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## **Abstract**

The purpose of the research project was to examine the attitudes of Finnish people towards package travel and independent travel. Package travel has always played a huge part in the tourism industry, but lately other means of travel have surfaced and gained more and more popularity. The investigation aimed to determine whether or not Finns tend to use package travel when travelling for leisure and what their overall opinion of it is, in addition to their opinion on independent travel.

The research consisted of five different questions all related to the topic in hand, the research questions are further explained in the introduction chapter. All together 130 people from all over Finland took part on the survey. Even though not a large amount of the participants tend to use package travel when travelling, the overall opinion on package travel is nothing but positive, with some exceptions.

**Key words:** Package travel; Independent travel; Finnish travel habits; tourism

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## 1. Introduction

Tourism, defined as the act of spending time away from home for relaxation, leisure or business purposes, has its roots in Ancient Rome, when the Romans would rather spend their summer holidays in the countryside or coast rather than in the city (Watson, 2015). The need for travelling has not changed, resulting in tourism developing from the holidays in Ancient Rome to the industry it is today. Today, international tourism is the largest service sector in international trade, employing more than 266 million people worldwide (Du, ET, al. 2016). Growth in tourism can be seen annually and in 2015 the international tourist arrivals grew to 1.184 million and it is expected to keep the growth and reach 1.8 billion by 2030 (UNWTO, 2017).

The key tourism areas researched were package travel and independent travel. Package travel consists of pre-arranged combination of services for a holiday trip. The trip needs to be sold at an inclusive price. Package travel does not always include transportation, nevertheless in the case of this study, the research is focused on package travel which includes it (Consumer Europe, 2017). Explaining what independent travel means is quite self-explanatory. Independent travelling is rather self-explanatory. It means when one books and organises the entire trip themselves it is the act of organizing an entire trip by oneself. beginning from flights and accommodation to the itinerary. When travelling independently, one often seeks to be a traveller instead of a tourist (Clayton, 2015).

The research questions that drove this research were focused on European tourism, specifying on Finnish tourism looking at both independent and package travel. The whole research consisted of five questions which were aimed to be answered. The questions were: what are the changing patterns of European tourism focusing on Finnish tourism? Why do Finns travel? What means of travel do they use? (Package/independent travel etc.) What is the future of package travel among Finns? What are the drivers for changes in travel habits?

The first chapter consists of the literature review of journals and articles that were useful for the research in question. The areas researched in the literature review are all connected into the expected findings of the research.

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Firstly the author looks more closely at European tourism and from there moves on to Nordic outbound tourism and the travel habits of Finnish people. After looking at those topics, the literature review goes towards the era of digitalisation and what kind of effects it has had on tourism. Then, the researcher moves on to look at where package travel is right now, beginning with a small glance to the history of package travel moving towards where package travel is in the current tourism situation. Following the sub-chapter about package travel, the researcher goes into detail of both emerging markets in addition to emerging destinations. The many different drivers for tourism and people's motives to travel are established and given more detailed look in the following sub-chapter. After taking a closer look at what affects tourism choices, a closer look is taken into tourism growth and the international trade of the tourism industry. The literature review is concluded with mentions on language barriers and the Finnish language.

The second chapter in the research focuses on the methodology. In the start of the chapter all key terms are introduced such as quantitative and qualitative research and what a survey consists of. After the explanation of the key terms, the researcher introduces research ethics and what needs to be taken into consideration when conducting a research. Moving on from the research ethics, the research explains the process of the research in question, starting from what tools were used to conduct the research, who was interviewed, where and when the surveys took place and what questions were asked in the survey. The researcher also gives a reason on why the specific method of data collection was chosen. Before starting the analysis, the researcher has explained what needs to be taken into consideration when doing data analysis.

The third and fourth chapter of the research focuses on the findings from the survey and analysing and discussing them. The third chapter consists of charts opening and grouping the answers from the survey, of both quantitative and qualitative questions. After opening up the findings, the fourth chapter gives the analysis and discussion of the answers connecting them to the literature review done.

The final chapter gives a conclusion to the research in addition to what limitations were discovered during the whole process, ending with a recommendation.



## 2. Literature Review

### 2.1 European Tourism

Europe is the number one tourist destination for both, European citizens and international tourists. The number of tourists arriving to Europe has seen a 5% growth in 2016. Europe as a tourism destination is seen as safe, legal and full of quality destinations. The Schengen area makes travelling within European countries easier due to unrequired visa. This might see some changes in the following years due to some countries wanting out of the agreement due to refugee arrivals (European Travel Commission, 2016). Even though the amount of trips taken yearly has grown, the amount of nights spent abroad has seen a fall (Eurostat, 2016).

Although, Europeans love travelling abroad for holidays, the inbound travel amounts are high. In 2014, 75% of trips taken were in the country of residence. Besides travelling in their own country, most of Europeans travel to other European countries, with the travels accounting for  $\frac{3}{4}$  of travels taken. Outbound travels were done with air transport, whilst when travelling within your own country, the trips were done by car (Eurostat, 2016).

Europe has faced some unfortunate events during 2015-2016 in France and Belgium, therefore a part of tourists from outside Europe have changed their travel plans (Chow, 2016). Turkey has been suffering from political instability since 2015, and the struggle is still going on. This can be seen in the amount of visits to Turkey, which has suffered an 8.5% fall in international tourist arrivals (European Travel Commission, 2016). Turkey is a big summer destination with many inclusive tours arranging trips there, which means that tour operators need to be alert at all times on what is going on. During some instabilities taking place in the summer, Finland's biggest tour operator, TUI, recommended customers to cancel their plans on travelling to Turkey (Autio, 2016).

The most popular destination within Europe, according to the arrivals during the first three months of 2016, was Iceland, then Slovakia and Serbia. The number of tourists to Switzerland and Turkey have suffered a down fall. In spite of Europeans travelling to Switzerland less, it has recorded a rising in tourists arriving from outside of Europe (European Travel Commission, 2016).

## **2.2 Nordic Outbound Tourism**

With a relatively high amount of holiday weeks per year, the Nordic countries combined are the Europe's third largest outbound market. The Nordic travellers spend more than 20 billion US dollars yearly on travels. The income in the Nordic countries is high, and a large proportion of this is spent on travels. Travel spending per capita is one of the highest in the world in the Nordic Countries, higher than Germany and the UK. Finnish people get an average of 5-6 weeks of holiday yearly. Not only do the Nordics travel in their home countries, about 50% of the travels are outbound. Furthermore, 60% of people in the Nordic countries travel abroad for holiday at least once in a year with the number growing (Medieministeriet, 2011). Looking at the countries within Europe and their outbound travel, Finland has the sixth largest number of outbound tourism in Europe (Eurostat, 2017a) [See appendix 4 for reference]. While abroad, the Nordic travellers spend 90% more than tourists from other European destinations. The average amount of a holiday cost is 1000 euros covering transport, accommodation and consumption (Medieministeriet, 2011).

Most of the travels done by Finnish people take place during the summer. The choice of destination for Nordics are warm destinations, with Spain being the most popular, but destinations outside Europe on the rise. Other than looking for sun and sand, Nordics enjoy travelling to big cities to experience culture. The most popular means of travel among the Nordic are all-inclusive package tours, city breaks and cruises, with all-inclusive package tours being highly popular amongst families with children. Nordics are more and more interested in luxury when it comes to their holidays. The key factors when it comes to booking a package holiday are child friendliness and safety. All-inclusiveness is also a key factor when it comes to holidays, it makes controlling the amount of money spent easier (Medieministeriet, 2011).

The main platform for booking holidays is via internet, with 60% of bookings done online. This is the preference for Nordic tourists due to convenience and flexibility, no specific time needs to be set to book the holiday, and it can be done whenever possible. (Medieministeriet 2011).

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The preference of destination varies on the type of traveller. When families with children travel, they are looking for safety, nice climates, great beaches and relaxation. In comparison to young couples, who when travelling are looking for activities and cities to explore in addition to beaches. When families with children prefer safe, touristic destinations, young couples are looking for adventure. When it comes to older couples, the preference is great surroundings and cleanliness. Attractiveness and awareness have to be considered when making travel plans. Awareness is what is known of the destination chosen in contrast to attractiveness which is the impression of the destination. The most popular choices of destination for Finnish travellers are: New Zealand, Scotland, Iceland, England and Austria (Travel Image, 2014).

A growth in popularity can be seen in the Nordic countries, when it comes to city breaks. This form of travel has surpassed the package holiday. Not only do young couple love this means of travel, but it has gained popularity amongst families with children and older couples. City breaks are not only taken during the summer, moreover most of city breaks are taken during spring and autumn (Travel Image, 2014).

### **2.3 Tourism and the Internet**

We are living in an era of digitalization, and its growth has made its mark in the tourism industry (Brennen & Kreiss, 2014). People not only book their holidays online, but also search for recommendations and travel plans (Ring et al., 2016).

Experiences are shared online, not only to family members but also to complete strangers. The internet has made it possible for complete strangers to share holiday experiences with each other. Word-of-mouth, which means evaluation of goods and services, is done daily, not only online but whilst meeting friends. After an experience whilst travelling, it is common for the customer to post a comment about it either on their private pages or on TripAdvisor, which can then be seen by millions of people around the world. Sharing experiences can be done anonymously, which can affect the credibility of the author (Ring et al., 2016).

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Social media can also serve as help during crisis situations, it is easy for people to seek advice and help via social media (Schroeder and Pennington-Gray, 2015). Mark Zuckerberg, the ceo of Facebook, has also realised the power of social media, and in 2015, after a devastating earthquake in Nepal, he created a mark safe option, which lets people around a crisis area to mark themselves safe for friends and family around the world to see it via Facebook (Schiavenza, 2015). Furthermore, social media serves as a platform for customers to engage with tourism providers. The amount of technology one uses abroad is linked to the amount of technology one is used to in day to day life (Schroeder and Pennington-Gray, 2015).

With the growth of digitalization new opportunities for accommodation have surfaced, the biggest one being AirBnB, which is a marketplace where people can list and look for unique accommodations around the world (AirBnB, 2017). In 2014, more than 18 million people used AirBnB as their means of accommodation. Customers see AirBnB as a low cost alternative where you have a possibility to stay in destinations and areas popular with locals, for a chance to experience the culture and life in the destination. When using AirBnB while traveling, the customer has direct contact with the host often getting tips for experiences which tourists don't normally explore. With the growing of AirBnb, tourists have started taking shorter holidays with low-cost airlines traveling to destinations not typical for tourists (Tussyadiah and Pesonen, 2016).

## **2.4 The Current Situation of Package Travel**

Package travel dates back to 1841, when Thomas Cook arranged his first trip from Leicester to Loughborough. In the beginning the tours arranged were only inbound travel, but in 1855 the first package holiday abroad was arranged (ThomasCook, 2016). Package travel consist of accommodation, transportation, meals and attractions. This type of travel dominated the international travel market for decades, and still keeps its place as one of the largest travel businesses today. The countries that used package travel the most were United Kingdom and West Germany and their holidays were taken in Greece and Spain in the 1970s. From then the center of package travel changed towards Asia and the Pacific (Chen et al., 2016).

In recent years, package travel has started to lose its leading place as means of travel due to online bookings and independent travel. With online bookings and independent travel,

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emerging markets have started to grow. With the growth in digitalization and online bookings, shopping for travels shifted from high-end travel agencies to the internet, where it is easy for the tourist to pick their own favourites (Chen et al, 2016). Instead of travelling to Spain, Greece or Thailand, tourists have started discovering other destinations in Asia, Latin America, Central and Eastern Europe, Africa and the Middle East (Mariani et al., 2014). In the past, package travel used to be the cheapest option available, which is not always the case anymore (Chen et al., 2016).

Though independent travel has grown, tourists have not forgotten the existence of package travel. With package travel, a tourist expects to get value and convenience as well as save time when all bookings are done in one place, instead of searching for everything separately. Package tours have been getting lower satisfaction ratings compared to independent travel, due to the choice option in contrast to independent travel (Chen et al., 2016).

Most package travels focus in destinations with sun and sea. The biggest tour operators dominating in Europe are Thomas Cook and TUI. These two tour operators have more than 50% of major source market in the UK, Nordics, the Netherlands and Belgium and more than 30% in Germany (FVW, 2014).

Due to package travel being such a big part of tourism market, several associations have been formed to offer tour operators with regulations and guidelines (Chen, et al., 2016). Besides the associations, in 1990, the EU Package Travel Directive was created to offer protection to travellers on packages in case of tour operator or airline failure (Eur-Lex, 1990). The Package Travel Directive was updated in 2015, to adapt with the changes in the tourism sector. Now the directive is not only protecting tours organised by tour operators but also combination travel (Europa, 2016).

## **2.5 Emerging Customer Profiles**

### **2.5.1 Backpackers**

Backpackers are often described as self-organised pleasure tourists who are on a prolonged multiple destination journey with a flexible schedule. Backpackers want to experience the local culture and look as little touristy as possible. The biggest motivation for people to use backpacking as a means of travel is wanting to meet other people (Maroz, 2007).

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Backpackers see themselves as the real travellers compared to people with tour operators visiting mass tourist locations. When going backpacking, everyone seeks for their “own thing”, which often ends up being the same thing as other backpackers are in the search of (Cohen, 2010).

Backpackers differ from other tourists in many ways, because they search for remote locations and localities (Cohen, 2010). What most backpackers are looking for in their destinations are nature, culture and adventure, as well as travelling unusual routes. They are in a search for authentic experiences, where they are able to interact with the local culture and see their ways of life. The most typical accommodation type for a backpacker is a hostel or couch surfing, due to a tight budget during their travels (Maroz, 2007).

Backpackers go travel for a temporary leave from normal life, in most cases returning to their responsibilities afterwards. Most travel alone or with one person, meeting other backpackers along the way (Maroz, 2007). Even though they make friends with other backpackers, these friendship don't tend to last long. The nationality of the backpacker has an effect on socialising when travelling. Some nationalities tend talk to people and try to get to know as many people as possible, in contrast to some nationalities who only talk to people with the same set of language skills (Cohen, 2010).

Most often backpackers are young people from Western countries, mostly from North America, New Zealand, Australia and Western Europe, though growth in backpackers from other destinations can be seen. Backpacking has grown in popularity especially in Israel and Japan. The style of travel differs according to the backpacker's nationality (Maroz, 2007). Even though most backpackers are of young age, it is not uncommon to see older backpackers. Youngsters normally stay in one place for a short period of time, in comparison to older people who stay in the destination for a longer period of time (Cohen, 2010).

### **2.5.2 The Elderly**

The baby-boomers after World War II are now reaching their senior status, and this group represents a growing market for the tourism economy. Seniors are classified as people over the age of 50, which means not all of seniors are yet retired. The age of retire varies within

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countries. The senior citizens of today are healthier and wealthier than ever before. But not all senior needs are the same, each one is unique and searching for experiences that suit them. What most seniors have in common is flexibility and time (Tiago et al. 2015).

As tourists, seniors are seen as sophisticated and experienced travellers, who are familiar of the services and products in the travel industry. There are differences in the frequencies and lengths of stays within the seniors, the more well-off the senior is the more they travel. High-seasons don't effect the travelling's of seniors since they often travel off seasons due to having no work and a lot of leisure time (Tiago et al., 2015).

Like all other tourists, what a senior tourist wants varies. Some senior citizens are experienced travellers and travel the world independently. There are also seniors who lack in travel experiences and rely on package travel to make the most of their vacation abroad. Seniors often enjoy learning about the history of the destination and are eager to take part in tours organised by tour operators (Tiago et al., 2015).

## **2.6 Emerging destinations**

The adjective 'emerging' is typically used when talking about tourism destinations in developing countries and areas. These areas normally consist of rural, coastal and peripheral areas just in the beginning of their life in tourism. Emerging destinations are still in the process of being discovered, not only by tourists but also by the local communities. Emerging destinations have a hard task ahead, since they have to break through to the tourism market, which may in some cases be difficult due to the fact that the destinations are still so brand new and the DMO's are relatively young or in some cases they have not been created yet (Zmyslony, 2014).

Emerging destinations are an increasingly important part in competitive tourism market. According to UNWTO (World Tourism Organisation) the increase in arrivals to emerging destinations is expected to double in rate to those in advanced economies from 2010 to 2030. By 2030, emerging destinations are expected to reach 57% of the market share. Northern and Western Europe and North America are expected to see slow growth in the future, whereas

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Africa, Middle East, Asia and the Pacific Region are expected to grow rapidly (Claveria, 2016).

In 2010, destinations such as Croatia, South Africa, Ireland, Portugal, Bulgaria, Jordan, New Zealand, Cyprus, Botswana, Jamaica, Slovenia, Lithuania, Latvia, Mauritius, Sri Lanka, Paraguay, Belize, Madagascar, Mali and Moldova were seen as emerging destinations (Claveria, 2016). Whereas looking at lists about emerging destinations now, some changes can be seen. Lea Lane listed Havana, Cuba; Cape Town, South Africa; Merida, Mexico; Denver, Colorado and Vancouver, Canada as emerging destinations in the Forbes Magazine (Lane, 2017). In comparison to the list published on Forbes Magazine, Hostel world published their list of emerging destinations, which included Myanmar, Cook Islands, Nepal, Iceland, UAE, Kyrgyzstan, Indonesia, Madagascar, Ukraine and Kazakhstan (Rivera, 2017).

Emerging destinations don't survive without any help and often innovative and creative entrepreneurs get involved with tourism to try and help it grow. The biggest challenge for an emerging destination is to create sustainable and competitive local networks with strong cross-cultural linkages within local economies (Zmyslony, 2014).

## **2.7 What effects the choices of tourism?**

When it comes to looking at the reasons for travel, there are a lot of things that need to be taken into consideration. Furthermore, touristic behaviour is something that should be taken into account when looking at these reasons. Environmental and social influences effect the choice of travel and the destination choice. These are sometimes seen as threats to the tourism industry. To be able to travel, one must have a steady income. Humans love harmony and dissonance is something no one seeks, but unfortunately it is often present when making travelling choices. Humans often experience dissonance when it comes to choices that are nonrefundable, such as travel (Tanford and Montgomery, 2015).

