tourism Trips: Generates 203 Million Annually. Accessed 19.01.2015.
<http://www.globalwellnesssummit.com/component/content/article?id=832:europe-ranks-no-1-for-wellness-tourism-trips-generates-203-million-annually>
-

Hammersley, M. 2013. What is qualitative research? London: Bloomsbury.

Helsingin kaupungin matkailusivusto. 2014. Maailman 20. suosituin kongressikaupunki. Accessed 27.01.2015.

<http://www.visithelsinki.fi/ammattilainen/convention-bureau/palvelumme/maailman-20-suosituin-kongressikaupunki>

Holloway, J. C. & Humphreys, C. 2012. The Business of Tourism: Ninth Edition. Harlow: Pearson Education Limited.

Jänkälä, R., Kangastie, H., Rahkola, M., Tekoniemi-Selkälä, T. & Tolvanen, T. 2010. Hektisyydestä harmoniaan - Työhyvinvointimatkailutuote matkailun uutena palveluna. Rovaniemi: Rovaniemen ammattikorkeakoulu.

Kart' in Club Helsinki. 2015. Onko suunnitelmissa Tyhypäivä, tykypäivä, tiimipäivä tai virkistyspäivä? Accessed 06.02.2015.

<http://www.kic.fi/>

Kauppa liitto. 2014. Suomeen tulevien venäläismatkailijoiden kulutus käännekohtassa. Liite: Venäläiset kuluttajat13. Accessed 01.12.2014.

http://www.kauppa.fi/ajankohtaista/tiedotteet/suomeen_tulevien_venaelaismatkailijoiden_kulutus_kaaennekohdassa_23708

Kumar, R. 2009. Global Trends in Health and Medical Tourism. New Delhi: SBS Publishers & Distributors PVT. LTD.

Kämp Spa. 2015. Spa services for Groups. Accessed 17.04.2015.

<http://kampspa.fi/en/for-business>

Kuzmina, E.E. 2008. The Prehistory of the Silk Road. Philadelphia: University of Pennsylvania Press.

Lunt, N. & al. 2011. Medical Tourism: Treatments, Markets and Health System Implications: A scoping review. Paris: OECD.

<http://www.oecd.org/els/health-systems/48723982.pdf>

Matkailun edistämiskeskus. 2005. Hyvinvointi- ja wellness-matkailun peruskartoitus. Helsinki: Matkailun edistämiskeskus.

Method Putkisto Finland Oy. 2015. Method Putkisto - vapaudu liikkumaan. Accessed 31.01.2015.

<http://methodputkisto.com/fi/2/79/>

MICEpoint. 2015. Definition of MICE. Accessed 27.01.2015.

<http://www.micepoint.com/AboutUs/tabid/72/Default.aspx>

Ministry of Employment and the Economy. 2014. Toimialaraportti: Matkailu. Accessed 03.02.2015.

http://www.temtoimialapalvelu.fi/files/2274/Matkailu_joulukuu_2014.pdf

National Wellness Institute, Inc. 2015. The Six Dimensions of Wellness. Accessed 19.01.2015.

http://www.nationalwellness.org/?page=Six_Dimensions

Opetushallitus. 2015. SWOT-analyysi. Accessed 15.04.2015.

http://oph.fi/saadokset_ja_ohjeet/laadunhallinnan_tuki/wbl-toi/menetelmia_ja_tyovalineita/swot-analyysi

- Radisson Blu Hotels & Resorts. 2015. Radisson Blu Plaza hotelli, Helsinki. Accessed 17.04.2015.
<http://www.radissonblu.fi/plazahotelli-helsinki>
- Rantasipi. 2015. Hotelli Rantasipi Airport. Accessed 17.04.2015.
http://www.rantasipi.fi/hotellit/airport/fi_FI/etusivu/
- Regent Exhibitions Ltd. 2015. Show Statistics: IMEX in Frankfurt 2014. Accessed 27.01.2015.
<http://www.imex-frankfurt.com/about-us/show-statistics/>
- Regent Exhibitions Ltd. 2015. Show Statistics: IMEX America 2014. Accessed 27.01.2015.
<http://www.imexamerica.com/media/509309/imex-america-2014-at-a-glance-statistics-factsheet.pdf>
- Restel Hotel Group. 2015. Flamingo Spa hotellipaketit Vantaalla. Accessed 03.02.2015.
<https://www.hotellimaailma.fi/flamingo-spa-hotellipaketit>
- Saaristokylpylä Kasnäs. 2015. Puhtia ja iloa työhön ja elämään: Tyky-päivä. Accessed 17.04.2015.
<http://www.kasnas.com/main.php?menuID=240>
- Saunayoga. 2014. Mitä Saunayoga on? Accessed 19.01.2015. <http://www.saunayoga.com/fi/>
- Scandic-hotels. 2015. Scandic Simonkenttä, Helsinki. Accessed 17.04.2015.
http://www.scandichotels.fi/Hotels/Suomi/Helsinki/Scandic-Simonkentta/#.VTE_hPmsV5c
- Smartum Oy. 2015. Näin käytät Smartum-seteileitä. Accessed 13.04.2015.
<https://www.smartum.fi/fi/tyosuhde-edut/tyontekija/setelien-kayttoohje>
- Smith, M. & Kelly, C. 2006. Wellness tourism. *Tourism recreation research*, 31(1), 1-4. Accessed 29.01.2015.
[http://www.trrworld.org/01-editorial\(01\).pdf](http://www.trrworld.org/01-editorial(01).pdf)
- Statistics Finland. 2014. Changeable summer weather pushed Finns to travel to Mediterranean countries in May to August 2014. Accessed 27.01.2015.
http://www.stat.fi/til/smat/2014/14/smat_2014_14_2014-10-07_tie_001_en.html
- Statistics Finland. 2014. Tourism from abroad to Finland increased in 2012. Accessed 01.12.2014.
http://www.stat.fi/til/rajat/2012/rajat_2012_2013-05-30_tie_001_en.html
- Suomen luontokeskus Haltia. 2015. Haltia - Suomen luontokeskus. Accessed 03.02.2015.
<http://www.haltia.com/haltia-suomen-luontokeskus/>
- Suontausta, H. & Tyni, M. 2005. *Wellness-matkailu - hyvinvointi matkailun tuotekehityksessä*. Helsinki: Edita Prima Oy.
- Swarbrooke, J. & Horner, S. 2001. *Business Travel and Tourism*. Oxford: Butterworth-Heinemann.
- The World Travel & Tourism Council. 2014. *Travel & Tourism: Economic impact 2014, world*. Accessed 22.01.2015.
- The World Tourism Organization. 2014. *UNWTO Annual Report 2013*. Madrid: World Tourism Organization (UNWTO).
- The World Tourism Organization. 2014. *UNWTO Tourism Highlights, 2014 Edition*. Accessed 04.02.2015.
<http://www.e-unwto.org/content/r13521/fulltext.pdf>
-

