LAPIN AMK

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FEATURES OF TRAVEL BEHAVIOUR OF CHINESE TOURISTS IN
ROVANIEMI

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Abstract of Thesis

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The aim of the thesis was to explore the recent trend of increasing number of Chinese tourists who are choosing Rovaniemi as a tourism destination and reveal what their travel behaviour is. The thesis was commissioned for the company, Elves Event which offers Lappish experiences for customers and its main target market is Chinese tourist. The training experiences of the author helped to understand Chinese tourists' behaviour in a practical perspective.

The theoretical support of the thesis is based on tourism destination and travel behaviour. In order to ensure the reliability and validity, the previous studies were used in the thesis such as academic journals and statistical data from authoritative organizations. A survey, as a research method was conducted aiming to gather information of Chinese tourists' travel behaviour and their expectations related to travelling to Rovaniemi.

The results of the thesis showed that nowadays, Rovaniemi is a more and more popular tourism destination among Chinese tourists and most of them hold a positive altitude on their travel experiences in Rovaniemi and those who have not visited Rovaniemi held high expectations. Thus, Rovaniemi should keep utilizing its advantages of unique tourism resources such as the Arctic environment and the culture of Santa Claus to promote its attractiveness to expand Chinese market.

The findings revealed some development issues. Rovaniemi should concentrate on strengthening its inconvenient transportation, adjusting the high price of some commodities and developing Chinese services. The thesis offered a general view of how Chinese tourists consider Rovaniemi as a tourism destination and in what aspects the local tourism can be developed in order to benefit its future strategy building.

Key words   Chinese tourism, tourism destination, travel behaviour

CONTENTS

SYMBOLS AND ABBREVIATIONS

UNWTO	The World Tourism Organization
ATTA	Adventure Travel Trade Association
CAGR	Compound Annual Growth Rate
OECD	The Organization for Economic Co-operation and Development
WOM	Word-of-Mouth

1 INTRODUCTION

Tourism as a tertiary industry plays an important role in economic growth and it can bring massive commercial benefits as also creating high need of other industries. One of the reasons that Rovaniemi has become more popular as a tourism destination for Chinese tourists in recent years is that it has unique Arctic environment and a strong brand of Santa Claus as advantages to develop its tourism, attracting an increasing number of Chinese tourists to visit. (Tommasini & Zhou 2016, 200.) This thesis will demonstrate the advantages of Rovaniemi as a tourism destination and explore the trend that the increasing number of Chinese tourists are choosing Rovaniemi as a tourism destination in recent years and analyze their travel behaviour in Rovaniemi.

This topic was chosen due to personal interest and cultural background. The author's experiences in living in China provided a perspective about Chinese travel culture and it was helpful for the analyzing stage of the thesis and building a logical connection with theoretical background.

The thesis is supported by a theory base discussing tourism destination and consumer behaviour which is more specifically about the feature of ravel behaviour of Chinese tourists. It will provide sufficient knowledge to understand the theoretical background.

To ensure the reliability, the thesis will use academic sources and data from authoritative organizations which reflects reliable images of Chinese travel behaviour. To combine those academic sources and data with the theories aiming to understand the definition of travel behaviour and what specific travel behaviour Chinese tourists have in general.

A survey was conducted on perspective of Rovaniemi as a tourism destination from Chinese tourists. The survey was based on the related theories and it was designed for case research. The target group of the survey was Chinese tourist who has been to Rovaniemi and also for those have not visited but are willing to share their opinions about Rovaniemi as a tourism spot. The main purpose of the survey was to demonstrate the expectations from Chinese tourists in Rovaniemi and gather the advice on how local tourism can be developed in order

to gain more satisfactions from Chinese tourists. The result of the survey could be used for future research to strengthen the competitiveness of local travel companies and the level of products.

The Elves Event company commissioned this thesis as their main marketing group is Chinese customers. The key idea of the commissioner is to understand the trend of the increasing number of Chinese tourists and make suitable strategy to expand its business. The cooperative relationship between the commissioner and the author can invigorate the thesis.

2   BASIC INFORMATION

2.1   Background of Thesis

The background of this thesis is that nowadays, China as one of the largest economies, has been impacting increasingly on tourism industry in the world. Statistic of China outbound tourism from Travel China Guide shows that during Chinese New Year of 2019, outbound tourism reached a new record of outbound trips and the number of outbound Chinese tourists was 6.311 million. Compared with Chinese new year of 2018, it grew by 12.48% and the reason of this phenomenon is that the economy of China has developed dramatically in recent years. The personal disposable income of residents has risen up constantly, as a result, Chinese people are capable of spending more money in traveling. (Travel China Guide 2019.)