When one goes on a holiday, they search for unique, exclusive products and services, experiences that differs from life at home. It is common to look for interaction with locals and to try to experience the authentic lifestyle of the locals (CBI Market Intelligence, 2016). Economic factors are in effect when it comes to choosing a destination in addition to social



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and psychological factors. Personal interests, cultural background and geographic characteristics of the country of origin affect the destination of choice. Travelling overseas cannot be taken for granted and should be seen as a luxury item (Song, et al. 2000). The wealthier one is, the more frequently and longer-haul trips one can take (Wong, et al. 2016).

Climate is an important factor when it comes to tourism. Countries with colder climates tend to have more tourists travelling to warmer destinations. People living in North Europe and Scandinavia tend to travel more often in the winter in comparison to the Mediterranean countries. Sunshine is not always the key factor when it comes to destination choice. When travelling for city breaks or visiting cultural destinations, it is not as important as it is when it comes to beach holidays (Eugenio-Martin and Campos-Soria, 2009).

Tourists from different backgrounds behave differently, but not all people from the same destination go hand in hand. People from the same country might have totally different characteristics from one and other, for example French Canadians and English Canadians. It is not uncommon to have a dual citizenship these days, which also affects behavior of the tourists. When it comes to domestic tourists, there is not much difference to the locals in contrast to international tourists who come from different backgrounds (Pizam and Sussman, 1995).

## **2.8 Growth of Tourism**

Predicting the growth of tourism is a difficult task. To see how a destination will thrive in the future can't be forecasted by only one method and a combination of different methods needs to be used (Sheh, et al., 2011). To measure the current situation of international tourism in a destination, tourism receipts are used (De Vita and Kyaw, 2016).

International travel and tourism is the largest service sector in international trade and it employs more than 266 million people. In 2013, one in eleven jobs in the service sector were connected to the tourism industry. In addition to employing many people, it is also one of the top five sources for international export income in more than 80% of countries in the world. It is important to see how important the growth of tourism is to the economy and think about ways in which it can be boosted, whether it is new destinations or changes in the infrastructure (Du, et al., 2016).

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The growth in tourism can be seen throughout the years and in 2014 more than 1.17 billion trips were done by Europeans, and the money spent according to travel receipts on these trips was more than 109 million euros (Eurostat, 2017b; Eurostat, 2017c). Even though Europe is one of the biggest destinations for tourists to visit, Middle East and Asia showed the largest growth in tourism in 2010. People are becoming wealthier over time and this affects the rise in tourism flows. Improvements in technology have also helped with tourism, since nowadays there are more options on routes to take and price range of these travels. Most travels used to focus on familiar destinations which offered sun and sea, but lately some changes can be seen. Instead of travelling to sun and sea destinations, people are more interested in ecotourism and unfamiliar destinations (BBC, 2016).

## **2.9 Language Barriers and the Finnish Language**

Language is used to express emotions, share feelings, tell stories and convey complex messages. It can be considered that language is the key to a person's self-identity (Imberti, 2007). Different languages may not create barriers but may affect the enjoyment when travelling abroad (Mancini-Cross et, al. 2009).

Even though Finland is part of the Nordic countries, it differs it differs greatly from the others because of its unique language. Sweden, Norway and Denmark have similar languages. Despite the Finnish language roots lying in present day Russia, the language has no similarities or relation to the Russian language. Finnish language belongs to the Finno-Ugric languages. Besides Finnish, Estonian and Hungarian are part of Finno-Ugric languages. The language group doesn't only consists of these three languages but also includes a number of indigenous languages (Heiskanen, 2016). Only 4.9 million people speak Finnish as their mother tongue in the world, in addition to half a million people having it as their second language (Kotimaisten kielten keskus, 2017).

### **3. Methodology**

#### **3.1 Quantitative Research**

Quantitative research is a research method which uses numbers as data to get answers to questions. It is then analysed by using statistical techniques. This type of research values objectivity. Quantitative research doesn't gather complex detail from each participant, instead it gives depthless yet broad data. It is often used to explain or predict relationships between variables. Quantitative research has a fixed method which is used. It is considered to be rapid (Braun & Clarke, 2010).

#### **3.2 Qualitative Research**

According to Braun and Clarke, qualitative research uses words as data, collected and analysed in all sorts of ways. By comparison to quantitative research, qualitative research is more time consuming. In qualitative research, the numbers don't matter as much as the meaning (Braun & Clarke, 2010).

Qualitative research consists primarily of textual materials such as interviews, transcripts, field notes and documents and/or visual materials to document human experiences. The goals and methods of data collection vary depending on the means of the project. Analysing the data collected from qualitative research may give the researcher new insight and understanding of the result, which they had not considered before. Qualitative research is used in sociology, education, anthropology, psychology, communication, journalism, health care, social work, justice studies, business and other related fields (Saldaña, 2011).

Like quantitative research, qualitative research is conducted on people. Data collection is done by interviews, observations, analysis of documents and material culture and visual analysis. Qualitative research is cyclical, which means that changes can be made during the whole research process to fix errors that occur. Instruments, questions and methods can be changed throughout the process. In qualitative research, results drive the methods (Vandestoepe & Johnston, 2009).

### **3.3 Survey**

It is considered, that there is no precise explanation for a survey due to the fact that each survey is unique. Something that has proven to work on one survey might not be suitable for another one. The aim of a survey is to gather information from a representative selection of the population as a whole (Bell, 2010). Surveys can be conducted online or as paper versions.

At its most basic, a qualitative survey consists of open-ended questions about a topic where participants type or handwrite the answers to each question. In most cases, surveys are a combination of quantitative and qualitative questions. In other words, the survey includes both open-ended and closed questions. (Braun & Clarke, 2010).

To get adequate data, it is important for an equal distribution of the survey (Bell, 2010). This is where online-surveys come in handy. Online-surveys are quick and the distribution is simple. It also gives the highest level of anonymity for the respondent. Gathering the data from an online-survey is extremely quick. The usage of specialist software is needed to publish the survey on the internet. Participants receive a link to the survey and complete it online (Braun & Clarke, 2010).

For a survey to be adequate, it is crucial to decide what characteristics should be represented. All the participants will be asked the same set of questions, so it is vital to clarify that all the questions mean the same thing for all participants. Surveys are used to give the answers to such questions as “what”, “where”, “when” and “why”, while getting the answers to “why” is more challenging (Bell, 2010).

A survey can consist of different types of questions, but not all types of questions need to be included. Youngman (1986) divides questions into seven different categories. The questions may be verbal/open-ended, list, category, ranking, quantity, grid or scale. When designing a survey, it is important to avoid confusion with the questions. Questions should not be leading or hypothetical. It is key to have the analysis already in mind when creating the questions (Bell, 2010).

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### **3.4. Research Ethics**

When it comes to conducting any type of research, research ethics need to be taken into consideration. One of the key factors to remember when conducting any research is to be honest and stay objective and unbiased. When conducting any research, in this case a survey, it is important that the necessary information is stated for the participant, which includes the outlines of the nature of the research, the purpose of the study, how much time and effort it takes to take part in the survey, what it is used for and name of the researcher and contact information in case the participants have any questions related to the research (Denscombe, 2012).

To summarize, there should be no manipulation of data collection, analysis and interpretation procedures. All findings need to be reported when analysing the data, even if they are unexpected or negative. Key factors in research ethics are keeping the participation voluntary and harmless and giving and keeping the promise of anonymity and confidentiality for the participants (Bhattacharjee, 2002).

### **3.5. Process**

The aim of the survey was to gather information on the travel habits of Finnish residents, focusing on the opinions and thoughts about package travel and independent travel. Due to the fact that the survey was aimed to Finnish residents only, the survey was conducted in Finnish. The choice of method chosen to research the question was a survey published online. The survey in question was published on Webropol. Webropol is a Finnish online-survey website, established in 2003, now having more than 70 000 users yearly gathering feedback from more than 30 million people (Webropol, 2017).

The survey was published online on the 3<sup>rd</sup> of February 2017 and the survey was closed on 26<sup>th</sup> of February 2017. The target amount of surveys answered was n=130. The survey was spread on Facebook, in addition to different chatrooms and comment sections of Finnish newspapers. The reason of using different platforms to spread the survey was to get a wider range of participants.

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The fundamental reason of a survey being used as the method of data collection was that it can be easily distributed. Having an online survey makes the gathering of data from participants from all over Finland possible. In the beginning, the author was considering of picking semi-structured interviews as the method, but this was later rejected due to the fact of not being able to reach the majority of the population, but only cities within the capital area. Using a survey as the method of data collection, allows the author of the research to distribute the survey on different internet websites and social media platforms in an attempt to get participants from the whole of Finland. Using an online-survey website makes the gathering of the results of the data more convenient.

The survey conducted for this research consists of both quantitative and qualitative questions. There are a total of sixteen questions. The whole survey can be found in the appendices, appendix one is the survey in English, whereas appendix two is the survey in Finnish. Due to the fact that the survey was conducted in Finnish, Antti Kurhinen, a senior lecturer in Haaga-Helia University of Applied Sciences looked over the survey before publishment. In the beginning of the survey, the author explains what is meant by the terms package travel and independent travel used in the survey.

The first questions consist of quantitative questions getting information about the background of the participants. The questions consists of age, place of residence, sex and occupation. The fifth question on the survey takes a look at the language competency of the participants, with a ranking question. The participants are asked to rank the level of language competency from zero to five in Finnish, English, Swedish, Russian, French, German and Spanish. The following questions take a look into the travel patterns of the participants, looking at how often, with whom and why they travel. After looking at the travel patterns of the participants, it goes more into detail about package travel and the usage of it. The final questions of the survey consist of open questions about both package travel and independent travel.

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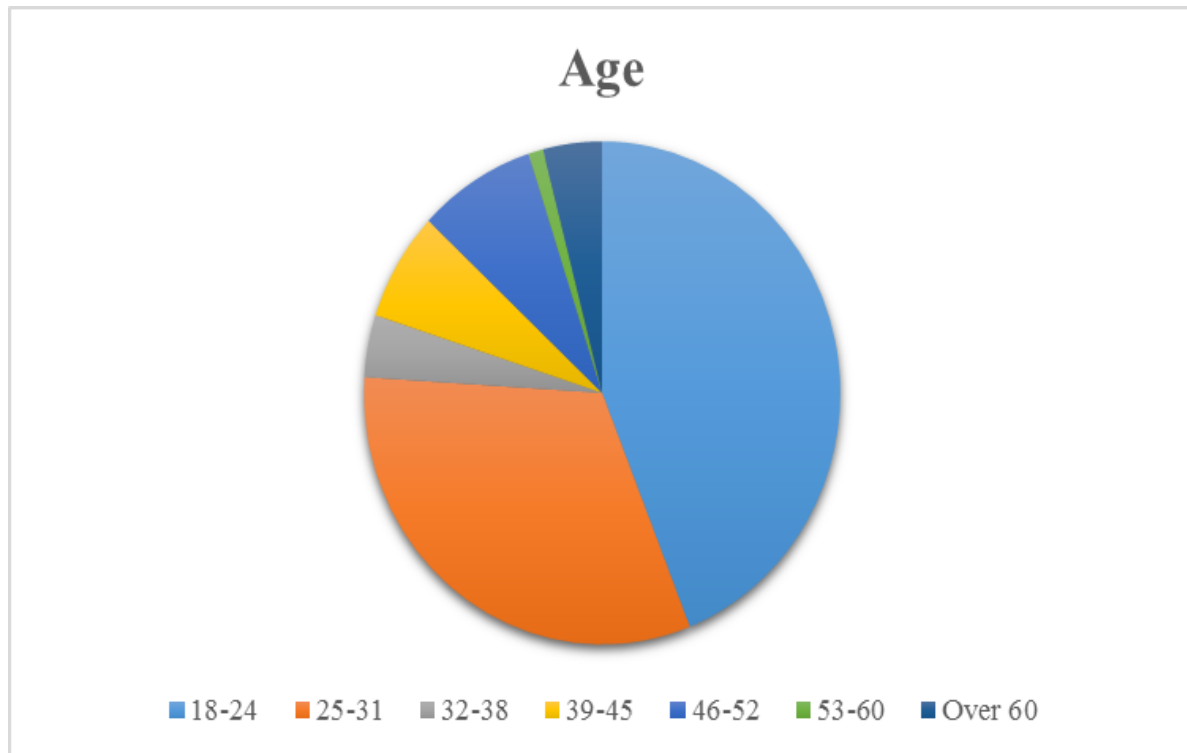
### **3.6.Data Analysis**

Data analysis is all about breaking up, separating or disassembling of research materials into pieces, parts, elements or units. This means that all the answers are divided into parts and then the answers are grouped into a coherent whole. When doing the reassembling, it is important to look for patterns, search for relationships between the answers and finding explanations to what is observed. The whole goal of reassembling the data is to make sense of it as a coherent whole. The categories which the data is grouped in only becomes clear when analysing the data (Boeje, 2010).

When it comes to surveys, the responses are stated in the participants own words. Survey data is often in numerical form and analysing numerical forms is done by using statistics. Results of statistical analyses are definitions, affiliations, comparisons and predictions. When writing a report, tables and figures are expected (Flink, 1995).

## 4. Findings

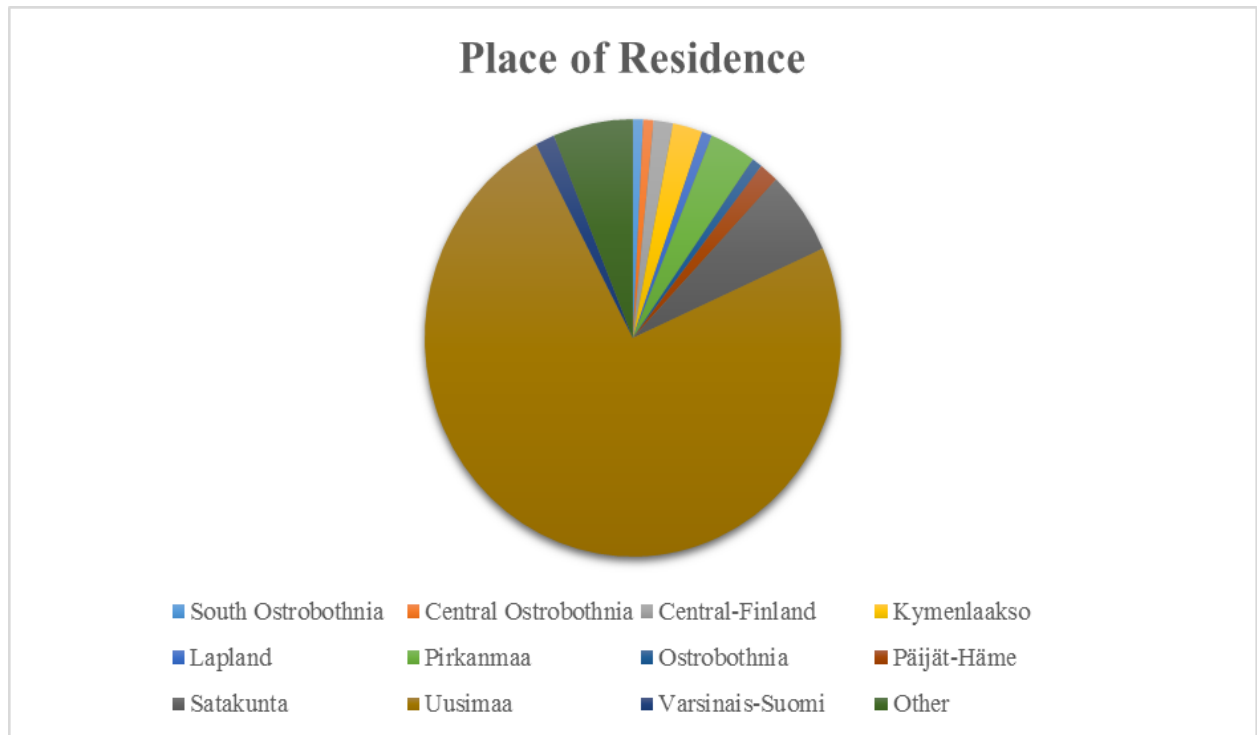
The following chapter will be dedicated to the findings of the survey. In total 130 respondents took part in the survey.



**Figure 1 Age range of the respondents (n=130)**

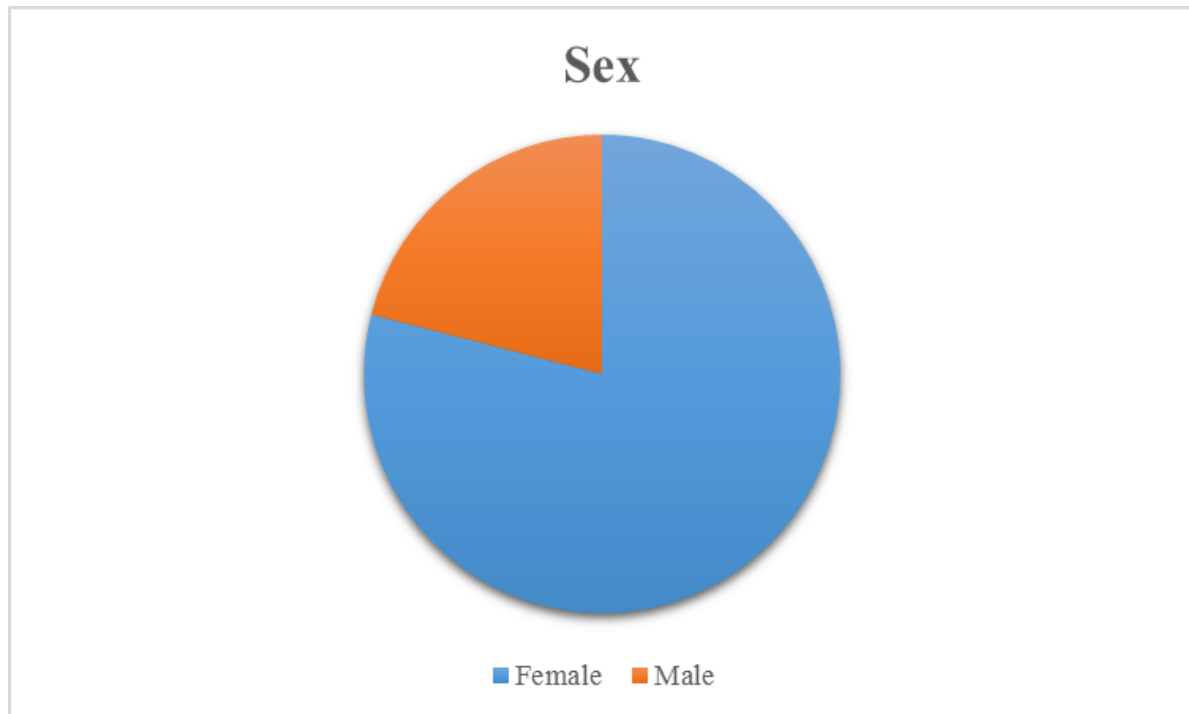
Figure 1 shows the age range of the respondents. This questions was mandatory for all participants with multiple choice options. As it can be seen from the figure, the largest group of the respondents were from ages 18-24 with 44% (n=58), 32% (n=42) were from the ages 25-31, 4% (n=5) were from the ages 32-38, 7% (n=9) were from the ages 39-45, 8% (n=10) of the respondents, 8% (n=10) were from the ages 46-52, 1% (n=1) were from the ages 53-60 and 4% (5) were over the age of 60. The reason why the majority of the respondents were from the ages 18-31 was the fact that it was mostly distributed via the social media and the participants reached were in that age group.