UFI - the Global Association of the Exhibition Industry. 2014. Euro Fair Statistics 2013. Accessed 05.02.2015.

http://www.ufi.org/Medias/pdf/thetradefairsector/surveys/2013_euro_fair_statistics.pdf

United Nations. 2010. International Recommendations for Tourism Statistics 2008. New York: United Nations Publication.

http://unstats.un.org/unsd/publication/Seriesm/SeriesM_83rev1e.pdf

Vierumäki. 2014. Hyvinvointipäivä / 1 vrk. Accessed 06.02.2015.

<http://www.vierumaki.fi/hyvinvointipaiva-yon-yli-majoittuville/?f=117915>

Visit Finland. 2014. Hyvinvointimatkailustrategia kansainvälisille markkinoille 2014-2018. Accessed 16.01.2015.

http://www.visitfinland.fi/wp-content/uploads/2015/01/HYVINVOINTIMATKAILUSTRATEGIA-2014-2018_final1.pdf?dl

Visit Finland. 2015. Kansainväliset kongressit paikkakunnittain. Accessed 27.01.2015.

<http://www.visitfinland.fi/wp-content/uploads/2013/04/Kongressit-kaupungeittain-2003-2013.pdf?dl>

Visit Finland. 2015. Suomi menestyy hyvin kansainvälisten kongressien järjestäjämaana. Accessed 27.01.2015.

<http://www.visitfinland.fi/tutkimukset-ja-tilastot/kongressitilastot/>

Visit Finland. 2015. Tapahtumatilasto alan mukaan - lopullinen. Accessed 27.01.2015.

<http://www.visitfinland.fi/wp-content/uploads/2013/04/Kongressit-aloittain-2013.pdf?dl>

World Health Organization. 2014. WHO definition of Health. Accessed 01.12.2014.

<http://www.who.int/about/definition/en/print.html>

World Tourism Organization. 2015. Understanding Tourism: Basic Glossary. Accessed 05.01.2015.

<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

YLE Etelä-Karjala. 2011. Lönnrotin kontista löytyi myös kansanparannusta. Accessed 31.01.2015.

http://yle.fi/uutiset/lonnrotin_kontista_loytyi_myos_kansanparannusta/2322806

Tables

Table 1: Basic information about hotels

Appendixes

Appendix 1: Interview questions 38

Appendix 1: Interview questions

Interview questions

1. Could you tell me about your customers? From what countries do they come from? Do you receive more leisure or business travelers, what is the ratio between those two?
2. What kind of Health and Wellness-products and services your hotel offers? What services are most often used? Have you received customer feedback that your hotel is missing on certain services? Could you specify if there is a certain nationality who has shown more interest in Health and Wellness-products and services than others?
3. Is there co-operation between your hotel with service provider that offers Health and Wellness-products and services?
 - *If yes, with who, what services they have?*
 - *If no, have you considered such co-operation?*
4. Could you describe a typical stay of business travelers? What is the average length of stay? From which countries do they come from? What services do they use?
5. Do you receive professional groups?
 - *If yes, what is the usual size of the group?*
 - *What is the average length of group's stay?*
 - *How often do you receive groups?*
 - *How these groups visits are organized usually? Via travel agent or direct company booking?*
 - *If no, you can proceed to question number 8*
6. What kind of services are included in group trips? For what kind of additional services, apart from accommodation, has there been demand for? Both inside and outside of your hotel.
7. Has there been inquiries from group members about Health and Wellness-services that your hotel offers?
 - *If yes, what kind of services are most requested ones?*

8. Do you work with travel agents who are specialized on business trips?
 - *If yes*, can you say few words about your cooperation?
 - *If no*, what are the reasons? What are the prerequisites for groups to come? What do you think your hotel needs to do in order to attract more groups?

9. What do you think is the future of Health and Wellness-services? Will people be more concerned and thus use more services in question more often in the future?
 - *If yes*, what does your hotel do to address future demands?