Finland, as an important country of inbound tourism to be chosen as a tourism destination by Chinese tourists is more popular in recent years. According to Statistics Finland, from January to December in 2019, non-resident tourists spent 7.04 million nights in Finnish accommodation establishments. In addition, the number of overstay nights by Chinese tourists was 51, 300 in the same period. It is a low value compares to Russians which is highest group of non-resident tourists with 814,000 overnight stays and Germans which is the second highest group with 661,000 overnight stays. However, the total number of overnight stays by Chinese tourists from January to December in 2019 had the largest percentage increase which was 15.4% higher than in 2018. (Statistics Finland 2020.) Figure 1 shows the change in overnight stays in 2019 from January to December and the order is from the highest to lowest. It shows that Chinese market is growing rapidly and it has massive potentials to boost Finnish tourism industry.
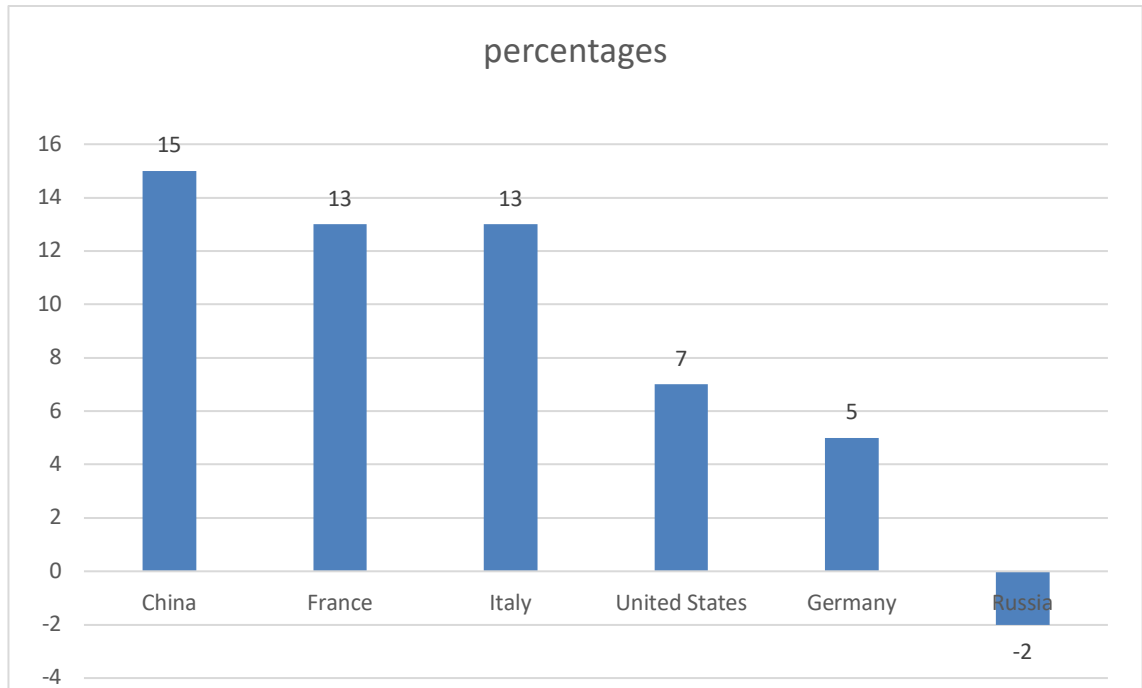
Figure 1. Percentage of Change in Overnight Stays in 2019 From January to December in Finland (Statistics Finland 2020).

The main objective of this thesis is to associate the features of travel behaviour of Chinese tourists with the case destination, Rovaniemi. Specifically, the objectives of this thesis are as follows: firstly, to understand the present trend of the increasing number of Chinese tourists in Rovaniemi. Another objective was to analyze the general features of travel behaviour of Chinese tourists. The third objective was to analyze the advantages of Rovaniemi to develop its tourism for Chinese.

2.2 Thesis Commissioner: Elves Event

The commissioner of the thesis is Elves Event company which started its business in 2019. The core value of this company is to offer unique Lappish experiences and adventures for customers to show local hospitality and culture. The main products of the company are based on its core value which is related to Lapland environment. Firstly, the company provides handcraft workshop such as the process of antler decorating and necklaces making. Secondly, it has safari activities for customers, for example, customer can reserve a northern lights trip

which is a traditional project in winter Rovaniemi. Thirdly, it also offers pick-up service and shares local travel information for customers. (Visit Rovaniemi 2019.)

Analyzing the travel behaviour of Chinese tourist is beneficial for Elves Event to expand its Chinese market through showing their expectations on Rovaniemi. It is also helpful for the company to make suitable strategy to gain satisfactions from Chinese customers. In addition, the training experiences of the author in Elves Event provide practical perspectives and it helps to build an inner connection between the thesis and personal training experiences.

3 ROVANIEMI AS A TOURISM DESTINATION

3.1 Basic Description of Rovaniemi as Tourism Destination

The concept of tourism destination is complex. It can be defined through different dimensions. Traditionally, tourism destination is analyzed from geographical and economic perspectives and they are presented as the bases for modern system and networking approaches (Zemla 2016, 2).

> Destination is a set of institutions and actors located in a physical or a virtual space where marketing-related transactions and activities take place challenging the traditional production-consumption dichotomy (Saraniemi & Kylänen 2011).

A modern definition of tourism destination is multi-level and it is not only from geographical perspective. For example, it can be understood such as a marketing management approach, a customer-oriented approach and a cultural approach. (Tekoniemi-Selkälä 2019.) Nowadays, along with the development of digitization, a new emphasis is placed on the concept of smart tourism destinations. As opposed to the traditional concept, smart tourism destination refers to that all the knowledge and information are accessible to stakeholders in order to motivate them to innovate their products and activities with using digital technologies. (Jovicic 2017, 1–7.) The functions of this accessibility are that tourist's experiences can be enhanced efficiently and it can easily strengthen local companies' competitiveness.

Rovaniemi is located in northern Finland which is the provincial center of Lapland, situated on Arctic Circle. The distance from the capital city Helsinki to Rovaniemi is 830 kilometers and Rovaniemi is Finland's northern sight that can be reached by train. (Popescu & Corbos 2010, 274.)

By land area, Rovaniemi is the largest city in Europe and as a developing tourism destination, the capital of Lapland associates shopping, dining and accommodation with wilderness to ensure its tourism products and experiences can be with local characteristics. (Global Yodel 2016.)

Rovaniemi is the most connected destination in Lapland. It has an international airport which tourists can travel from other airports in Finland, Europe or even some Asian countries. Except flights, Rovaniemi also has a bus terminal and train station ensuring the accessibility. (Lapland 2020a.)