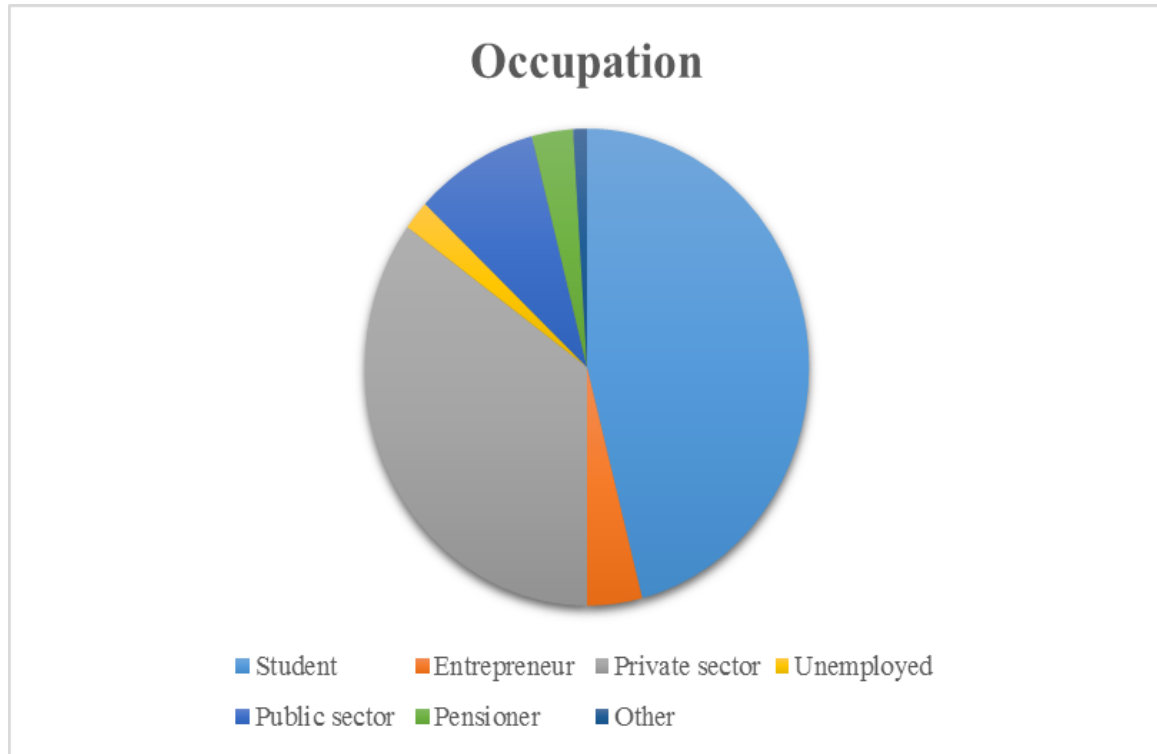
**Figure 2 Places of residence of the respondents (n=130)**

Figure 2 shows the places of residence of the respondents. Question two was a mandatory question with a multiple choice options giving all the regions of Finland and possibilities. As shown on the figure above, 74% (n=96) of the respondents were from Uusimaa. Uusimaa is a region in the Southern part of Finland, consisting of 26 municipalities including the capital of Finland, Helsinki. More than a quarter of Finnish inhabitants live in Uusimaa region (Uudenmaanliitto, 2017). 6.2% (n=8) of the respondents live in other countries than Finland, 6.2% (n=8) of the respondents come from Satakunta, located in Western Finland, 3.6% (n=5) of the respondents were from Pirkanmaa located in Western Finland bordering Satakunta, 2.3% (n=3) of the respondents were from Kymenlaakso, located east from Uusimaa. 1.5% (n=2) of the respondents were from Central Finland: Varsinais-Suomi, located west of Uusimaa and Päijät-Häme, which is located directly north from Uusimaa. 0.8% (n=1) of the respondents were from South Ostrobothnia, Central Ostrobothnia and Ostrobothnia, all located in the northwestern part of Finland. [See appendix six on page 85 for references]



**Figure 3 Sex of the respondents (n=130)**

Figure 3 shows the sex of the respondents. The third question was a mandatory multiple choice question. As seen from the figure above, 79% (n=103) of the respondents were female and 21% (n=27) of the respondents were male.



**Figure 4 Occupation of the respondents (n=130)**

Figure 4 shows the occupation of the respondents. The fifth question was a mandatory multiple choice question. As shown on the figure above 46% (n=59) of the respondents were students, 4% (n=5) of the respondents were entrepreneurs, 35% (n=45) of the respondents work in the private sector, 2% (n=3) were unemployed, 9% (n=12) work in the private sector, 3% (n=4) were pensioners and 1% (n=2) answered other.

**Table 1 Language competencies of the respondents (n=130)**

	No skills	Poor	Basic	Good	Very good	Excellent
<b>Finnish</b>	0	0	0	2	2	126
<b>English</b>	2	0	6	7	29	86
<b>Swedish</b>	7	14	48	42	8	11
<b>Russian</b>	108	16	4	1	0	1
<b>German</b>	88	23	10	6	1	2
<b>French</b>	98	17	8	4	1	1
<b>Spanish</b>	65	35	12	9	5	4

Table 1 shows the language competencies of the respondents. As shown from the table above, the respondents were asked to grade their language skills in Finnish, English, Swedish, Russian, German, French and Spanish. The question about language competencies was a mandatory question.

97% (n=126) of the respondents graded their language skills in Finnish as excellent, with 1.5% (n=2) of the respondents grading their Finnish as very good and good.

66% (n=86) of the respondents answered that their English is excellent, with 22% (n=29) grading their English as very good, 4.6% (n=7) of the respondents said that their English skills were good, whilst 2.4% (n=2) of the respondents lack English skills completely.

8.4% (n=11) of the respondents graded their Swedish skills as excellent, 6.1% (n=8) of the respondents graded it as very good, 32% (n=42) of the respondents answered good, 37% (n=48) of the respondents graded it as basic, 11% (n=11) of the respondents rated their Swedish skills as poor, whilst 5.5% (n=7) of the respondents don't speak Swedish at all.

83% (n=108) of the respondents don't speak any Russian at all, 12.3% (n=16) of the respondents rated their Russians skills as poor, 3% (n=4) rated their skills in Russian as basic, while both categories good and excellent got 0.85% (n=1) of the answers.

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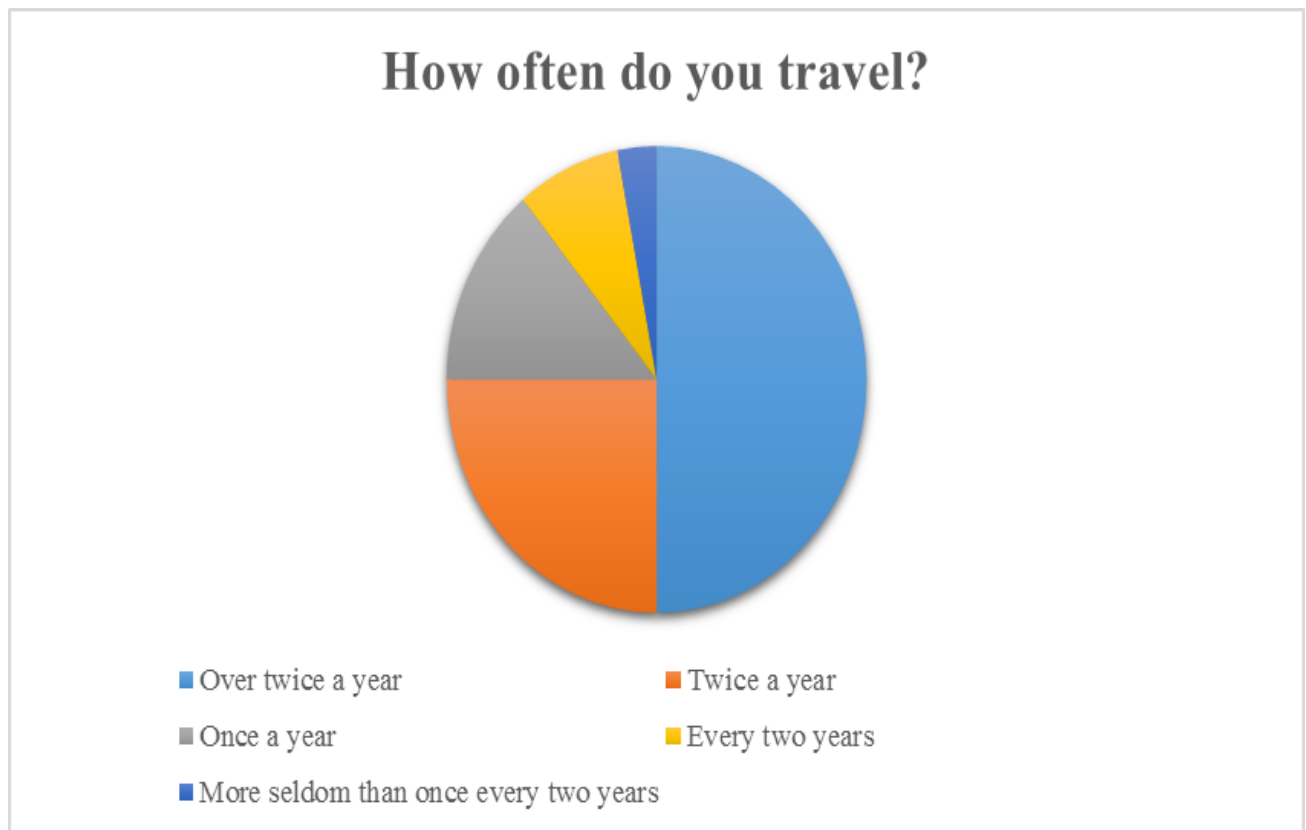
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67.7% (n=88) of the respondents have no German skills, 17.7% (n=23) of the respondents have poor German skills, 7.7% (n=10) of the respondents rated their German skills as basic, 4.6% (n=6) of the respondents have good German skills, 0.8% (n=1) of the respondents graded their German skills as very good, while 1.5% (n=2) of the respondents speak excellent German.

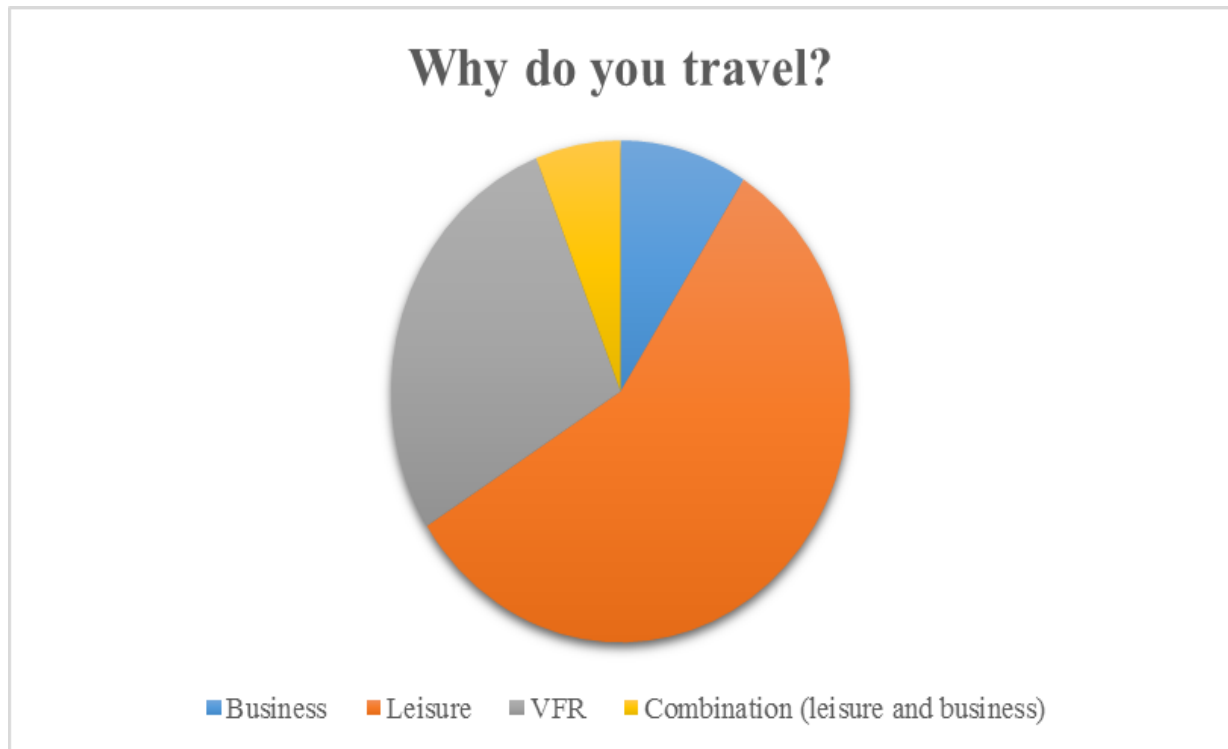
75.4% (n=98) of the respondents lack French skills, 13% (n=17) of the respondents have poor French skills, 6% (n=8) of the respondents have the basic skills in French, 3% (n=4) of the respondents graded their French skills as good, while both categories very good and excellent got 1.3% (n=1) of the answers.

50% (n=63) of the respondents don't have any Spanish skills, 27% (n=35) of the respondents graded their Spanish skills as poor, 9% (n=12) of the respondents possess basic skills in Spanish, 7% (n=9) of the respondents have good Spanish skills, 4% (5) have very good Spanish skills and 3% (n=4) speak excellent Spanish.



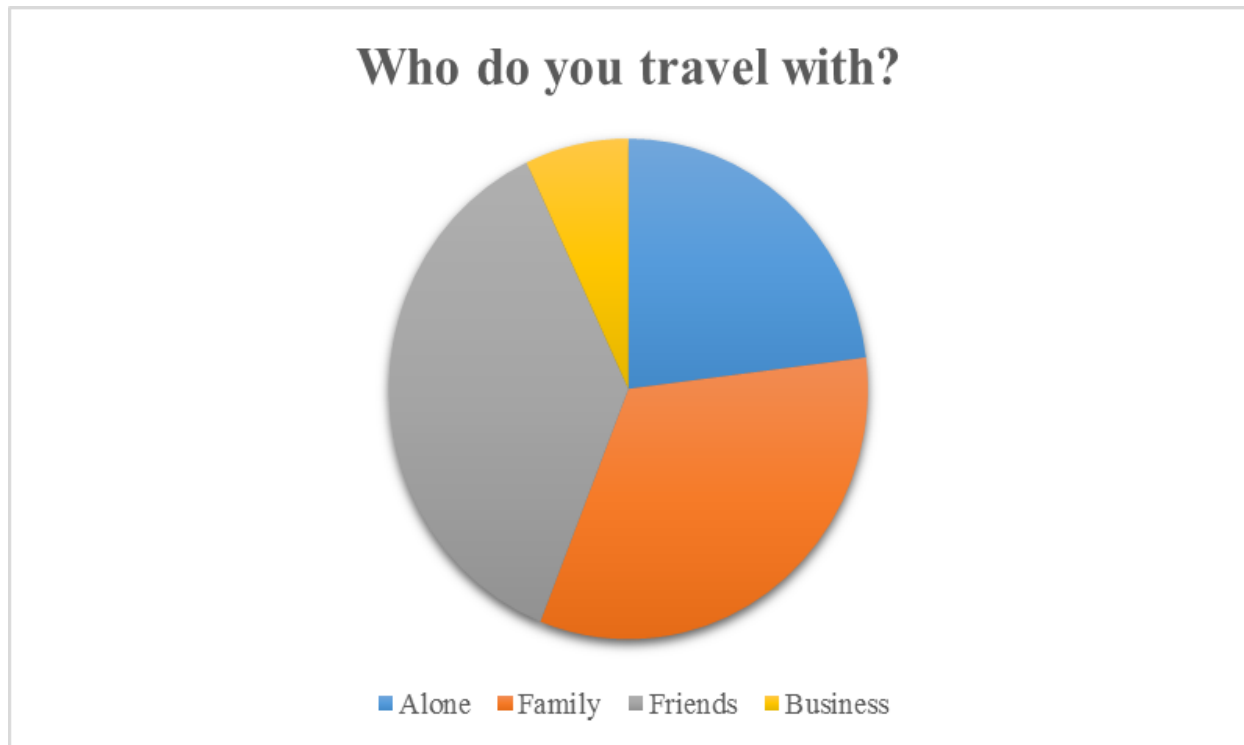
**Figure 5 Frequency of the respondents' travels (n=130)**

Figure 5 shows the frequency of the respondents' travels abroad. This question was a mandatory, multiple choice question. As seen on the figure, 50% (n=66) of the respondents travel more than twice a year, 25% (n=32) travel twice a year, 14% (n=18) travel once a year, 8% (n=10) of the respondents travel every two years and 3% (n=4) of the respondents travel more seldom than once every two years.