3.2 Tourism Attractions of Rovaniemi

3.2.1 Arctic Circle

As located on Arctic Circle, Rovaniemi is an only city in direct proximity to Arctic Circle. Geographically, the Arctic Circle crosses through Santa Claus Village, located about 8 kilometers in north from city center. (Visit Rovaniemi 2020d.) The close distance from city center to Arctic Circle provides a convenience for tourists who want to experience a tour crossing Arctic Circle.

The advantage of the location of Rovaniemi to develop tourism is that it offers tourists opportunities to experience Arctic environment. An example of local products is Arctic treehouse. Basically, it provides accommodations for tourists, but also focusing on creating Lappish experiences. The core value of this product is to show a strong vision of embracing nature and connect emotional feelings with honoring Lapland's heritage. From the beginning of design, the inspiration of the accommodation concept was based on Nordic nature and Lappish culture. "A vision started to form: small individual accommodation buildings set in nature, their spirit highlighting characteristics of the area and creating an optimal setting for experiencing both nature and arctic mysticism." (Lapland 2020b).

3.2.2 Santa Claus Village

Nowadays, Christmas is not only a popular holiday but also a represent of cultural and economic phenomenon in the world, playing a more important role in tourism industry. In addition, Santa Claus Village, as located in Rovaniemi, has a long history and Rovaniemi has been seen as "The Official Hometown of Santa Claus" by EU. (Fernandes & García – Rosell 2015.)

In recent years, the Santa Claus Village became the Lappish center for Christmas and the most popular destination related to Santa Claus theme. The reasons behind this phenomenon are that it is situated on Arctic Circle and the Christmas culture of Rovaniemi is sending a successful image to the world. The popularity of Santa Claus Village attracts a great number of international tourists steadily and the number of those tourists increased up to four times in several years, exceeding half a million. (Santa Claus Village 2020a.)

Santa Claus Village has many services to offer. For instance, due to its location on Arctic Circle, tourists can pay for a certificate to prove that they have crossed the marked line. At Santa Claus reindeer and husky spot, tourists can spend time with reindeer and huskies and experience a ride in the snow. As one of the main attractions, Santa Claus Post Office provides the mail service to tourists which means they can buy Christmas souvenirs such as postcards to send to their family. At Santa Claus Office, tourists can have a chance to meet Santa Claus for having a short conversation and taking pictures. (Santa Claus Village 2020b.)

3.2.3 Northern Lights

Rovaniemi is seen as one of the best places for observing northern lights in the world. The motivation of Many tourists to visit Rovaniemi is to catch northern lights in their lives. (Visit Rovaniemi 2020e)

Northern lights, as a tourism resource which takes place at specific regions such as Rovaniemi, therefore, many people lack relevant knowledge of this natural phenomenon. For example, a lot of tourists believe that they can see northern lights only in winter. However, the fact is that the earliest period that people can observe is mid-August, as the nights in Rovaniemi start to be sufficiently long for those lights to fill the sky. Generally, the season to see northern lights lasts until April. (Visit Rovaniemi 2018.)

To search for a suitable spot to see northern lights, it is recommended to stay away from city center into a place that has a clear sky without any light pollution.

Another condition is that the clear view and background is needed. Thus, lakeshores or fields are usually positive options for tourists. (Komulainen 2019.)

4 THE TREND OF INCREASING CHINESE TOURISTS IN ROVANIEMI

4.1 The reasons of Popularity of Rovaniemi As Tourism Destination for Chinese Tourists

In recent years, increasing number of Chinese tourists are choosing Rovaniemi as their travel destination. Two main reasons are behind this phenomenon. Firstly, Rovaniemi as a tourism attraction in Lapland is well-known by its natural environment, for example, Rovaniemi as a part of Lapland area has massive forest and lake resources and during winter time, there is a high chance to chase northern lights at night. Santa Claus culture is another important element in Rovaniemi which attracts a great number of coming tourists. (Carbos & Popescu 2010, 273.) Secondly, international tourism destinations are becoming more optional for Chinese tourist because traveling to Nordic countries is more affordable nowadays due to China's economic growth. Compared to earlier years, main travel destinations were around Asia-Pacific region such as Japan and Korea. In addition, Chinese tourist has been changing their travel motivation gradually. For instance, the important factor of choosing a travel destination for Chinese tourist is natural landscapes (Tommasini & Zhou 2016, 200). The Lappish unique environment can provide them unforgettable experience and atmosphere.

The other factor which Chinese tourists take into consideration when they are choosing Rovaniemi as a tourism destination is as important as natural environment. For example, good safety condition is basically needed which can affect choice made from the tourist. According to NUMBEO, a website which offers user contributed data about different countries or cities, crime index in Rovaniemi is 29.22 and safety index is 70.78 from scale of 0 to 100. The date is based on several factors, for instance, property crimes such as vandalism and theft, people using or dealing drugs and violent crimes such as assault and armed robbery. (NUMBEO 2018.) These values show that it is safe for Chinese tourist to travel to Rovaniemi.

4.2   The Related Statistics of The Trend

Rovaniemi as a famous tourism spot, attracts more coming Chinese tourists yearly. According to Finnish national broadcaster, from January to November in 2019, the total number of overnight stays in Rovaniemi was approximately 600,000 which increased over 12 percent of 2018. 60 percent of those were non-resident tourists, of which Chinese tourists had become the largest group, followed by French, German and Russian. (China Daily 2020.)

Due to the outbreak of coronavirus, statistics after January 2020 are not representative as many countries have made different restrictive outbound or inbound policies. According to Visit Rovaniemi, a website which has collected travel related statistics monthly, shows that in 2020 January, the total number of bed nights spent in Rovaniemi was about 98,500, of which China occupied the largest group as 14,300. In the same month, around 43,200 tourists visited Rovaniemi including approximately 10,000 Finnish tourists and 33,100 foreign tourists. In total, Chinese tourists were about 8,400 which constituted the largest amount. (Visit Rovaniemi 2020a.) Figure 2 and figure 3 show the total number of bed nights and visitors in January of 2019 from different countries as top three largest groups.
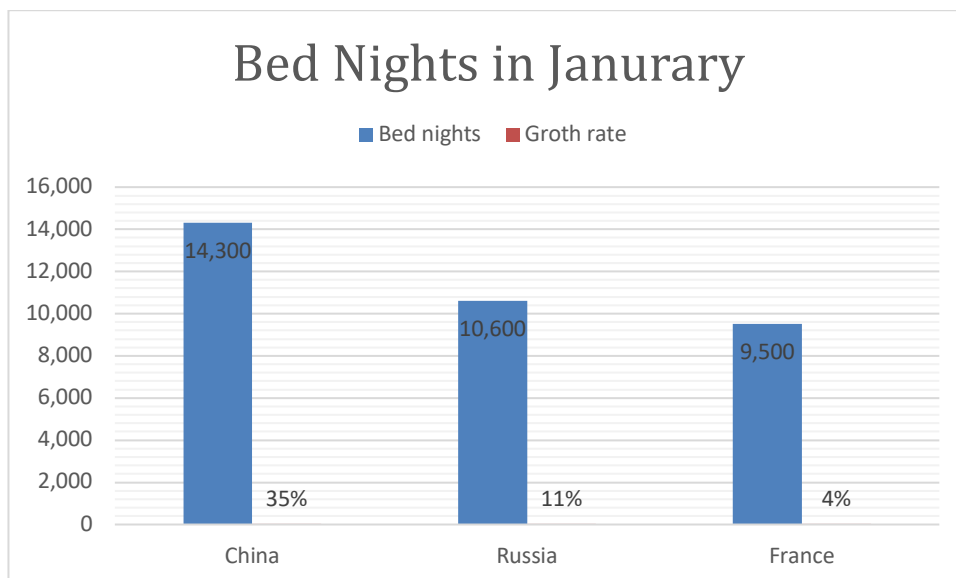
Figure 2. Bed Nights Spent and Growth Rate in January of 2019 in Rovaniemi from China, Russia and France
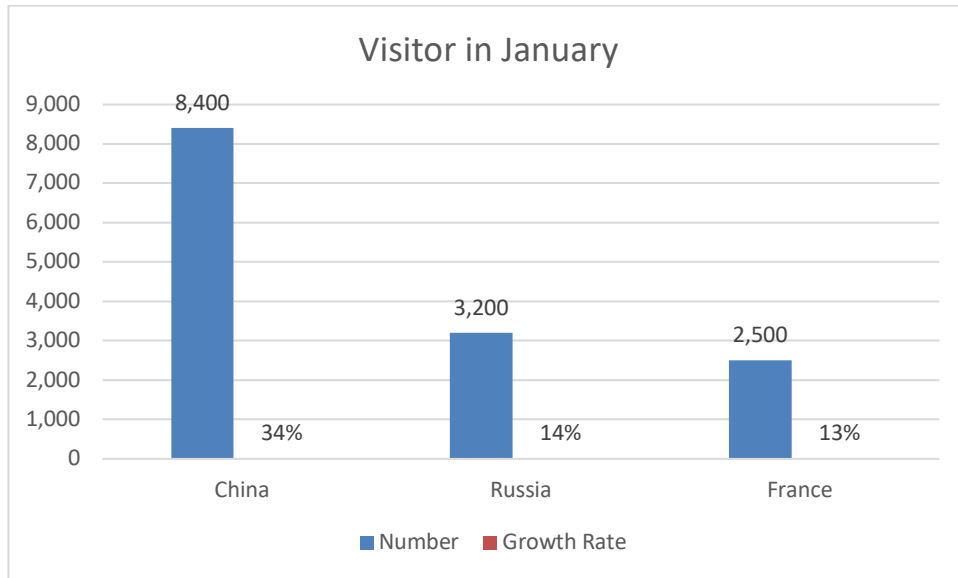

Figure 3. Visitors and Growth Rate in January of 2019 in Rovaniemi from China, Russia and France

According to the figures, Chinese market shows a huge potential. The growing rate of total number of Chinese tourists and the bed nights spent have increased dramatically.

5 ANALYSIS OF CHINESE TRAVEL BEHAVIOUR

5.1 Theoretical Background of Travel Behaviour

Travel behaviour as a cultural term, refers to a process that how tourists make complicated decision during a trip and it has different dimensions to be identified. For example, it is related to travel mode choice, route choice, departure time choice or shopping habits at tourism destination. It also shows how tourists behave in different ways according to their attitudes before, during or after trip. (Vuuren & Slabbert 2011.)

Travel behaviour involves the process of decisions making, activities, thoughts or experiences which meets the needs of tourists. The decision-making of tourists usually has three different types as planned, unplanned and impulse purchases. Nowadays, the decision-making processes in tourism field keep showing a more planned trend as travel becomes a frequent purchase for some tourists. In addition, along with the development of globalization, travel is increasingly part of daily life of tourists. (Cohen, Prayag & Moital 2014, 880.)

The values of consumers in tourism largely guide actions, attitudes, emotions, judgments and behaviour and the connection between them plays an important role in marketing stage. Generally, the values can be affected by society, culture, personal lifestyle, psychology and economy. In tourism area, in order to reveal the travel behaviour of tourists at tourism destinations, it is necessary to understand those factors which can affect the values of tourists. (Juvan, Omerzel & Maravić 2017, 24.)