**Figure 6 Reasons for travel (n=226)**

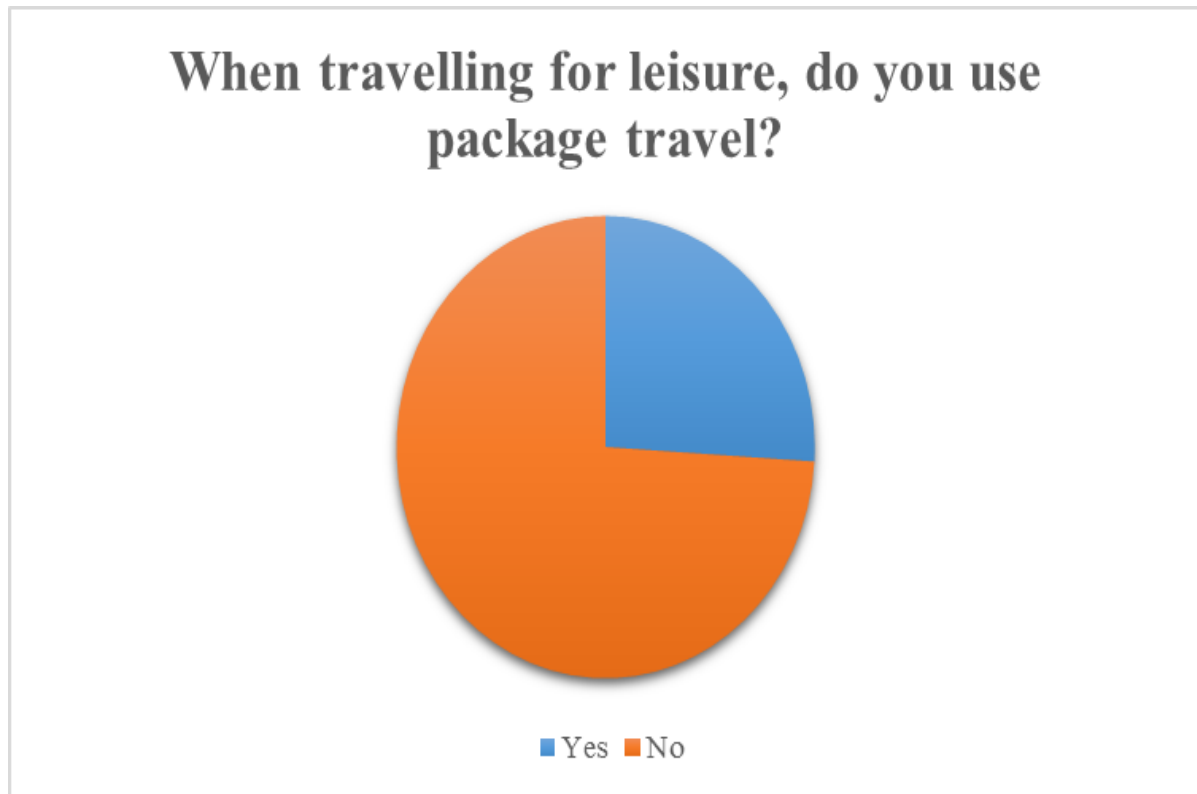
Figure 6 shows the reasons why the respondents travel. This question was a mandatory, multiple choice question, where the respondents were able to pick more than one option. As shown on the figure above 57% (n=129) of the respondents travel for leisure reasons, 28% (n=62) of the respondents travel to visit friends and relatives (VFR), 9% (n=21) of the respondents travel for business and 6% (n=12) of the respondents combine leisure and business.



**Figure 7 Travel companions of the respondents (n=271)**

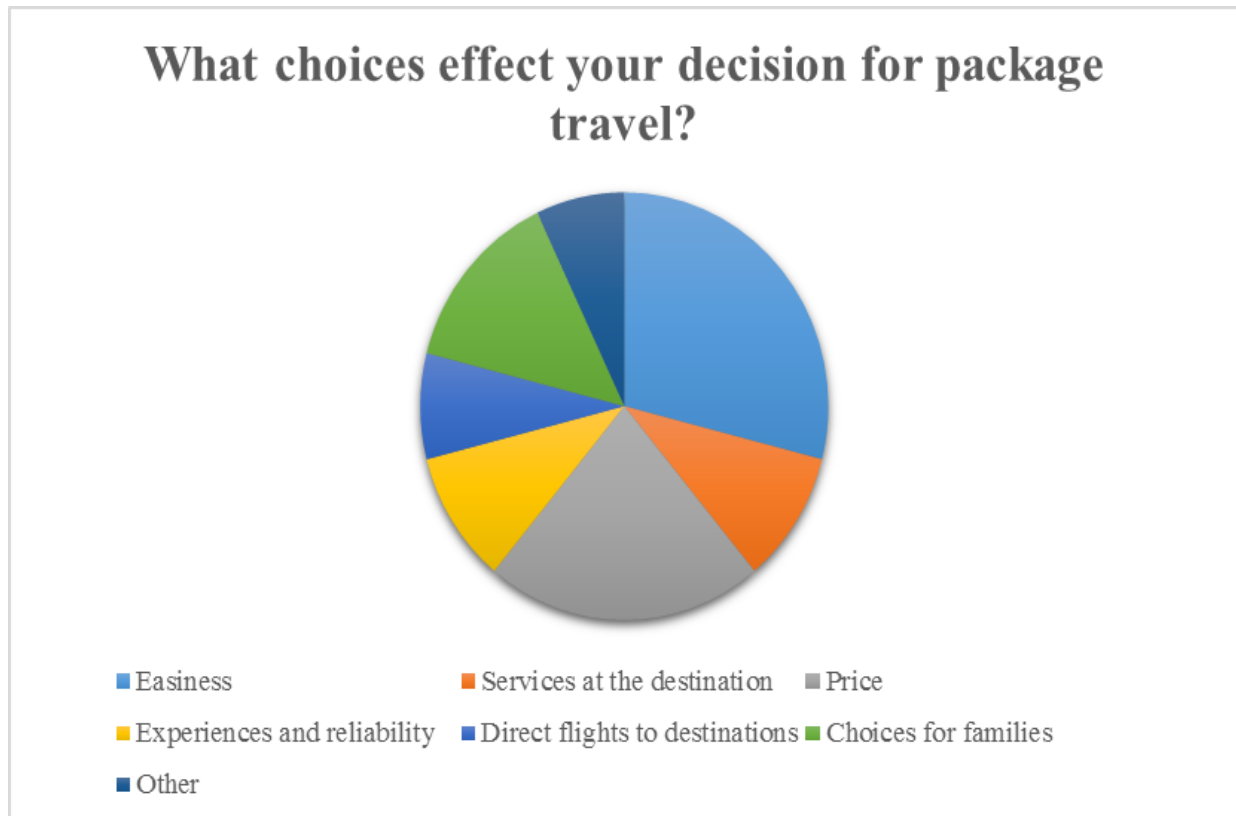
Figure 7 shows who the respondents travel with. Questions seven was a mandatory, multiple choice questions where the respondents were able to pick more than one option. As seen from the figure 23% (n=62) of the respondents travel alone, 33% (n=90) of the respondents travel together with their family, 37% (n=99) travel with friends and 7% (n=20) travel for business.





**Figure 8 Usage of package travel within the respondents (n=129)**

Figure 8 shows whether or not the respondents tend to use package travel when travelling for leisure. Question eight was a mandatory multiple choice question. As shown on the figure above, only 26% (n=34) tend to use package travel for leisure travels, when 74% (n=95) prefer not to use package travel.



**Figure 9 Respondents' choices effecting decision of package travel usage (n=59)**

Figure 9 shows choices on what effects the decision for usage of package travel. This question was only answered by respondents who identified themselves as package travel users in question eight. This question was an open-ended question from which the researcher grouped the answers into different categories.

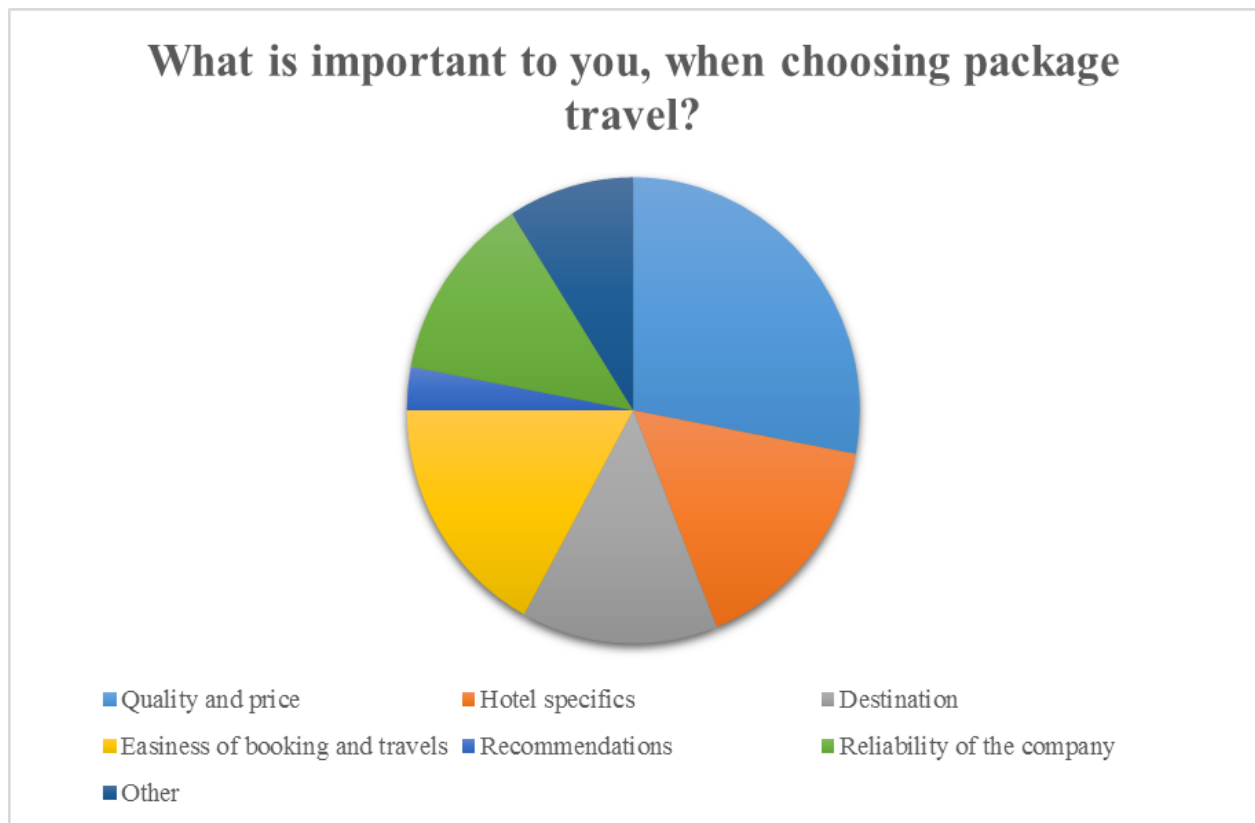
As seen from the figure above, easiness was one of the things that effected the decision for package travel most with 29% (n=17), prices was the second choice for the respondents with 22% (n=13), 10% (n=6) of the respondents look at both the services offered at the destination and experiences and reliability of the tour operator. 14% (n=8) of the respondents see package travel as a great option for families and looked carefully at what choices they offer for families, 8% (n=5) said that the opportunity for direct flights is something that effects their decision, 7% (n=4) of the respondents categorised their choices in other, which included lack of language skills, seasonality, beach holiday and environmental friendliness.



**Figure 10 Characteristics important in package travel according to the respondents (n=57)**

Figure 10 shows what kind of characteristics the respondents are looking for when it comes to package travel. This question was only answered by respondents who identified themselves as package travel users previously in question eight. This question was an open-ended question, from which the researcher grouped the answers into different categories.

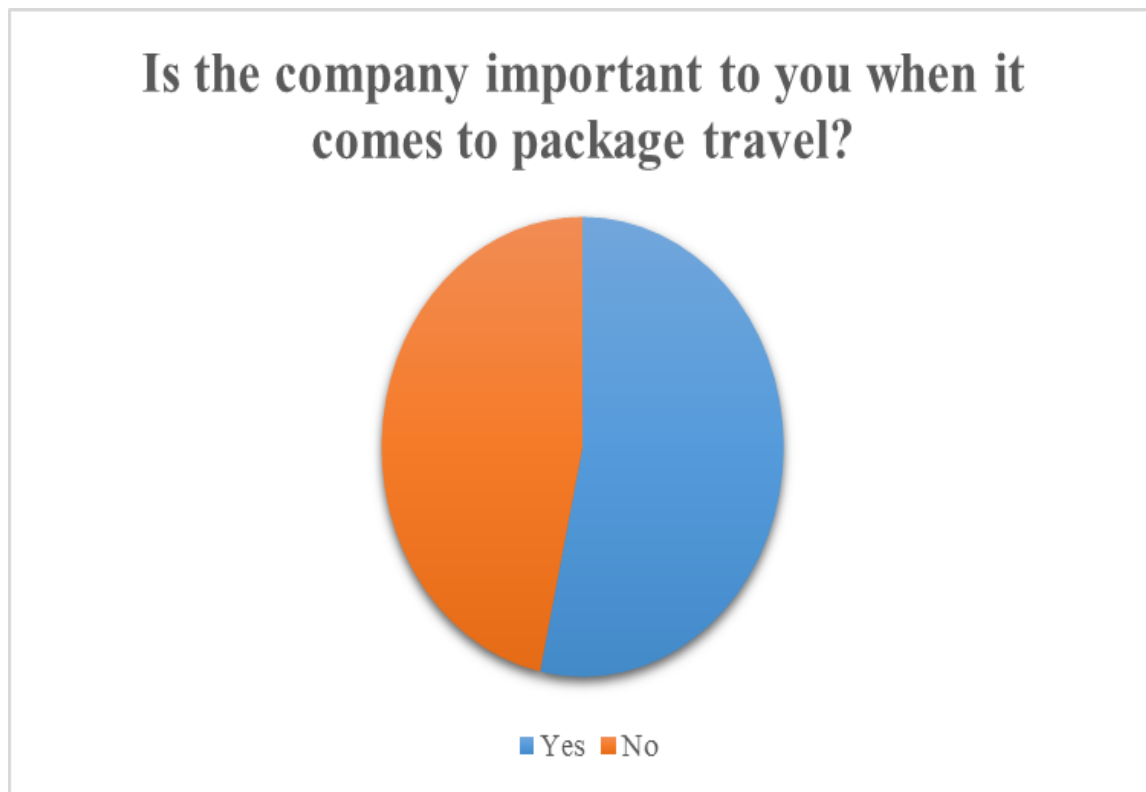
As shown on the figure, several characteristics gained the same amount of opinions, with services at the destination and the price gaining the most votes with 23% (n=13). Also an important characteristic tourists look for is the hotel specifics with 19% (n=11). Destination was also an important factor with 17% (n=10). 9% (n=5) of the respondents are looking for stress-free and easiness when it comes to their package travel holidays. 9% (n=5) of the respondents gave other characteristics, including the tour operator arranging the holiday and its reliability, recommendations of other travelers and variety when it comes to choices.



**Figure 11 Important aspects to the respondents when choosing package travel (n= 69)**

Figure 11 shows important aspect to the respondents when choosing package travel. This question was only answered by the respondents who identified themselves as package travel users in question eight. This question was an open-ended question, from which the researcher grouped the answers into different categories.

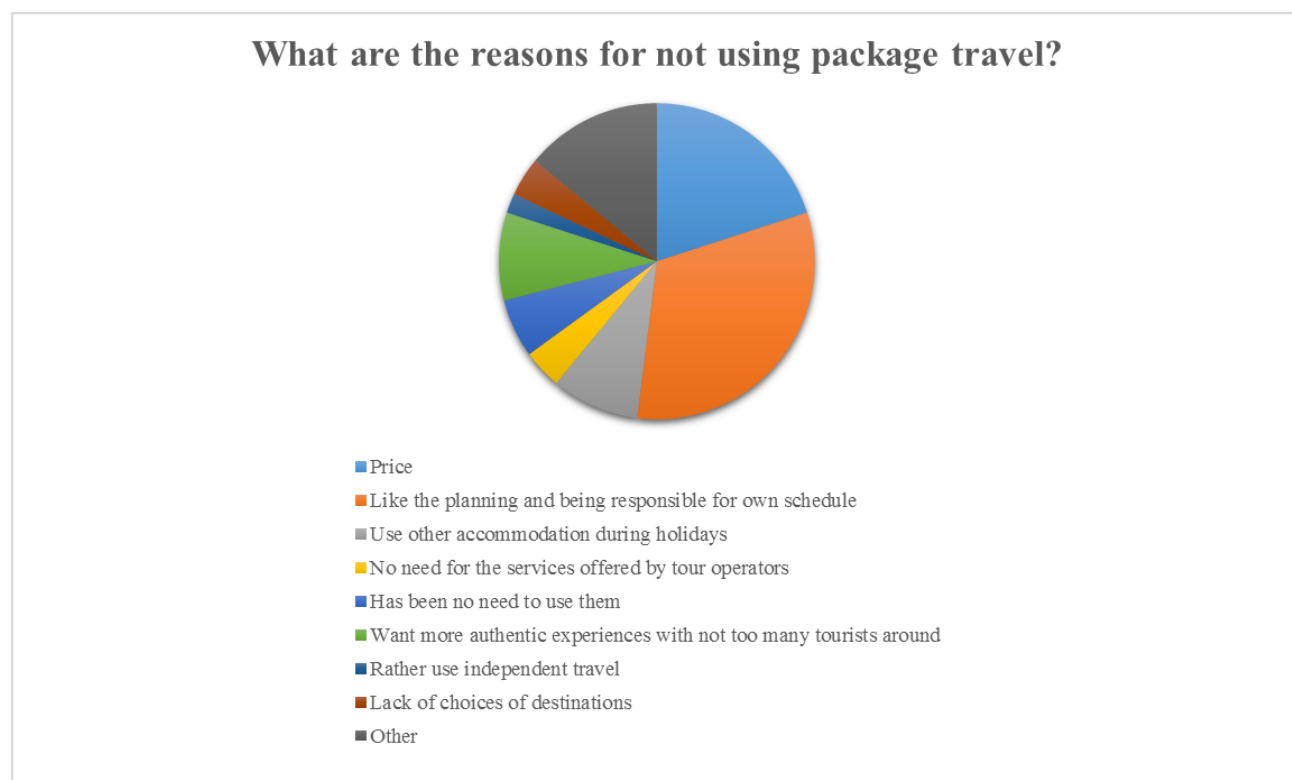
As seen from the figure above, the most important aspect was quality and price with 28% (n=19), 16% (n=11) of the respondents see hotel specifics as important aspects to take into consideration, 17% (n=12) are looking for easiness of booking and travels, 14% (n=10) consider the destination to be an important factor, 3% of the respondents are looking at other travellers recommendations when choosing where to go and 13% (n=9) look at the reliability of the company. 9% (n=6) of the respondents gave other important aspects which include, services at the destination, weather, combination trips and diversity.