Travel behaviour is always connected to the travel motivation of tourists. To demonstrate the specific travel behaviour, the travel motivation needs to be taken into consideration. The key factors related to the process model of travel motivation include travel motives, travel experience, as well as external impacts on travel, for example, travel has its educational function as it broadens tourist' s perspective and mind. Except its educative outcomes, travel also benefits tourist's mental health and psychological well-being, therefore, the motivation of

some tourists is to gain educational experiences. Travel motivation is a dynamic and complex definition that varies from individual to individual and it can help to provide theoretical guidance for local tourism to attraction more potential tourists. (Ng & Ho 2018, 61.)

Travel behaviour of travelers can affect the marketing-planning process of local tourism. The aim of analysis of travel behaviour is to set an assessment tool for developing local tourism through understanding the features of travel behaviour and making suitable strategies to expand travel market. (Chen, Huang & Cheng 2009, 494–506.)

This theoretical model and connection of travel behaviour and tourism can be applied to Chinese tourists and Rovaniemi tourism. Through interpreting Chinese tourist's behaviour, to reflect the local travel-related strategies to be taken, aiming to increase the number of Chinese tourists to purchase Rovaniemi tourism products such as visiting ski resorts and having safari tours in order to develop local economy.

5.2   Travel Behaviour of Chinese Tourists

5.2.1   Culture Travel

According to findings of the ITB China Travel Trends Report in 2017, they conducted a survey and the target group was Chinese travel agencies. The aim of this survey was to reveal the growth of culture travel by Chinese tourist. Among many different types of travel, the development rate of culture travel was rapidest. 62% respondents held a view that the growth rate would be expected to reach to 30% or more over coming years. Those agencies declared that nowadays, Chinese tourist cares more about local experience programs and natural views during a culture trip. On the basis of the report, when Chinese tourist is going on a culture trip, they show a high interest in experiencing the local culture and customs at tourism destination. For example, it can be achieved through participating in cultural activities, visiting local museums and galleries, having a city tour and experiencing important festivals. (Töre 2019a.)

Culture travel refers to discovery of a region's culture and history and the main travel behaviour under this concept is that tourists are interested in building a connection with local culture such as understanding the lifestyle of people, local history, art, architecture and other cultural elements which can broaden tourists' horizons. It also can be seen as to strengthen the interaction between different cultures. In recent years, culture travel has attracted wide attention of tourist. (UNWTO 2020.)

Rovaniemi, as a culture travel destination, can offer pure Christmas-themed atmosphere. Some cultural activities could take place in this tourism city. For instance, in Santa Claus Village, Chinese tourists can choose to visit Santa Clause and get a photo taken with him. At post office, they can send letters to home from Arctic Circle. (Visit Rovaniemi 2020b.) Furthermore, the other options can be provided such as Arktikum museum in which Chinese tourists can enjoy exhibits on Lapland's nature and culture. The Rovaniemi Art Museum in the Korundi House of Culture has a fine collection of contemporary art and international exhibits in which Chinese tourist can experience artistic atmosphere. Those symbols appropriately represent local culture and it is beneficial to meet the needs of Chinese tourists on cultural travel.

5.2.2 Sport Travel

According to the ITB China Travel Trends Report and interviewed sports tourism industry experts in 2019, Chinese tourists are expected to spend approximately RMB 1.5 trillion on sports tourism by 2020 and Chinese consumers of sports travel products hold a view that over the coming three years, the sports travel market is predicted to increase between 25% to 30%. (Töre 2019b.) These forecasts are based on the situation that without being affected by coronavirus outbreak.

The definition of sports travel is a process which tourist goes on a trip aiming to experience the type of tourism products which is related to participating or spectating at professional, competitive, recreational, fitness or leisure sporting

games and events. From the perspective of the market, all products associated with sports elements are considered as a part of the sports travel category. Nowadays, sport and tourism are interrelated in this world and it type of tourism shows a strong impact on people's travelling life. (Amrit & Kumar 2013, 8.)

The sports travel behaviour of Chinese tourist can be classified as different types. Firstly, they participate outdoor activities such as hiking, cycling and skiing. Secondly, they watch games such as Olympics, European cup and some other well-known competitions. Thirdly, they take part in competition by themselves such as marathons. Fourthly, they reserve sports training lessons at tourism destination. (ITB CHINA 2019.)

According to China Daily, from December 2019 to February 2020, a total number of 140,000 Chinese tourists visited Finland and it increased 16% compared to last winter. Several reasons behind this trend can be revealed. The driving force was that the direct flights from China to Finland were started since 2019. Furthermore, Chinese tourists show a high interest in Finnish winter sports and the most famous spots for Chinese tourists to visit are located mainly in Lapland. (China Daily 2019.) In Rovaniemi, winter sport activity is a main tourism attraction due to its geographical environment. As a part of Finnish Lapland area, Rovaniemi is rich in winter sports resources, thus, skiing and hockey are popular local activities and it can satisfy the Chinese tourist's high demands of winter sports if those resources are well developed.

5.2.3 Adventure Travel

According to a report conducted from UNWTO and the Adventure Travel Trade Association (ATTA) on trend of global adventure travel, it shows adventure tourism, as one of the fastest-growing industry, is playing a more important role in global market. In previous years, adventure travel was usually taken by backpacker. However, nowadays, since the landscape has changed when people consider adventure travel, it has expanded its target audience which means boomers, families and even luxury tourists all show interests in adventurous trips. (Figueroa 2017.)

Adventure travel is a type of tourism associated with traveling to remote or exotic spots aiming to experience physical outdoor activities and it can also be defined as travelers who are interested in facing challenges both physically and mentally during a trip. On the basis of its definition, the most of adventure tourism products are intangible. (Miettinen & Pajari 2014, 25.)

According to a report on adventure tourism market from Allied Market Research, the total value of global adventure tourism market was $ 586.3 billion in 2018 and it is expected to develop dramatically at $ 1, 626.7 billion in 2026, registering a Compound Annual Growth Rate (CAGR) of 13.3% from 2019 to 2026 (Chouhan, Vig & Deshmukh 2019). It shows that in a long term, adventure tourism will keep a growing trend and the market will be expanded rapidly.

Findings of the ITB China Travel Trends Report in 2019 revealed that In China's marketing, adventure travel is still at a developing stage, but it is predicted to be boosted rapidly since in recent years, Chinese tourists keep showing a growing interest in both the advanced and casual segment. They also conducted a market survey cooperating with 300 Chinese outbound travel agents as interviewees on how much money Chinese tourists are willing to pay for an adventure trip. The result of this survey showed that more than 52% of the interviewees held a view that Chinese tourists are willing to spend over RMB 10,000 on each adventure travel. Another result of this survey demonstrated that among members of the ITB china's Buyers' Circle, around 80% of these interviewed enterprises considered that adventure travel is connected most strongly with young Chinese generation born in the 1980s and 1990s. (ITB CHINA 2019.)

The advantage of Rovaniemi to develop adventure tourism is that it has abundant forest, wetlands and waterways resources which is helpful to create adventurous experiences for Chinese customers, especially with its unique winter environment (Visit Rovaniemi 2020c.) For example, safari as a type of adventure travel behaviour is a famous winter activity in local. Chinese tourists can book a safari trip through local tourism related companies. Hiking is also a representative adventure travel behaviour. Rovaniemi has its special Arctic Circle hiking area

which provides several routes with varying length for Chinese tourists to choose. Furthermore, the other adventure travel behaviour can be optional such as cycling and summer camping in local.

5.2.4   Shopping Trend of Chinese Tourists

Nowadays, Shopping as one of travel behaviour is an important component of the tourism value chain. A shopping trip is becoming a determinant factor affecting tourists' perspective of choosing a tourism destination (UNWTO 2020b).

According to the Ministry of Culture and Tourism, a data was collected on the number of international trips and consumption showed that Chinese tourists traveled to 157 countries and regions and total number of international trips they completed were nearly 150 million in 2018. In the aspect of consumption, Chinese tourists spent the most money in the world with 257.7 billion US dollars in 2017 and it is over than double of spending of American tourists. The date was expected to increase steadily in coming years. A report was conducted based on the date pointed a key fact that Chinese tourists have a high demand of luxury bags, spending 940 US dollars per capita and it shows that the growth of the Chinese middle class is at a dominant status on purchase amount. (CGTN 2019.)

Another shopping trend of Chinese tourists is that the popularity of mobile payment. According to a report released by Nielsen and Alipay in 2019, Chinese tourists prefer to use mobile payment at tourism destination due to its convenience and they are seen as driving the growth of Chinese mobile payment overseas. The report also revealed that on the supply side, mobile payment system is cooperating with local merchants aiming to help them to adapt with "new retail models" and digitalize their operations in order to attract more Chinese tourists to consume. Some key facts were pointed from the report. Firstly, Chinese mobile payment transaction volume was still boosting constantly in 2019, especially on outbound tourism and data shows that Chinese tourists paid through mobile payment 3.4 times out of every 10 payments in 2019, higher than 2018 at 3.2 times. Secondly, since the mobile payment environment for outbound tourism is becoming more mature and the result of this situation is that overseas

merchants are showing a cooperative attitude with joining the application of Chinese mobile payment platforms and digital operations. Thirdly, on the other hand, cash payment abroad was also increasing slightly and the reason behind is that when tourists are travelling to some remote destinations where the cash payment is easier to implement. (WiT 2020.) It shows that although mobile payment is a preference of Chinese tourists, it is still not the determining factor affecting them to choose a tourism destination.

6 THESIS PROCESS

6.1 Qualitative Research

Qualitative research is defined as a research method which is expressed in words and it is used to help to understand the concepts, thoughts and experiences. The qualitative research aims to gather in-depth insights on specific topics which are not well understood. Compared with the quantitative research method, qualitative research focuses on illustrating ideas and formulating a theory or hypothesis through being expressed in words and meanings, while quantitative research focus on testing theories and hypotheses through being expressed mainly in numbers, graphs and tables. (Streefkerk 2019.)

The function of qualitative research is to provide understandings into the problems and uncover trends in thoughts and opinions, and dive deeper into the problems. "Qualitative data collection methods vary using unstructured or semi-structured techniques." (DeFranzo 2011.)

Qualitative research has many different types of methods. Due to its subjective feature in nature, qualitative methods can be classified into five types, ethnography, narrative, phenomenology, grounded theory and case study (Vashishtha 2019).

The author of this thesis conducted a survey on a case study, Rovaniemi as a tourism destination from perspective of Chinese tourist. The aim of this survey is to understand the expectations of Chinese tourists at tourism destination, Rovaniemi and the based theory is consumer behaviour, thus, the target group of the survey is Chinese tourist who has been to Rovaniemi or for those who has not visited, were asked about their expectations on Rovaniemi.

The questionnair was divided in several parts referring to the appendix (Appendix 1). Firstly, the target group filled their basic information in questionnaire such as gender, age group, educational background and income level. Secondly, respondents were asked about their familiarity towards Rovaniemi. For example,

on what type of channels they have gained some information of Rovaniemi and what is the main attraction in Rovaniemi from their perspectives. Thirdly, respondents were asked about their specific travel behaviour. For instance, what type of activities they participated in or they would like to experience in Rovaniemi and what type of products they bought or they would like to pay for. All the options were offered due to the local tourism attractions. In the end, the questionnaire has two open questions for respondents related to their own opinion of their trip or expectations on Rovaniemi and the advice of improvements for Rovaniemi Tourism.