**Figure 12 Importance of the company within the respondents (n=45)**

Figure 12 shows whether or not the company arranging the package travel is important to the respondents. This question was only answered by the respondents who identified themselves as package travel users previously in question eight. This question was a multiple choice question.

As shown on the figure above, the amount of people who see the company as important is barely larger with 53% (n=24) than the amount of people who don't see the company as important with 47% (n=21).



**Figure 13 Respondent's reasons for not using package travel (n=160)**

Figure 13 shows reasons on why the respondents tend not to use package travel. This question was only answered by the respondents who don't use package travel as identified in question eight. This question was an open-ended questions from which the researcher grouped the answers into different categories.

As seen on the figure, the biggest reason on why the respondents tend to avoid package travel was due to the enjoyment of holiday planning and being responsible for one's own schedule with 32% (n=51). Price was a big reason as well gaining 20% (n=32) of the respondents answers, quite a few of the respondent's tend to use other accommodation options during holiday 9% (n=14), 9% (n=15) of the respondents seek more authentic experiences with less tourists around, 6% (n=10) of the respondents have never seen the need for usage of package travel and 4% (n=7) of the respondents have seen no need for the services offered by tour operators. 2% (n=4) of the respondents prefer to travel independently and 4% (n=6) of the respondents see package travel having a lack of choices when it comes to destinations. 14% (n=21) gave other reasons for not using package travel. These reasons included them not suiting business travels, the dislike of the image of package travel, package travel restrains tourism, the company takes extra for the bookings, the seek for more adventure than what

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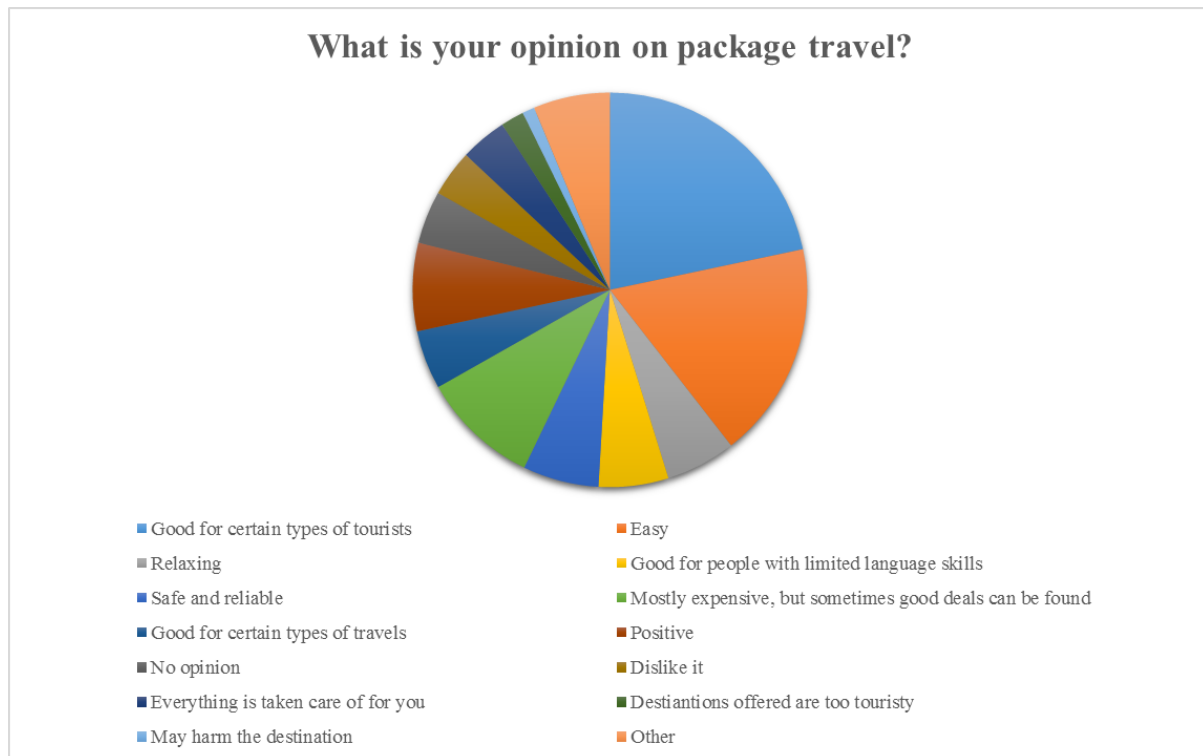
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package travel can offer, enough language competencies to travel independently, not only visiting one destination during the holiday and package travel doesn't suit a person travelling alone.



**Figure 14 Respondents' opinion on package travel (n=208)**

Figure 14 shows the respondent's opinions on package travel. This question was answered by all participants. The question was an open-ended questions, where the answers were grouped by the researcher.

As shown on the figure above, opinions on package travel vary greatly. 22% (n=45) of the respondents see package travel as a great choice for certain types of tourists, such as families, elderly people and people who might not be brave enough to travel independently. 18% (n=37) of the respondents see package travel as an easy choice of travel, 6% (n=12) believe that package travel is relaxing and the same amount of the respondents believe that package travel is a good option for people with limited language skills. 6% (n=13) see package travel as being a safe means of experiencing the world and 10% (n=20) of the respondents see package travel as being expensive, but there is sometimes possibilities of finding great deals (for example: last minute travels). 5% (n=10) of the respondents think that package travel is good when it comes to some types of travels, e.g. beach holidays, European travels and travels to new destinations. 7% (n=15) have only positive things to say about package travel where as 4% (n=8) of the respondents dislike package travel. 4% (9) have no opinion about package travel and 4% (n=8) of the respondents see that when travelling with package travel,

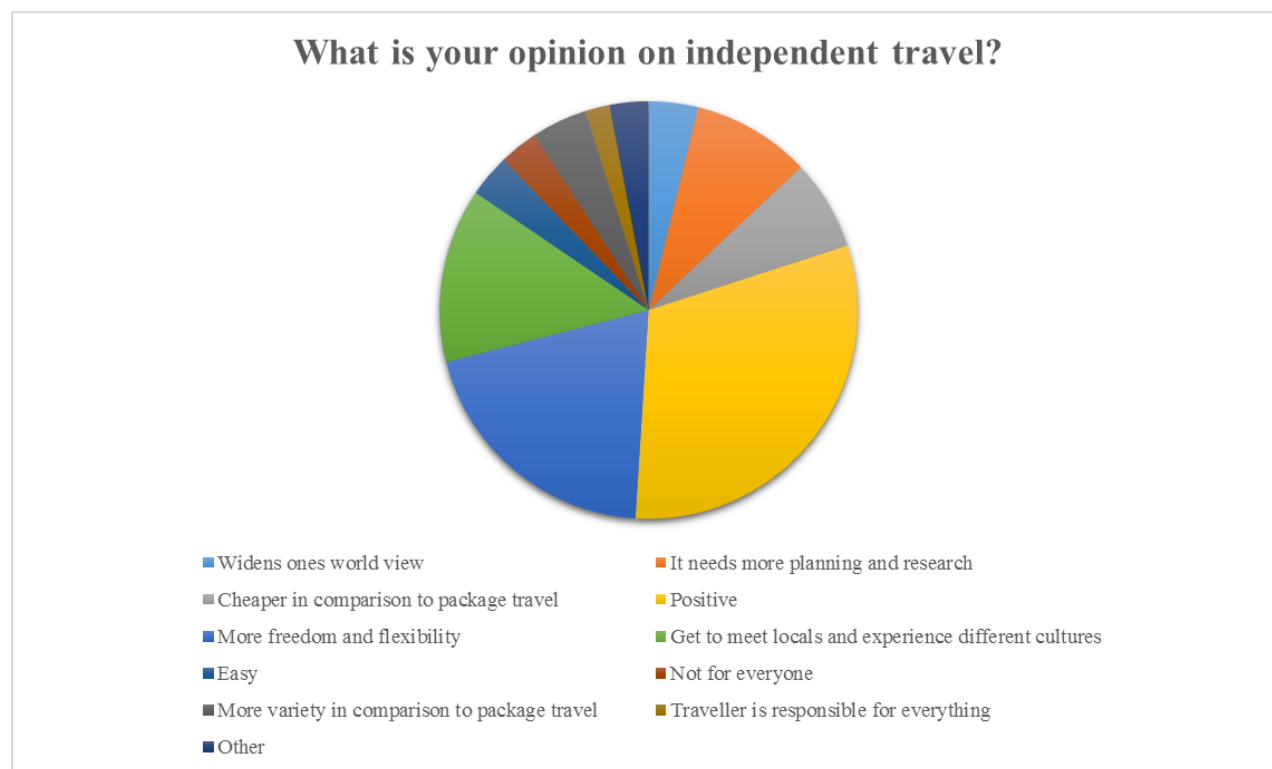


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Everything is taken care of for you. 2% (n=4) see the destinations offered in package travel as too touristy, when 1% (n=2) believe that package travel may harm destinations. 6% (n=13) of the respondents gave other responses, which included that tour operators advertise their products too much, they will lose popularity in the future, old-fashioned, if there are problems during the holiday at the destination, help is found easily and compensations are good. Package travel is also seen as the more environmental friendly option.



**Figure 15 Respondents' opinion on independent travel (n=206)**

Figure 15 shows the respondents' opinions on independent travel. The following question was a mandatory open-ended question, from which the researcher grouped the answers into different categories.

31% (n=64) of the respondents have a positive image about independent travel, 20% (n=42) see independent travel as more flexible and having more choices of freedom and 14% (n=28) believe that during independent travels, there are more opportunities to interact with the locals and experience different cultures. 9% (n=19) acknowledge that travelling independently needs more planning and research in comparison to package travel. 7% (n=11) of the respondents think that it is the cheaper option when it comes to travelling and 4% (n=8) see independent travelling as an opportunity to widen ones world view. 3% (n=7) of the respondents see package travel as the easy option, while the same amount of respondents believe that this way of travel is not for everyone. 4% (n=9) believe that independent travel offers more variety in comparison to package travel. 2% (n=4) acknowledge that when travelling independently, the traveler is responsible for everything. 3% (n=9) of the respondents gave different responses in addition to the ones mentioned above, including the

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growth of popularity when it comes to independent travel especially within younger people, easiness of making the bookings online, it is a good option for travelling alone or in smaller groups, but it is seen as less environmentally friendly in comparison to package travel.

## 5. Analysis and Discussion

This chapter is dedicated to the analysis of the survey questions and discussion that the answers brought up, when comparing the findings of the survey to the literature review analysed. The texts written in *italic* are direct citations from the survey participants.

In the literature review, it was stated that Nordic countries are Europe's third largest outbound market, with 60% of Nordic citizens travelling at least once a year (Medieministeriet, 2011). This can be noticed in the respondents answers to the question of the frequency of their travels, when 89% of the respondents stated that they travel at least once a year, with half of the respondents taking a trip at least twice a year.

According to the research done before the survey was published, it was stated that the most popular means of travel for Finnish people was package travel, but this cannot be seen in the respondents answers where only 26% of the respondents identified themselves as package travel users. The age range of the respondents gives this an explanation, because 76% of the respondents were under the age of thirty-one and almost half of the respondents were students. Package travel is more common with families and people with a steady income (Transford and Montgomery, 2015).

When it comes to package travel, the most important things for the respondents was easiness and the price. In the past, package travel used to be the cheapest option available, but this is not the case anymore. There are always cheap options that can be found with package travel, especially last-minute travels, but all and all package travel is considered to be expensive. With laws protecting package travellers, this means of travel is considered to be safe and reliable. If something goes wrong during your holiday abroad, there is a representative of the tour operator to help you out (Chen, et. al, 2016).

In the journal written by Chen et al. it was stated that with package travel the tourists are looking for value, saving time and convenience. This can be also discovered in the answers given by the respondents, with easiness and stress-free, in addition to quality and recommendations from other travellers. When the respondents who identified themselves as

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package travel users where asked whether or not the company arranging the tour was important to them, some division in opinion could be seen. One of the reason why the respondents were brand loyal may be due to some of the respondents having a background in the package travel industry. This was not stated in the survey answers, but due to the researcher's own background in the given industry, some of the respondents are old colleagues of the researcher.

The respondents were asked to specify reasons on why they don't use package travel. More than 50% of the respondents see package travel as being too expensive for their own budget and also enjoy the planning stages of travels and see package travel as having lack of freedom.

*"I just have never felt the need of using package travel. It is possible that in the future this will change. The lack of freedom when it comes to making making decisions in package travel has led to independent travel, in addition to the image of package travel being full of crying kids and stressed parents."*

Even though some of the respondent's don't tend to use package travel, their image on package travel is mostly positive. A common opinion amongst the respondents was that package travel is a perfect option for ones travelling with families, for older people, for unexperienced travellers and for travellers who might have a lack in language competencies.

*"I am looking for authentic experiences and I don't want to spend my holiday with other Finnish people. I don't need a guide and I want to make all the decisions myself regarding the holiday. I don't want arranged activities, instead I want to get to know the destination myself or if I am visiting a friend they will take me around. Basic tourist trips with other idiots don't interest me."*

Looking at some of the respondent's comment, a negative nuance can be connected to the prejudice thoughts a lot of people have towards package travel. Package travel is often seen as an easy option for families and older people, often compared to as travel for idiots.

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*“Package travel may suit families and older people travelling. Also busy people might benefit from the easiness of package travel. Especially if you are an unexperienced traveller. I question the authentic travel experience with package travel.”*

As asserted before, a large amount of the respondents see the usage of package travel mostly for families and older people. In the literature review, it is stated that the way senior citizens travel varies greatly. Some of the seniors travelling are experienced travellers who enjoy exploring destinations on their own, in contrast to seniors who tend to rely on package travel and often enjoy the tours organized by tour operators.

*“I think package travel is good, especially for people who don’t have time to plan their own trip. I would like to have more option for young people, because it feels like that most of the offerings when it comes to package travel are for families and pensioners.”*

One of the largest emerging markets is the youth, especially backpackers. When backpackers travel, they search for authentic experiences and want to look as little touristy as possible, this is hardly ever connected to package travel where most of the destinations offered tend to be in touristy locations. But backpacking is not the only way youngsters travel, there are a lot of youngsters taking city breaks and beach holidays.

*“Package travel is an excellent choice for unexperienced travellers and people who might not have the language competencies needed for independent travel. Also if you are looking for safety, it is the best choice. It is a much better option than not travelling at all. Travelling, even package travel, opens your eyes.”*

Finnish is a language spoken and understood by only 4.9 million people in the world and for a Finnish person to be able to travel, language skills in other languages are needed. Looking at table one on page twenty-four, the language competencies of the respondents can be seen. The most important language skill(s) needed for travels is English, which 66% of the respondents said they are excellent in. The other languages might make travelling in specific destinations easier. Even though such a huge amount of respondents are extremely confident with their language skills, it is not the case for everyone in Finland. In many cases it is that

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the older a person is, the less English skills they have. Also the place of residence has an effect on the language competencies. Most of the respondents taking part in the survey were from the capital city area, which receives the most tourism to Finland and due to this English skills are higher in that region.

*“Package travel is a bit boring and often the quality-price ratio doesn’t match and you need to pay a lot more, but it differs. If there would be wanderlust styled packages I would be willing to try them. It is bad to travel with other from your own country and can’t experience the local culture. Too touristic.”*

Package travel mostly takes place to sun and sea destination, where the tourists can relax and get value for their money. It saves time when doing the bookings and is convenient when it comes to travelling to the destination. This is not something that captivates the mind of a traveller looking for adventure.

*“Package travels are too stiff. The tours organised by tour operators to local places are horrible and unauthentic.”*

According to CBI Market Intelligence, tourists often seek for authenticity when visiting destinations and tours arranged by tour operators barely touch the surface of the local life and the places, but instead show what is seen as the most important touristic sights in the destination.

*“Independent travel widens your world views because you can travel to destinations that might not be reached by package travel. You learn more responsibility and take care of yourself.”*

Emerging destinations play an important part in the tourism industry, especially when it comes to independent travel, due to the fact that tour operators have not yet started arranging packages to these destinations. According to Zmyslony, emerging destinations are still on the process of being discovered and this is something independent travellers especially backpackers are searching for. According to Claveria, huge growth in popularity of emerging destinations can be seen in the future.

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*“I like independent travel more because there are more options and the trip is as I plan it to be. I also pay for the services I only use and nothing extra. You get to experience the culture and local people more.”*

Every person is different and the needs of a tourist vary greatly. A great deal of tourists seek for relaxation in the same way as there are adventure seekers who wish to experience the local culture during their visit to the destination. Even though there are differences within tourist groups, most of them search for unique, exclusive products that differ from life at home. Things that affect the decision of a destination vary from personal interests to background and geographic characteristics, but it is important to remember that people from the same country may differ greatly when it comes to their culture.

*“Package travel works when travelling to Europe, but doesn’t work if you want to travel further to Australia or America.”*

Some of the participants see package travel as a good option when travelling to Europe. Europe is the number one tourist destinations in the world, not only for European citizens but also international tourists.  $\frac{3}{4}$  of outbound travels taken by Europeans are to other destinations in Europe according to Eurostat.

*“Package travel has its own benefits. It is easier with all the bookings and the responsibility is someone else’s”*

Due to package travel playing a large part in the tourism industry, associations have been formed to offer regulations to the tour operators. The forming of these associations in addition to the EU Package Travel Directive which was created in 1990, makes package travel the risk-free way of travelling when the responsibility in situations when something goes wrong is someone else’s.