The total number of questions are 17 and the approximate time for filling this questionnaire is 3 to 5 minutes. The design of this survey was finished on Google Forms in early April. The author sent questionnaires to the target group via Email and Wechat, a Chinese social media. In the mid-April, the author received totally 87 responses.

6.2   Reliability and Validity

The reliability and the validity are terms defined for evaluating the quality of the research. Reliability tells whether the results of the research is reliable by measuring the stability or consistency of the results and it can be seen as the ability of the results is reproducible. Validity reflects whether the results of the research is accurately measuring what it is supposed to by checking the correspondence of the results and used theories. (Middleton 2019.)

The thesis is based on the great number of academic sources and data collected from the authoritative organizations. For instance, many academic journals and thesis on previous relevant studies were used to ensure the reliability of the thesis. A wide number of statistics were used in order to indicate the reliability of the thesis and they were gathered from the official agency such as China Daily which is a daily newspaper owned by the Publicity Department of the Communist Party of China and published in China.

The thesis has sufficient theoretical basis. By interpreting travel behaviour and tourism destination and combining those theories with case of Rovaniemi, the thesis built its inner structure logically. Furthermore, the qualitative research method was used to ensure the validity by checking whether its result can be corresponded with theoretical background. To keep the results of the survey confidential, the author decided to conduct an anonymous survey and the reason is that the specific personal information is not necessarily needed on this topic of the research. In addition, in generally, survey respondents tend to answer those questions more honestly when their identity remains anonymous (DeFranzo 2015). The target group of the survey was chosen randomly among Chinese tourists aiming to avoid controllability of the results of the questionnaire. Thus, the reliability and validity of the thesis were taken into consideration carefully.

> The definition of the limitation of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research. They are the constraints on generalizability, applications to practice and/or utility of findings that are the result of the ways in which you initially chose to design the study or the method used to establish internal and external validity of the result of unanticipated challenges that emerged during the study. (Price & Murnan 2004, 66–67.)

The thesis also faced several limitations. Firstly, at sources collecting stage, there were not sufficient academic sources could be found related to the travel behaviour of Chinese tourist in Rovaniemi, for example, what their travel behaviour is in Rovaniemi as a tourism destination. Mostly, it was easy to gather the general theoretical ideas of travel behaviour of Chinese tourist, however, no detailed information could be gained when considering a specific tourism destination such as Rovaniemi.

Secondly, the survey of this thesis was designed in early April. Generally, the high season of Rovaniemi tourism is from November to March due to its tourism is developed relied on winter-based environment (Akhtar 2018). Thus, it was a challenge to have a contact with a large number of Chinese tourists who were travelling in Rovaniemi in the beginning.

Thirdly, the outbreak of coronavirus in the world is influencing the worldwide tourism, Rovaniemi is included. According to the polices of border implemented from many countries, some strict measures are taken in order to control the coronavirus situation such as full lockdowns, shutting down airports, imposing travel restrictions and sealing the borders. China was the first country to take those political measures since the outbreak of the coronavirus took place in China firstly, for example, on March 26 of 2020, China announced that it was temporarily banning the entry of most foreign nationals, excluding diplomatic workers, in an effort to curb the number of imported cases of the coronavirus. In January, China took measures to deal with cases from overseas, with Beijing and other regions forcing international arrivals to go into a 14-day quarantine. The civil aviation ministry also limited passenger numbers on inbound international flights. (ALJAZEERA 2020.) Those implemented political changes have a significant impact on Chinese tourist as many of them chose to cancel their trips overseas, Therefore, at surveying stage, the thesis was facing a challenge to collect more respondents than expected.

Fourthly, language barrier is a limitation during the process of answering the questionnaire. Due to the requirements of the thesis, the survey was conducted in English. The target group of the survey is Chinese, as not native English speakers, some of them had problems with understanding the questions. It mainly shows from that sometimes they were asking about the exact translation of the questions. It might have an impact on the results of the questionnaire slightly.

7   KEY RESULTS OF THE SURVEY

7.1   Background of The Respondents

As the thesis mentioned previously, the total number of received respondents were 87 and the survey was divided into several parts. Firstly, the respondents filled their personal information such as gender, age group, educational background and income level. Below are figures showing the results.

According to the received result, 50 females participated in this survey process which accounts for 57%. By the large, it takes up majority of the respondents. By contrast, 37 males took part in this survey process which is responsible for 43%.
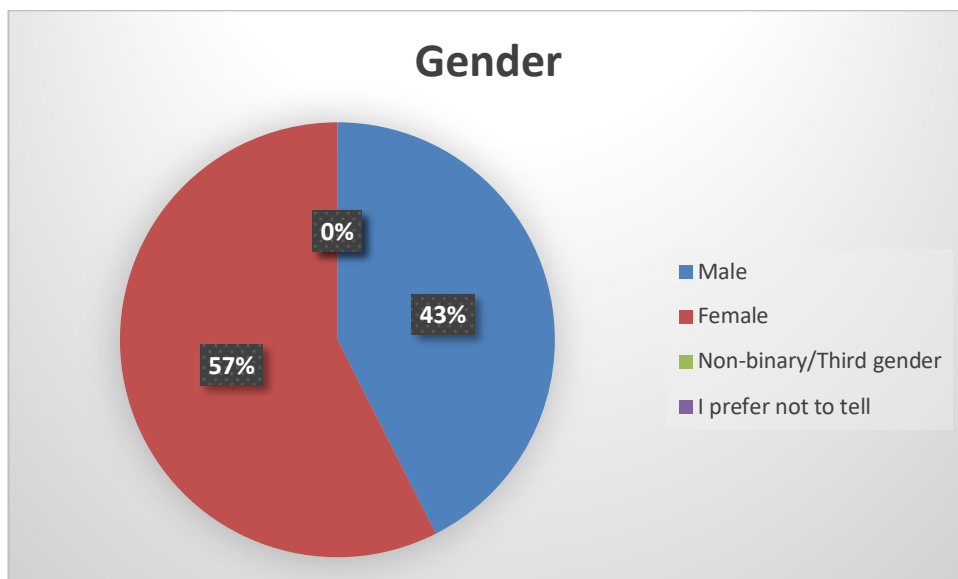
Figure 4. Gender of the Respondents (N=87)