*“Package travel is a good option for those who don’t have the willingness, capabilities or time to make their own bookings. I could see myself using package travel for a week’s beach holiday.”*



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Due to the growth in digitalization, changes in the tourism industry has been made. When previously bookings have been done by visiting high-end travel agencies, this is not the case anymore. Not only do independent travellers make their bookings online, tour operators have adapted to the changes and most of the bookings when it comes to package travel are also done online. In addition to making the bookings online, tourists can search for recommendations and do research about their future destinations. The internet is a perfect tool for an independent traveler with all the applications helping the research process and making the bookings for alternative accommodation easier.

*“The quality of the hotel, breakfast included, warm and sunny destination and the easiness of the booking are important when it comes to package travel.”*

Package travel is a popular means of travel when it comes to the Nordics, with city breaks barely surpassing it in the last years. When Finnish people travel for holiday, they are seeking for luxury and quality in addition to the sun and sand. Due to the cooler climate in the Nordic countries, the preference of destinations when it comes to leisure holidays are countries with warm climates, Spain being the most popular destination to visit.

*“Package travel will be less popular in the future.”*

Package travel is often seen as an old-fashioned way of travelling and future of package travel has been questioned, but predicting the future of tourism and which destinations will be popular and which will lose popularity, is easier said than done. There are a large number of things that effect the growth out of tourism. If package travel doesn't want to be obsolete in the future, it is important for the tour operators to stay in touch with the technology and arrange trips to new unfamiliar destinations. It is important for them to keep up with the changes within the industry.

## **6. Conclusion and Recommendations**

### **6.1. Conclusion**

In conclusion from the research conducted, the researcher was expecting to see opinions of Finnish tourists on independent travel and package travel. The researcher had been researching current changes in the tourism industry and European tourism, afterwards linking the answers of the participants with the literature review.

Looking at the research questions set for the research, some conclusions can be made according to the participants' answers in connection to the literature review. Looking at the changing patterns in tourism, the participants are looking for more and more exotic destinations not yet touched by other tourists. There are many drivers for why the participants travel, most tend to travel for leisure purposes but business travel and visiting friends and relatives also took place. Even though a lot of the participants didn't tend to use package travel and would rather travel independently, all and all the opinion on both means of travel turned out to be quite positive.

As mentioned before, the participants see package travel as a means of travel for people with families, older people, people not brave enough to travel independently or people who lack language competencies to travel alone. In comparison to independent travellers who are seen as brave and eager to explore all parts of the world, especially places which have yet to be found by mass tourists.

### **6.2. Limitations of Research**

Even though both package travel and independent travel have been around for a while now, lack of literature about these sectors of tourism can be seen. It proved difficult to find articles relevant for the purpose of the research in question. The literature review consists of the chapters above, since academic journals were found for those areas. The researcher had to work around the limitations of academic journals and engineered the data found to fit the research question.

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Looking at the variety of respondents who took part in the survey, some limitations can be seen. Even though there was a relatively large amount of respondents, there is not much of variety within them.

The country of Finland is divided into nineteen different counties, and despite the fact that residents in all counties were tried to reach, it was not successful. In conclusion, only people from twelve counties including the option other, which was Finns who currently don't live in Finland, were reached.

In addition to the lack of variety when it comes the place of residence of participants, some limitations could be seen in the age ranges of the respondents, where more than  $\frac{3}{4}$  of the respondents were under the age of thirty-one.

The survey was conducted in Finnish and from there the results were translated into English for the analysis. Due to the differences in languages, the author faced some difficulties in finding the appropriate English words or phrasing to capture the meaning in Finnish.

### **6.3 Recommendations**

Even though there is a variety in the opinions of the participants, both negative and positive opinions can be seen when it comes to package travel. As it can be seen from the findings in chapter four, looking at figure one on page twenty-four, most of the participants were rather young and did not identify themselves as package travel users. It is crucial for the tour operators to thoroughly come up with means to attract younger people to travel with them. Even though, a large number of the participants identified package travel as a great means of travel for people with families, it cannot be automatically expected that they will start using this means of travel when they get families of their own. The young people of today will get used to travelling independently and by the time they start having kids of their own, they will be professional independent travellers and having children won't have much effect.

The customer profiles that tend to use package travel nowadays will get older and eventually stop travelling, whereas the young people will start having families of their own. It is important for the tour operators to attract the youth before they forget the existence of package travel.

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What the tour operators arranging package travel should focus on currently in addition to the future is finding more exotic destinations with a variety of offerings for both families, elderly people but not forgetting the youth and couples. Keeping the prices affordable and creating more variety will keep the tour operators in business in the future.

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## 8. Appendices

### I. Survey in English



### **Dissertation: The Place of the Inclusive Travel in an Era of Independent Travel**

Dear participant.

The aim of this survey is to find out the future of package travel in an era where independent travel is growing.

In this survey, when talking about package travel, it means when a holiday trip is booked through a travel agency, where in addition to flights, accommodation, transportation and guide services are included. In Finland these companies include TUI, Aurinkomatkat and Tjäreborg.

When talking about independent travel, it means when booking your flights and accommodation on the internet. The bookings can be done either on the airlines own websites or using online travel agencies such as Supersaver, eBookers and Momondo.

The results of this survey are used in a dissertation conducted for the University of Lincoln. Taking part in this survey will take approximately 4 minutes.

If you have any questions or comments in relation to the survey, please do not hesitate to contact via email.

Thank you for your help and taking part in the survey!

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**1. Age: \***

- Under 18  18-24  
 25-31  32-38  
 39-45  46-52  
 53-60  Over 60

**2. Place of Residence: \***

- Åland  South Karelia  
 South Ostrobothnia  Etelä-Savo  
 Kainuu  Kanta-Häme  
 Central Ostrobothnia  Central Finland  
 Kymenlaakso  Lapland  
 Pirkanmaa  Ostrobothnia  
 North Karelia  North Ostrobothnia  
 Pohjois-Savo  Päijät-Häme  
 Satakunta  Uusimaa  
 Other

**3. Sex: \***

- Female  
 Male

**4. Occupation: \***

- Student  Entrepreneur  
 Private Sector  Unemployed  
 Public Sector  Pensioner  
 Other

**5. Language competencies: \***

In a scale from 0-5, grade your language competencies in the following languages. Zero means having no skills in the language in question where as five means excellent skills.

	0	1	2	3	4	5
Finnish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
English	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swedish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Russian	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
German	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
French	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spanish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. How often do you travel? \***

In this survey, travels are about outbound travels only.

- Over twice a year  
 Twice a year  
 Once a year  
 Every two years  
 More seldom than once every two years  
 Never (If choosing this option, you don't have to complete the rest of the survey. Thank you for your participation!)

**7. Why do you travel?**

You can pick more than one option.

- Business  
 Leisure  
 Visiting friends and relatives  
 Combination (Business and leisure)

**8. Who do you travel with?**

You can pick more than one option.

- Alone
- Family
- Friends
- Business

**9. When travelling for leisure, do you use package travel?**

- Yes
- No (If choosing this option, you can move onwards to question 14)

**10. If yes, what choices effect your decision for package travel?**

**11. What characteristics are you looking for when it comes to package travel?**

**12. What is important to you, when choosing package travel?**

**13. Is the company important to you when it comes to package travel?**

- Yes
- No

**14. If you answered 'no' to question nine, what are the reasons for not using package travel?**

**15. What is your opinion on package travel?**

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**16. What is your opinion on independent travel?**

Lähetä

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## II. Survey in Finnish



### **Opinnäytetyö: Pakettimatkojen tulevaisuus itsenäisen matkustelun aikakautena**

Hyvä vastaanottaja.

Tämän kyselyn tarkoituksena on selvittää pakettimatkojen tulevaisuutta aikakautena, jolloin itsenäinen matkustaminen on nousussa.

Tässä kyselyssä pakettimatkoilla tarkoitetaan matkoja, jotka varataan matkatoimistoja käyttäen ja matkaan kuuluu lennon lisäksi hotelli, kuljetukset ja opaspalvelut kohteessa. Tällaisia firmoja ovat Suomessa mm. TUI, Aurinkomatkat ja Tjäreborg.

Itsenäisellä matkustamisella tarkoitetaan, kun varataan lennot ja hotelli internetin kautta. Varaukset voi tehdä joko lentoyhtiöiden omilta sivuilta tai verkkomatkatoimistoja käyttäen (mm. Supersaver, eBookers, Momondo).

Tämän kyselyn tuloksia käytetään matkailualan opinnäytetyössä, jota teen Lincolnin yliopistolle. Vastaamiseen menee vain noin 4 minuuttia.

Jos teillä on kysymyksiä tai kommentteja kyselyyn liittyen, ottakaa minuun yhteyttä sähköpostitse.

Paljon kiitoksia avustasi ja vastaamisesta!

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**1. Ikä: \***

- Alle 18  18-24  
 25-31  32-38  
 39-45  46-52  
 53-60  Yli 60

**2. Asuinpaikkakunta: \***

- Ahvenanmaa  Etelä-Karjala  
 Etelä-Pohjanmaa  Etelä-Savo  
 Kainuu  Kanta-Häme  
 Keski-Pohjanmaa  Keski-Suomi  
 Kymenlaakso  Lappi  
 Pirkanmaa  Pohjanmaa  
 Pohjois-Karjala  Pohjois-Pohjanmaa  
 Pohjois-Savo  Päijät-Häme  
 Satakunta  Uusimaa  
 Varsinais-Suomi  Muu

**3. Sukupuoli: \***

- Nainen  
 Mies

**4. Työllisyystilanne \***

- Opiskelija  Yrittäjä  
 Yksityinen sektori  Työtön  
 Julkinen sektori  Eläkeläinen  
 Muu

**5. Kielitaitosi: \***

Asteikolla 0-5, arvioitkaa kyseisten kielten kielitaitonne. 0 tarkoittaa etette puhu kyseistä kieltä lainkaan ja 5 tarkoittaa että puhutte kyseistä kieltä sujuvasti.

	0	1	2	3	4	5
Suomi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Englanti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ruotsi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venäjä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saksa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ranska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Espanja	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. Kuinka usein matkustat? \***

Tässä kyselyssä matkustamisella tarkoitetaan ulkomaan matkoja.

- Yli kaksi kertaa vuodessa  
 Kaksi kertaa vuodessa  
 Kerran vuodessa  
 Kahden vuoden välein  
 Harvemmin kuin kahden vuoden välein  
 En koskaan (Jos valitsit tämän vaihtoehdon, voit lopettaa kyselyn tähän. Kiitos että osallistuit!)

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**7. Miksi matkustat?**

Voit valita useamman kuin yhden vaihtoehdon.

- Työmatka
- Lomamatka
- Vierailemaan sukulaisten ja ystävien luona
- Yhdistelmämatka (Loma- ja työmatka)

**8. Kenen kanssa matkustat?**

Voit valita useamman kuin yhden vaihtoehdon.

- Yksin
- Perheen kanssa
- Ystävien kanssa
- Työmatka

**9. Kun matkustat lomamatkalle, käytätkö pakettimatkoja?**

- Kyllä
- En (Jos valitset tämän vaihtoehdon hyppää kysymykseen 14)

**10. Jos kyllä, mitkä päätökset vaikuttavat pakettimatkojen käyttöön?**

**11. Mitä asioita etsit pakettimatkoja käyttäessäsi?**

**12. Mitkä asiat ovat tärkeitä pakettimatkoja valitessasi?**

**13. Onko firma sinulle tärkeä pakettimatkoja valitessasi?**

- Kyllä
- Ei

**14. Jos vastasit kysymykseen yhdeksän ei, mistä syistä et käytä pakettimatkoja?**

Jos vastasit kysymykseen yhdeksän kyllä, voit jättää vastauskentän tyhjäksi.

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15. Mitä mieltä olette pakettimatkoista? \*

16. Mitä mieltä olet itsenäisestä matkustelusta? \*

Lähetä



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### III. Ethical Approval Form

## EA2

## Business School

### Ethical Approval Form: Human Research Projects

Please word-process this form, handwritten applications will not be accepted



UNIVERSITY OF  
LINCOLN

This form must be completed for each piece of research activity whether conducted by academic staff, research staff, graduate students or undergraduates.

Please complete all sections. If a section is not applicable, write N/A.

<b>1 Name of Applicant</b>	Saana Uusitalo		Email: 15620604@students.lincoln.ac.uk	
<b>2 Position in the University (indicate)</b>	Undergraduate Student			
<b>3 Role in relation to this research (indicate)</b>	Student supervised by Business School Staff			
<b>4 Brief statement of main Research Question</b>	What are the changing patterns of European tourism? Why do Europeans travel? What means of travel do they use (package travel, independent travel, other)? Is independent travel rising? What is the future of package travel amongst Europeans? What are the drivers for the changes in travel habits?			
<b>5 Brief Description of Project</b>  (Please indicate the period you require ethical approval using the start and finish dates)	<p>The survey will be published online on webropol. The survey was open from 3<sup>rd</sup> of February till the 26<sup>th</sup> of February. The goal is to get 130 answers to the survey from different backgrounds and different age groups, however everyone taking part of it being over 18 years old.</p> <p>The method of collecting data is online surveys. The survey contains both quantitative and qualitative questions. The survey is only published in Finnish due to the fact that the researcher is only interested in the travel habits of Finnish people. The questions have been designed to get an understanding of the reasons why people travel, what means of travel, how often they travel and general opinions both on independent travel and package travel. The survey answers were translated into English during the data analysis.</p> <p>The data analysis will be conducted at a later time, trying to get an understanding on the travel habits of Finnish people.</p>			
<b>6 Name of Principal Investigator or Supervisor</b> (Only if relevant - this applies to a project with multiple researchers)	Approximate Start Date: 3 <sup>rd</sup> of February 2017		Approximate End Date: 26 <sup>th</sup> of February 2017	
<b>7 Names of other researchers or student investigators involved</b> (Use this section for group coverage e.g. a class engaged in teaching/ learning involving primary research)	<p>Email address: _____ Telephone: _____</p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> </ol>			

**8 Statement of the ethical issues involved and how they are to be addressed.**

This section should be completed so that a dispassionate party can judge whether consideration of ethical issues has been undertaken reasonably thoroughly.

The survey is posted on the researcher's social media sights in addition to some discussion forums in Finland. Everyone's participation in the research is voluntary and if someone does not want to take part in the interview, nothing will be forced. The participants will be all above the age of 18. If at any point the participant feels uncomfortable answering some question or does not wish to continue the survey, they do not have to submit it.

The debrief shortly explains the reasons for the research, which is to get an understanding of Finnish travel patterns and reasons for travel. The debrief also explains the words used in the survey for the participants to understand all terminology. The survey is done anonymously.

1. To what extent is participation in your research "voluntary"?  
The whole participation to answer the survey is voluntary.
2. Do you have informed consent? Are the participants capable of giving consent? Are any of the participants under the age of 18? Is there any deception or coercion?  
The survey had the option for under 18 year old to participate, but no such participation took place.
3. Is there any risk of your participants being harmed psychologically (inc. taking offence or being embarrassed) or physically? What risk of any harm becoming dangerous/ permanent etc? How have the likelihood and the harm been minimised? Will the College face potential embarrassment/ complaint?  
There is no harm to the participants.
4. Can participants withdraw their consent at any stage? Explain  
If the participant does not feel comfortable finishing the survey, they can choose not to submit it.
5. Will you need to debrief participants? Explain  
The debrief shortly explains the aim of the research in addition to key terminology used in the survey.
6. How is the anonymity of the participants maintained? Explain  
There are no names asked in the survey questions.
7. How will you maintain confidentiality?  
Due to being anonymous not even the researchers knows on who answered what.
8. How will information/data be stored during, and will it be destroyed after, the project is completed?  
The data is stored on webropol in addition to the computer and after the project all data will be deleted.
9. Have you informed fully/ discussed these ethical issues with your supervisor/ those signing off the EA?  
Yes
10. What are the personal risks (to you) in the undertaking of this project?  
There are no personal risks during this project.

Ethical Approval From Other Bodies





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Only complete this form once a robust consideration of the ethical issues has been undertaken. The form is designed for approval or referral only.

Approval requires 3 signatures for supervisees or two signatures for self-supervised staff.

**Approval: For completion by the applicant: with supervision**

*Having reviewed the ethical implications of this research, I certify that there are no issues requiring Ethical consideration from the Business School Research Ethics Committee. I certify that the research will be carried out in compliance with the University's ethical guidelines for research, on humans, with Health and Safety regulations, and with all other relevant University policies and procedures. If there are any changes to the research requiring ethical clearance, I shall gain approval for my updated EA2 before continuing with the research. I have given my supervisor a full picture of the procedure I have followed so far and/or am committed to follow by signing this form.*

I certify that I have read the University's **ETHICAL PRINCIPLES FOR CONDUCTING RESEARCH WITH HUMANS AND OTHER ANIMALS.**

\_\_\_\_\_  
Saana Uusitalo  
PRINT NAME

\_\_\_\_\_  
  
Applicant Signature

04 /04/2017  
Date

**Approval: For completion by the applicant's supervisor (member of academic staff) (if self-supervised, sign HERE)**

I have considered the request for ethical approval. The risks in the research project are those that one might reasonably expect to encounter, and have been considered appropriately.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
Signature

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

**Approval: For completion by a member of academic staff who is not directly related to the conduct of the applicant's project**

I have considered the request for ethical approval. The risks in the research project are those that one might reasonably expect to encounter, and have been considered appropriately.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
Signature

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

**REFERRAL: For completion by the applicant's supervisor (member of academic staff) IF THE ETHICAL ISSUES ARE TOO COMPLEX TO APPROVE WITHOUT WIDER CONSULTATION**

I have considered the request for ethical approval. I am **UNABLE** to grant request for ethical approval. There are issues involved in the research project that one might reasonably expect to occur that require broader consideration.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
Signature

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

Please contact the officer of the Business School Research Ethics Committee

**Approval: For completion by the BSREC**

The committee has considered the request for ethical approval and is sure that the research team has considered the risks involved in the research project as one might reasonably expect.

\_\_\_\_\_  
PRINT NAME

\_\_\_\_\_  
Signature of Representative  
BSREC (or nominee)

\_\_\_\_/\_\_\_\_/\_\_\_\_  
Date

**Supervisor's Role:**

Supervisor should, if requested, provide guidance on how to undertake the research and the concomitant risks;

They should provide guidance on completing the EAF;

Make clear which other members of staff considered the EAF;

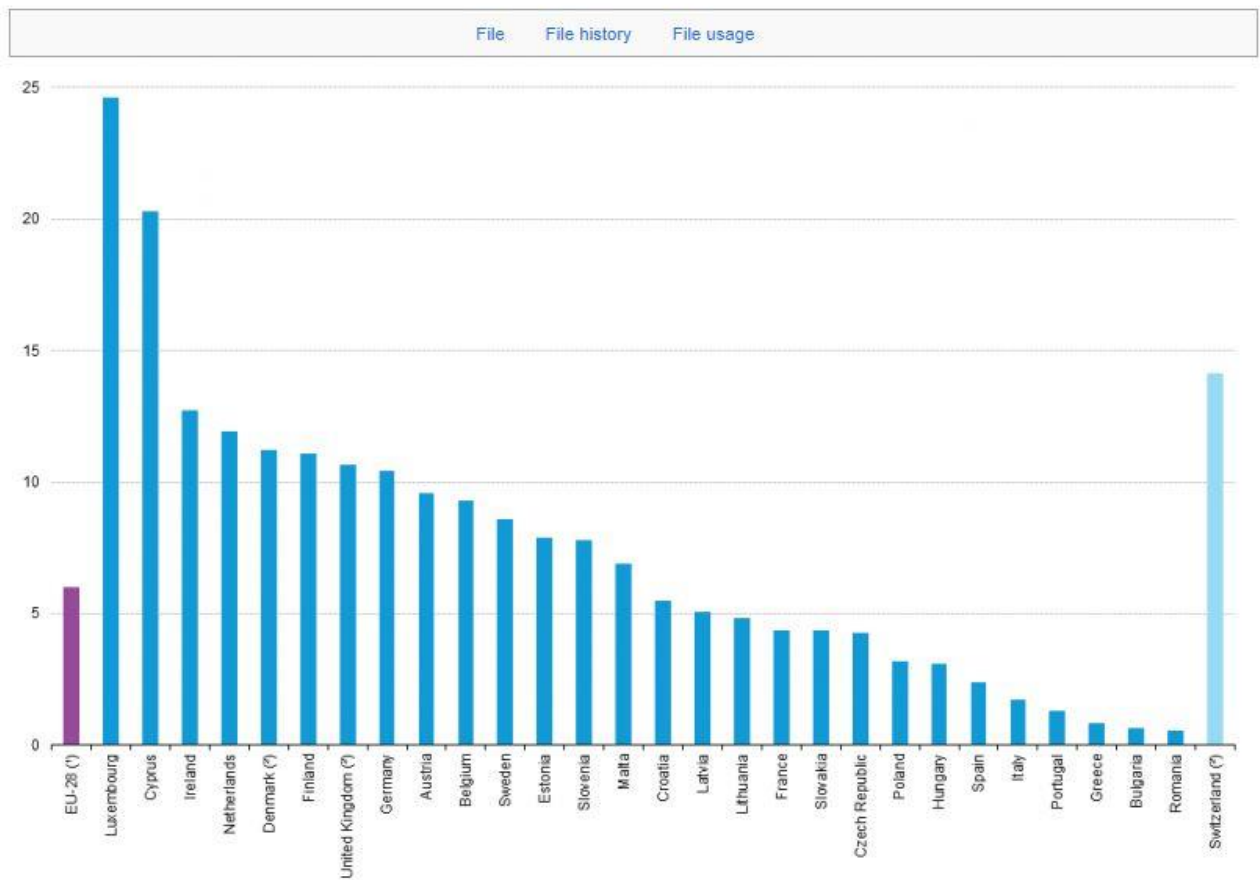
Make a clear recommendation (*Approval to proceed* or *Referral* to the UREC/BSREC).

A referral requires the supervisor to provide some guidance as to the nature of the complexity inherent in the application and why further consideration is deemed necessary.

Approval is granted on the basis of complete disclosure. Responsibility for the conduct of the research rests with the applicant. The EAF is a means of shielding the applicant and the supervisor from the accusation of improper conduct.

#### IV. Country of origin for outbound tourism trips, 2014

File:Country of origin for outbound tourism trips, 2014 (average nights spent abroad per inhabitant aged 15 years or more) YB16.png



(\*) Estimate made for the purpose of this publication, using the latest available data for the EU Member States.

(\*) 2013.

Source: Eurostat (online data codes: tour\_dem\_tntot and demo\_pjanbroad)

Size of this preview: 793 × 600 pixels.

Original file (1,005 × 760 pixels, file size: 35 KB, MIME type: image/png)

## V. Survey answers translated into English

<b>1. Age:</b>							
18-24							58
25-31							42
32-38							5
39-45							9
46-52							10
53-60							1
Over 60	5						
Total							130
<b>2. Place of residence:</b>							
Etela-Pohjanmaa	1						
Keski-Pohjanmaa		1					
Keski-Suomi			2				
Kymenlaakso				3			
Lappi					1		
Pirkanmaa						5	
Pohjanmaa							1
Paijat-Hame							2
Satakunta							8
Uusimaa							96
Varsinais-Suomi							2
Other							8
Total							130
<b>3. Sex</b>							
Female							103
Male							27
Total							130
<b>4. Occupation</b>							
Student							59
Entrepreneur							5
Private sector							45
Unemployed							3
Public sector							12
Pensioner							4
Other							2
Total							130
<b>5. Language competency</b>							
	0	1	2	3	4	5	Total
Finnish	0	0	0	2	2	126	130
English	2	0	6	7	29	86	130
Swedish	14	48	42	8	11	130	
Russian	108	16	4	1	0	1	130
German	23	10	6	1	2	130	
French	98	17	8	4	2	1	130
Spanish	65	35	12	9	5	4	130
<b>6. How often do you travel?</b>							
Over twice a year				66			
Twice a year					32		
Once a year						18	
Every two years							10



- |                                       |   |     |
|---------------------------------------|---|-----|
| More seldom than once every two years | 4 |     |
| Total                                 |   | 130 |
7. Why do you travel? (Could pick more than one option)
- |                                    |    |     |
|------------------------------------|----|-----|
| Business                           | 21 |     |
| Leisure                            |    | 129 |
| VFR                                |    | 62  |
| Combination (leisure and business) | 12 |     |
8. Who do you travel with? (Could pick more than one option)
- |          |    |    |
|----------|----|----|
| Alone    |    | 62 |
| Family   |    | 90 |
| Friends  |    | 99 |
| Business | 20 |    |
9. When traveling for leisure, do you use package travel?
- |       |  |     |
|-------|--|-----|
| Yes   |  | 34  |
| No    |  | 95  |
| Total |  | 129 |
10. If yes, what choices effect your decision for package travel?
- Concept offerings (for example TUI)
  - Traveling with the whole family. Making a trip work with a big group
  - Easier and safer, because the guides can give instructions for the best places to visit
  - Their easiness, when you get hotels and flights for the same day without any extra hassle. Also the option of booking airport transfer (if the airport is far away) and the possible holiday activities are interesting
  - The price, to certain destinations, it is cheaper to book flights and hotel
  - Environmentally friendly, flights are normally fully booked
  - Child-friendly destinations and hotels, no long distances
  - Easiness, sometimes it is nice to buy aa trip and go to holiday without stressing
  - Price and content
  - Price, time used for traveling (direct flights to destinations)
  - Sometimes it is just easier and faster and afterwards there is no need to stress on if all reservations are actually made and is there going to be extra payment
  - Easiness, the quality and standard of the trip and family discounts
  - Price
  - Normally the package includes flight and hotel accommodation and also extra services for the duration of the holiday
  - Who I travel with, where I travel to, How early I make the booking, duration of the travel
  - Easiness, it feels like the safe choice when traveling with children
  - Easiness, but also the opportunity of last minute trips
  - The combination of hotel and flights is cheaper together, easy access to destination (direct flights), seasonality
  - Experiences, the reliability of the company and the offerings
  - Only when traveling with family, because they prefer package travel. Only when traveling for a beach holiday
  - Price, easiness, airport transportation, reliability and positive experiences
  - Price, All Inclusive is nice
  - The easiness of the trip, sometimes I want everything to be in one package
  - The quality-price, easiness
  - If the trip is cheap or at a good time
  - Easiness, It is sometimes easier not to think about boosing flights and accommodation separately
  - Diversity, price, easiness

- Easier with children
  - Children
  - Easiness and price
  - Hi, I use both. The responsibility is with the tour operator when I pick package travel. Traveling is more relaxed then
  - Last I bought a package trip to Tallinn. It was cheaper than buying the same trip separately with accommodation
  - Price, because sometimes it is cheaper than independent travel
  - Easiness of the bookings
  - Easiness when it comes to travelling with kids
  - Lack of language skills
  - Airport transfer
  - I use both independent and package travel. Package travel is because you don't have to just decide the destination and hotel and show up
11. What characteristics are you looking for when it comes to package travel?
- Sport opportunities and amazing excursions
  - All inclusive, star rating and location
  - Stress-free holiday and the easiness of booking from one website compared to using several options
  - Price and location
  - Mostly easiness and stress-free. All services and handlings on one go
  - Quality hotels
  - Cheap price, good, functional hotel, activities offered in the package
  - That the hotel is kid free.
  - Good service and hotel quality. Cheap price of the vacation
  - The quality-price ratio. More exotic destinations
  - The quality of the hotel, the price and the company offering the package travel
  - Price and what is included in the price. Are there any Finnish guides on location
  - Effortless, that you don't really need to stress or figure things out beforehand
  - Cheap flights, airport transportation
  - Price, good destination, when travelling with family: child friendliness
  - I look for good services and wide range of activities
  - Variety and clearly stated on what is included
  - The only things that matter is a good hotel at a suitable period of time
  - Price
  - Good location, sightseeing, good transportations
  - Cheap prices, good hotels, good locations
  - Effortless and safety, new destinations
  - Recommendations
  - Family friendliness
  - The effortless, total price of the trip
  - Nice destination, clearness (reliability, functioning, good flight times, good and safe hotel)
  - Price
  - Price comparison
  - A holiday that includes all the standards for an independent travel but someone else does all the work
  - Where and when
  - Recommendations
  - Destination, hotel, beach, food
12. What is important to you, when choosing package travel?
- The quality-price ratio has to be intact
  - Star rating, recommendations and feedbacks
  - Activities, the guide's knowledge of the destination, and the easiness of the booking of the holiday



- Price and destination
- Diversity and options
- The quality-price ratio
- Price and offerings
- Price and the easiness of travel
- So that all foods are included in the package
- The reputation of the company offering the services
- The reputation of the company, price and possibly services at the destination
- Price and services
- That you get what you are promised. If there are any problems, they should be handled fast and effortlessly. It is important that the customers are offered options
- Good combinations, the attractiveness of the destination and airport transportations
- Price, how interesting the destination is, new destinations, somewhere that tourists haven't taken over the destination, or just getting to the sun for a cheap price
- Prices and the easiness of the bookings. Options of hotels
- Price and services
- The quality-price ratio
- The customer-service quality and the destination
- stress-free, easiness, vacation relaxation, tips from guides, warm and the sun, lying on the beach, cheap price
- Suitable flights and a nice hotel
- Short flights and a good hotel
- Price, the quality of the accommodation, airport transfer
- Quality, reliability, everything functioning properly
- Easiness, location, price
- Weather, price, destination
- Departure airport, price, company
- Safety and effortless
- Family friendly
- Quality hotels, all-inclusive, nice beaches and pools
- High quality, reliability, functioning
- Price and easiness
- Price
- Flights, normally package travel has better offerings of flight times and companies
- Destination, accommodation, possible excursions at the destination
- Location and quality
- Easiness of the booking
- Price-quality ratio

13. Is the company important to you when it comes to package travel?

Yes 24  
No 21

14. If you answered no to question nine, what are the reasons for not using package travel?

- I don't use package travel because I hate tourists. I want to avoid tourists at all costs, due to this package travel doesn't suit me. I like more exotic destinations, where they don't make package travel to. The amount the package travel take for their company doesn't suit my student budget. I also like to plan my holidays myself
- I like making the travel arrangements alone. It is often also cheaper this way
- Not all destinations are included in package travel
- I see that it is cheaper to book flights, accommodations and activities myself. It also gives me more freedom
- I can't find good enough options that suit me in specific.

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- I get to tailor my own holidays to suit my preferences the best, I often also save money and I can pick the best options for me and not having to pick from a package.
- I don't need a readymade package, I think it is impersonal to use package travel
- I want to plan my travels myself and it is also often the cheaper option. Package travels are mostly to destinations with a huge amount of tourists
- It is cheaper for me to book the flights and accommodation separately
- Price
- There is already accommodation in the country of destination and hotel nights are rare
- There has been no need for them
- It is more expensive, I want to do it myself, I avoid huge tourist destinations
- I want to tailor my own vacations
- Often the hotels offered are horrible in comparison to what you can find on bookin.com etc.
- I have never used them so I am not used to them. And when you can gather and book your own trip you can do it anywhere. No need to get confirmations from anyone
- Most of the times I tailor my own trip, so that I can get exactly what I want and I don't have to stick to anyone's schedule. It is often cheaper as well
- It is trickier when you can't make all the decisions yourself. It is also often the more expensive option.
- I don't need a hotel when visiting friends
- Because travelling independently is cheaper, and I think it is pointless to pay the tour operator for services I will not be using
- I am looking for more authentic experiences and I don't want to spend my holiday with other Finnish people. I don't need a guide and I want to make all the decisions myself regarding the holiday. I don't want arranged activities, instead I want to get to know the destination myself or if I am visiting a friend they will take me around. Basic tourist trips with other idiots don't interest me
- You can tailor your own trip (to include many destinations) and it is cheaper to book by yourself
- Because I like to decide my own destination and schedule
- It is easier to tailor timetables and trips suitable for myself
- I want to arrange and plan the trip so that it looks like myself and I want to avoid other tourists when at destinations
- You can custom your trips to your own needs, you are not dependent on anyone else. Often cheaper and wider range of options
- I want to make the comparison of having the cheapest and most suitable hotel and flights. I don't need transportation and want to be able to move on my own
- I like planning my own trips
- I want to plan my own trip from the start and want the option of changing plans during the holiday
- The freedom of choice. The opportunity to pick the cheapest/ most suitable hotels, flights and others. I want to travel independently and make all the decisions regarding my trip
- The freedom of choice when it comes to travel times. Independent travel is cheaper
- I have not seen it necessary to use package travel. Normally it is easier to fix accommodation the closer the holiday comes, if there happens to be a friend who is able to offer accommodation. It often feels cheaper to buy everything separately, or there is no package travel for the period I am looking for
- I often find cheaper options than package travel. Independent travel is more my thing and I don't like traveling in a big tourist group.
- It is cheaper without
- Because of the fixed timetable and hotel meals
- It is often cheaper to book flights and hotel (Airbnb) separately
- I like making my own arrangements. You are not dependent on anyone's schedule, and you can be more flexible when it comes to travel days. I don't need the guide services and I don't want 'stupid travel'
- I want to fix my own stuff
- Independent travel is more flexible when it comes to booking flights
- It is cheaper to book flights and accommodation separately because I use Airbnb.
- I have only travelled to destinations which don't offer package travel



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- I don't use package travel, because I often travel alone and package travel is relatively more expensive then. I also like it that I can plan my own trip and I often visit several cities at the destination
- The lack of money and being a student means I can't afford them. It is cheaper to make the bookings separately
- I like travelling on my own terms and schedule. I feel that when for example staying in a hostel you get to know more people and I tend to travel so that I get to interact with the locals as much as possible.
- I want to plan my holidays myself, regardless of the paperwork needed for visas etc.
- The hotels are often bad
- We like deciding ourselves on where to stay and what to do. It is also often cheaper
- I just have never felt the need of using package travel. It is possible that In the future this will change. The freedom of making your own decisions when it comes to package travel has led to independent travel. The image of package travel being full of crying kids and stressed parents has led to the usage of package travel
- I don't use 'matkapojat'
- You can go wherever you want to
- They don't normally suit my plans
- I don't feel the need of the services included in package travel, I want to be free on my holiday and want to be able to move from one place to another freely
- You have to go with other people's plans
- I don't need guide services
- They are more expensive and are tied to specific hotels
- I like to take advantage of really cheap flights (especially lentodiliit) and this does not include hotels. I normally try to find cheaper options than hotels and stay in hostels or Airbnb
- The company doesn't work with package travel
- I don't need guide services at the destinations and I want to make personal choices. I often like to combine more than one destination during my travels
- There is no specific reason for not using package travel
- It is most likely more expensive than independent travel
- I want to tailor my own trip according to my own readings and wants
- My vacations are often really tailored and package travels don't suit my needs
- When deciding alone you get what you want
- It is easier for me to book alone
- When travelling to a destination, I have the accommodation set and the destinations are familiar. I have not had the chance to travel to unfamiliar destinations yet
- When travelling alone, I don't want the lame company of Finnish tourists
- Often when travelling abroad I visit more than one destination and that is the reason for wanting to book everything myself. I also want to avoid mass tourism and interact more with the locals than spending time with tourists. I often use Airbnb as means of accommodation or stay with family and friends.
- Pre-made schedules and tourist destinations don't attract. It feels that it is easier to find cheaper and better options alone.
- I don't need specific pampering but rather adventure. I feel that my language skills are good enough and I feel that independent travel gives me more out of the local culture and I get to know the locals. When travelling from one place to another, you can find anything.
- I like to plan my trips myself. Package travel is often more expensive.
- You can get at trip that looks like you, more variety in choices and no money goes to the intermediary
- Planning a holiday is fun
- Have not seen it necessary. I can stay at a friend's place for or a hostel is cheaper. I rather spend time exploring the destination with friends than with a tight schedule.
- I have tried package travel a few times, and no complaints. But when it comes to booking holidays, I don't look at package travel the first, they offer things that I am not looking for when it comes to travelling
- I want more freedom when it comes to my travels, for example the possibility to change location or build up the holiday I want. It is often cheaper as well without package travel.

- I only book flights and take care of the accommodation myself
- I want to plan my own trips myself combining the best offerings I find
- The extra costs of package travel and I have survived without it. I could consider using package travel if the trip is a tour and it would take much more effort to arrange it myself, for example a safari tour.
- If I travel with someone who handles the booking and payments for me. I want to save money. Be more brave with the decisions
- I want to make my own plans
- I like to tailor my own trips
- I feel that package travels restrain travelling, though it depends on what kind of holiday you are taking. A week's holiday or package travel is fine, but if I go to visit relatives, the flights are enough.
- I want to be in charge of my own schedule
- The internet is the biggest reasons. Also deciding what to do on holiday is easier with independent travel.
- It has been cheaper to book flights separately. I normally don't use hotels. If I do book a hotel it is cheaper to book hotel and flights and not package travel.
- There might not be the opportunity of package travel to the destination I want to visit
- It depends on what I want from my trip
- I want to plan my own trip and not be restricted by schedule the tour operators might have.
- It is often cheaper to book flights and accommodation separately. But in some cases it is more time consuming and difficult.
- More flexible
- It is sometimes fun to book your own flights and hotel if you have the energy for it
- I don't feel the need for help when it comes to travel bookings and I like extempore trips, which don't need a great deal of planning ahead. I also often stay with people I know or Airbnb so a hotel package is unnecessary.
- I like independent travel, more free and you get to make your own decisions
- I want to plan my own trips from scratch. The other reason is that I often travel to visit friends and only need flights.
- Often expensive. I like to move destinations when travelling.

15. What is your opinion on package travel?

- Good, for example for families with kids, easier
- Easy and reliable method of travel
- May suit families and older people travelling. Also busy people might benefit from the easiness of package travel. Especially if you are an unexperienced traveller. I question the authentic travel experience with package travel
- Expensive, but you don't have to worry about anything
- Until now, I only have positive experiences when it comes to package travel and I am willing to pay a little extra so that everything is functioning in the destination
- Ecological, safe, if there are flight delays accommodation and changes are compensated.
- Easy way of travelling
- Sometimes they take extra, for example with airport transportation, since it might be cheaper to go with own ways
- Professional and customer friendly guides
- Destinations often packed with tourists and the prices have gone up
- No opinion, I don't use them, but I can see that it can be easy for short holidays
- They are the easy choice looking from the side of a family with children
- I think package travel is good, especially for people who don't have time to plan their own trip. I would like to have more option for young people, because it feels like that most of the offerings when it comes to package travel are for families and pensioners.
- Convenient for families and pensioners. Easy choice, but too expensive for me
- Too expensive for my budget
- Easy choice, especially when it comes to a new destination. Prices don't get too high since everything is included in the price. Relaxing option



- More expensive than independent travel
- Easy choice if you know the location already when booking flights. They rarely fill all my needs
- Good options for families
- Sometimes they are a good choice, for example when travelling with family. If travelling alone I rather travel independently.
- They work if you want a beach holiday to a specific location. Nothing against them
- Not too many experiences
- They will be less popular in the future
- Work for people who want to buy a full package
- The price and the easiness and fastness (direct flights). Guide services are not too important, I have been using them in destinations but I could have done the preparations myself as well. I have been booking some unspecified trips and tailored the trip to my needs, moving from one city to another. The price has been the factor, otherwise I would have booked flights and hotel separately
- Sometimes it can be a good deal but most of the times you feel like you get cheated. I have once travelled with package travel and I think it was the last time
- Probably a good deal for those who don't know or are too lazy to plan their own trips. I can picture pensioners benefiting from package travel
- Easy choice
- Kind of an old-fashioned way of travelling. Might work for families and pensioners
- It works when travelling to Europe, but doesn't work if you want to travel further to Australia or America
- Great choice for older people and people who lack the necessary language skills
- Works for people who want to travel easy and are not looking for authentic experiences. Package travel is part of mass tourism which can do harm for the destinations
- Work really well when looking for easy travel and relaxation and is willing to pay extra for the whole trip
- Good, especially for older people who might not speak English or any other language
- Old-fashioned but handy
- Easy and reliable way of travelling especially for families with kids, works well!
- Work for people who are just looking for relaxation on their holiday and don't want to stress about the accommodation for the few weeks. Works for 1-2 week vacations
- Package travel brings to mind old people and families with kids
- Should adapt to the needs of today
- Package travel is the easy choice if you don't want to spend energy in arranging flights/hotels. Also a good option for people with lack of language skills with guides at destination. I see package travel as an option for older people.
- Good for old people and families
- Easy
- Good option for people travelling for the first time or people who don't want to spend time on planning
- When you want easy and fast and most of a reliable holiday, it is wise to choose package travel
- A thing for Finnish hill-billies and pensioners who want to travel to Gran Canary to listen to Finnish music and eat IKEA- meatballs
- Expensive, works for unexperienced and not brave travellers
- I don't like them too much. It is better when you can make the decisions yourself
- I don't know. I have never used package travel so don't have an opinion on them
- A big group of tourists who can't speak English but still want to travel
- Works for some people, I am not a big fan
- Makes life easier, when you don't want to book everything separately
- A good choice for those who want relaxation on their holiday. When travelling with only adults, I wouldn't use package travel but travelling with kids it is a great option.
- I have nothing against it as long as the deal is good. No fixed program or all-inclusive where you have to eat at the hotel
- Safe and easy choice

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- It is okay for people with a lack of language skills and if you are an unexperienced traveller. Everything is ready made and thought for you
- For sheep and fools
- Good and cheaper options if you want to travel to the Alps alone or with someone.
- More expensive
- Easy choice but not as flexible as independent travel
- Good when you want the easy way
- Package travel is often easy but also the quality-price ratio is on point. Good choice when you want to just relax from your daily life. Last minute trips are tempting
- I normally choose package travel just because independent travel is more expensive and more time consuming, comparing prices take time. I don't like travelling with other Finnish tourists, because charter flight has more people getting drunk and feeling sick than normal flights. These effect the relaxation on the flight. I feel that one cannot adapt to the local culture when surrounded by a large amount of tourists. Tourist villages are also packed full with Chinese and African sellers selling all kinds of merchandises and this also covers up the local culture. It is rare to experience something unique when it comes to package travel
- Easy when it comes to booking, also can get help easily from the company if needed
- Good option for families and people who don't have time to plan. They get everything ready made for them and one goes for holiday to do absolutely nothing
- Can make travelling easier in some things. I am not interested in the other services what package travel offers so it makes more sense for me to book flight and hotels separately.
- They have always worked for us, if there has been any problems or questions they have always been fixed
- Are a good and easy choice for people looking for relaxation. Sight-seeing and excursions are easily reachable.
- They can be a good option when you are not familiarised with the destination and the culture
- They are a good idea, and I have used them before and will use them in the future
- It is difficult to find a suitable package
- Not a bad thing. It is easier to buy the whole trip in comparison to independent travel. The responsibility is someone else's
- Good option when travelling together with family
- A good choice when looking for an easy holiday. One thing that annoys me the most is too much advertisement. We don't use the services the tour operators offer on location but rather explore ourselves
- I guess they are okay
- It is good that they are an option
- All I need from a package travel is flight and hotel and airport transportation to be included in the price. Other services are unnecessary
- For some tourist types they are a good option
- I guess they are alright
- I guess there are a lot of people using and needing them
- They have their own benefits, it is easier with all the bookings and the responsibility is someone else's
- Generally package travel is out of my budget, but I don't have anything against them either, if I happen to stumble upon a good discount to a destination I would have normally travelled to I would not mind using package travel. This has not yet happened though
- Well our trips at this point require a lot of flexibility and be the most economic. Often package trip are good for leisure but for our company they might not be suitable at this stage
- Easiness is the reason why people choose package travel
- Easy and often cheap, easy way to spend a holiday
- I see package travel most suitable for retirees. I know that other people use them as well. I see package travel as some sort of laziness
- Good, for people travelling for the first time since you can get help in your own language
- Sometimes they are alright. Saves you time and trouble
- Good choice if you are looking for effortless and safety



- Good option for travels when you don't want to do the arrangements yourself
- The last minute trips are okay
- I sometimes choose package travel but in most cases prefer to travel independently
- They are okay if you at location travel independently and don't follow rules
- They are fine but I rarely find anything suitable for myself
- There is nothing wrong with them and from time to time I use them but I prefer doing my own planning. For some people, especially old people it might be the best choice due to safety and easiness
- Easy choice when travelling for leisure
- I have not been using package travel lately
- I think package travel is convenient for someone who want to have everything fixed for them
- Suit people with lack of language skills. Sometimes for families
- I feel that package travel is an easy and stress-free means of travel for people who want to focus only on relaxation and enjoying the destination rather than having a hassle with all the bookings.
- Work really well for older people who might not be able to speak languages too well or are not comfortable using the internet for bookings. Also great for families who want a stress-free holiday
- Package travel is an excellent choice for unexperienced travellers and people who might not have the language competencies needed for independent travel. Also if you are looking for safety, it is the best choice. It is a much better option than not travelling at all. Travelling, even package travel, opens your eyes.
- Suitable for people who are just looking for relaxation
- Too stiff. The tours organised by tour operators to local places are horrible and unauthentic
- I have never tried them so I don't know, but they sound boring. Might be a good choice if only looking for relaxation
- Good invention. I use them when going for beach holiday due to easiness and good price
- A good choice for a busy family
- The price can be really expensive sometimes in comparison to independent travel
- Good thing especially for retirees and first time travellers. Easy and reliable, everything will get fixed
- Very good, I used to use them before
- Good for older people and families. The responsibility is in someone else's hands and you can just focus on relaxation.
- They are aimed for older people with stable incomes
- They have been good. Sometimes I have made reclamations
- All-inclusive trips ruin the positive things tourism brings to the surrounding area
- Meh
- I don't like them because I like to plan my own trips. They never suit my needs or what I am looking for.
- Package travel is easy and suitable for families and old people. I have been on package travel but I feel that making your travel reservations independently gives you more freedom and flexibility
- Package travel can be used to travel independently
- It is an easy option for the traveller to book a holiday. The choice of destination is limited and finding untouched areas is next to impossible when it comes to package travel
- They are okay
- You get what you pay for
- They are needed, not all Finnish people can speak English and there are people who rather travel with tour operators to see things with guides
- Suitable for families and people who don't speak languages and those who are inexperienced travellers
- They are still needed for some people of the nation, due to lack of English skills or being scared
- Not everyone has internet to look for independent travel
- I don't like them
- Good and easy choice
- Suits many
- Easy, relaxation, sun and food mainly

- A bit of boring and often the quality-price ratio doesn't match and you need to pay a lot more, but it differs. If there would be wanderlust styled packages I would be willing to try them. It is bad to travel with other from your own country and can't experience the local culture. Too touristic.
- Don't interest me but might suit some people
- I can't really say since I don't think I have never used package travel. I think they suit for families and older people
- Suit some people. Easy

**16. What is your opinion on independent travel?**

- I support it. It widens your world views because you can travel to destinations that might not be reached by package travel. You learn more responsibility and take care of yourself
- I like it as well, but only alone or in a small group
- I like planning my own trips. I feel that I get more out of the holiday then and I am in control of what I see and do
- It is easier to travel independently to some destinations
- Travelling independently is fun and the cheaper option. Also the planning stage of the trip is fun, when comparing flights and hotels
- A good way to explore the world, you can go wherever you want, meet more international people, Sometimes it is less environmental friendly than package travel, because there might be planes with only a few people in them. You get to meet the locals more
- I find it a nicer and cheaper option for myself
- It is also fun. When travelling together with my husband, we normally lean towards independent travel
- Sometimes it is fun to plan the trip from scratch
- I think independent travel is the best way to experience the local culture and experience new things
- It is suitable for people who want to make an effort in making their holiday plans. You need to be aware of the destination beforehand so you can function without guides
- You get what you want, when it comes to quality and price
- I like independent travel more because there are more options and the trip is as I plan it to be. I also pay for the services I only use and nothing extra. You get to experience the culture and local people more
- Good and functional
- More choice of freedom
- Teaching, freeing, easy and cheap if you make it that way
- It is a great way to experience the city from a different point of view and you get to decide what to see and where to go.
- It is the most suitable option for myself, since I move from city to city during the holiday and stay in hostels with friends
- I love it, it is all about the easiness
- Great, flexible, easy
- The best! You make all the decisions yourself
- It is the opportunity to see more than the touristic part. But also the 'tourist destinations' are often interesting and beautiful and I don't think it makes any effect on if you fly with SAS or TUI Fly to the destination. Both are easy to book online
- It suits me the best because I get to make my own decisions on flights and accommodation
- It is easy to tailor a trip that suits you, you have more flexibility with schedules and what to see
- More exciting and you experience more
- Freer way of travelling and often cheaper option as well
- You experience more than when travelling with a friend
- More options when it comes to bookings and the world is your oyster. When you have some knowledge about travelling, independent travel is the way to go
- It suits independent people, who like to organise their own trips and tailor them to suit their interests
- Best way of travelling
- Best way to get to know the local culture and meet new people
- Free



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- It is easier to experience and see more when it comes to independent travel. It can be cheaper than package travel. A more authentic travel experience and easier to get to know the culture and local customs.
- You are not dependent on anyone else and you get to do what you want
- Independent travel gives you free hands to do what you want and you are able to travel with a small budget
- Broadens your mind
- Independent travel has more choices and you can pick what suits you the best. More my thing than package travel
- Suits youngster and people looking for experiences
- Suits me the best due to flexibility
- Independent travel is more thrilling and gives a nice change to package travel
- Only right way of travelling
- More freedom of choice
- Better than package travel
- Good thing
- Nice when you have more freedom to explore and plan your own schedule
- It is nice that you get to decide where to go
- The best
- Independent travel is fun and thrilling. More freedom when it comes to changing travel plans
- Really positive opinion. I do it myself
- It needs more research but it offers more variety
- Broadens your mind and feeds your quench for adventure. You are forced to interact with the locals
- The only right way
- More choices and due to this it is the more tempting offer
- I like it more
- Easier and cheaper than package travel if you find the right offers
- I rather travel independently. You get to experience the world more as long as you have time to plan your travels
- My personal favourite. I can say that I am an addicted independent traveller
- I like comparing flights and accommodations, trying different airlines and airports, like finding my own way to my accommodation, talking with locals, using the local language, experience new adventures that a typical tourist doesn't experience. You gain much more experiences from independent travel, you broaden your mind and become braver. You learn more about the local life this way
- Sometimes I book separately, for city breaks and destinations close by. I always look through the package travel offers.
- I think that it is great that independent travel is growing. I feel that package travel is boring
- I normally travel independently. I like making my own plans, doing things on my own time, without too many Finnish people around.
- It is good that you can move freely and have the opportunity to change hotels everyday if you want to. If it is a familiar destination you are more aware of the accommodation offerings before. You are not tied to anything but you don't have the security of guides at the destination
- I prefer independent travel. You never know what the next day holds and you get to decide what you want.
- It works for me, more of an adventure when you don't have specific plans
- I am too timid to try independent travel
- I respect it
- In my opinion the better choice, freedom of choice is the most important. I also like planning everything myself rather than buying a package
- Best means of travel with friends or alone
- I have been travelling alone a lot and this is also a good option
- Suits me

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- It gives more flexibility and freedom when it comes to flights, accommodation and location. Our way of travelling
- What is independent travel? The flight is fully booked with other tourists and the hotel is full of tourists. It is more expensive than package travel.
- I like it
- It is okay
- Suits me the best, more flexibility
- More choices and cheaper
- I normally travel independently meaning that I book the flight and accommodation separately also all the activities and transfer. I leave space for changes, so I don't normally plan everything before
- I love travelling by myself, especially for business. Makes me feel like a grown up
- The freedom of options to decide between different flight and accommodations. Personal choices and flexibility and the opportunity to avoid tourist sights
- It is good to sometimes travel alone, you learn new things and take risks when making all the decisions yourself
- I have never used package travel, so independent travel is my choice. I like that I am in charge of what I do
- I like It because everything is up to me
- It is fun, if you have the time needed for planning. You get to know the culture and locals differently. It is important for me when it comes to travelling
- Interesting
- It is a great way to see the world but it is more time consuming
- 5/5
- Ok
- It is a good choice as long as it is cheaper than package travel. We have been using package travel since we have been travelling with kids, but we don't use all the service they offer just the hotel and flights
- Yes please, someone else could handle all the bookings for me though
- I like planning my own trip, but when I look for complete relaxation I often choose package travel. Normally I plan my own trip since it is so easy now-a-days
- Needs more planning and research
- I like it more than package travel
- I think it is as good of a means of travel as package travel
- You get to decide your own destination and can avoid bad travel companions
- Independent travel is easy, due to the internet having a huge amount of different search engines where you can find the cheapest flights and accommodation. The huge amount of options adds work to the planning stage of the holiday. Independent travel is more flexible, with the possibility to change accommodation and cities during your holiday
- It is more free and nicer
- I support it 100%. It is great with a friend or partner to travel independently and experience different destinations
- It brings more thrill to travelling. Independent travel is more free and plans can be changed
- I love it, you get to decide yourself what to do and where to go and don't have to go around in a herd
- Fun, lots of opportunities
- It is getting easier. It is not a problem in destination where English is spoken
- More free and even cheaper. Get to see local life
- Not the best option for everyone, especially for families with young kids. But when travelling with adults or alone, it is often the cheapest choice. And the freedom of choices
- It takes more work to find the best options for flight and accommodation, but it also gives you more freedom than package travel. It brings some thrill to travelling
- It suits me, freedom of schedules and the opportunity to make changes if I feel like it
- It is good if you know how to do it.
- I like the chance of going on holiday with no big plans and you can make the trip look like yourself
- More work and might include more risks than package travel. Adventures interest me



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- Nice, I have been doing it. Though it has its own risks, if flight delays, sickness, death or other accident.
- An amazing way to experience new things if you are brave enough
- Awesome!
- Jess!
- Independent travel is amazing. You get to tailor your own trip to suit your wants and needs
- Independent travel is more thrill and adventure seeking
- It offers the customers a wider range of options when it comes to the destination and what the trip includes. There is more freedom, but all the risks are with you when travelling independently
- Suits me better
- Works well, but it needs more planning from yourself
- It will gain more popularity within young people. Inter railing is not dead, and will grow in the future.
- Best option for me
- It is sometimes really nice
- In my opinion the best choice
- If you are brave enough, it is good
- It gives more than package travel. You see and experience more
- More thrilling, more exciting, 'survivor' feeling, you can find yourself in new unfamiliar situations, you get to interact with the local community and culture
- The means of travel that gives more to the traveller
- I support this more than package travel, you get to set your own pace
- I like this option more because you have to research your destination and learn new things
- Suit some people, I like this more

## VI. Map of Finland