Age was divided into four different groups in the survey as under 18, 18 to 30, 31 to 50 and above 50. As can be seen in the figure 5, the majority of the respondents is from the age group 18 to 30 with 74%. The least age groups were under 18 and above 50 which account for 4% and 6% respectively.
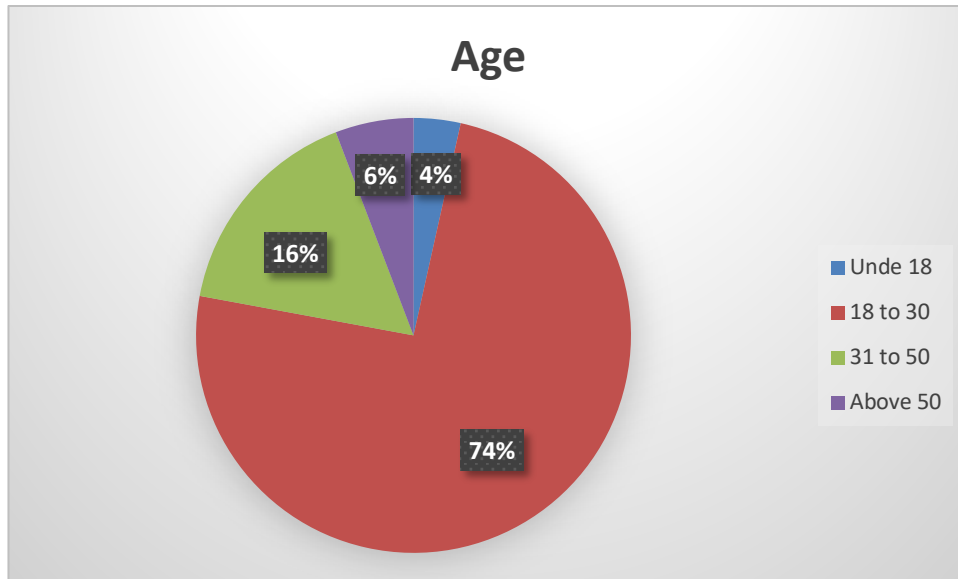
Figure 5. Age of the Respondents (N=86)

According to The Organization for Economic Co-operation and Development (OECD), education in China follows three tier models: primary, secondary and tertiary education (OECD 2016). As the result shows, 91% of respondents had tertiary education while 6% of respondents had secondary education and 3% of respondents had primary education respectively.
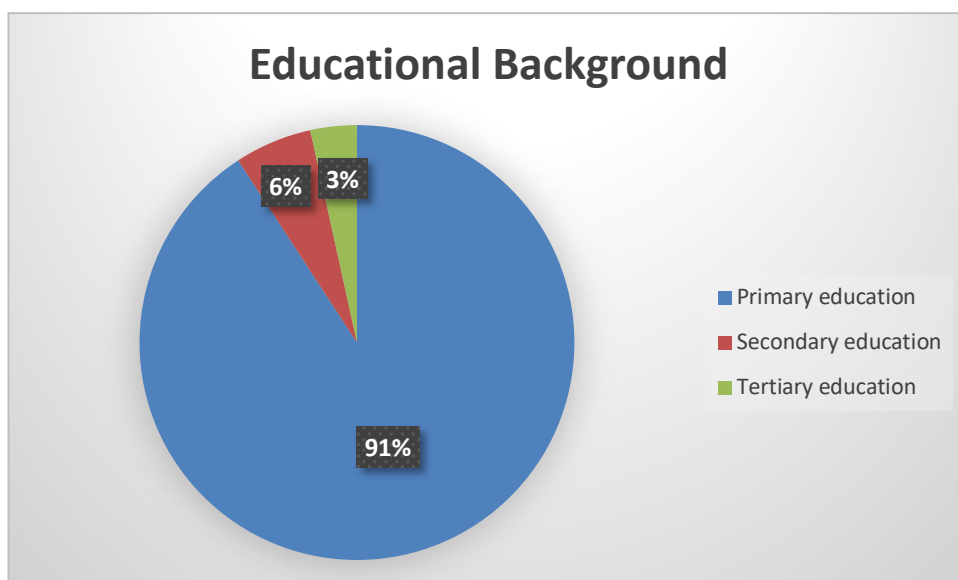

Figure 6. Educational Background (N=87)

The following question is the amount of income level. Since the target group is Chinese people, the author used CNY as currency unit to describe their monthly income level. According to the exchange rate, 1 euro equals approximately 7.68 CNY.

From the figure 7, it can be seen that majority of the respondents earn 10000 to 15000 CNY monthly after taxes with 45%. The second largest proportion is 24% referring to those respondents who preferred not to tell due to its privacy. The respondents who are from the income groups 5000 to 10000, 15000 to 20000, taking up 13%, 15% respectively.
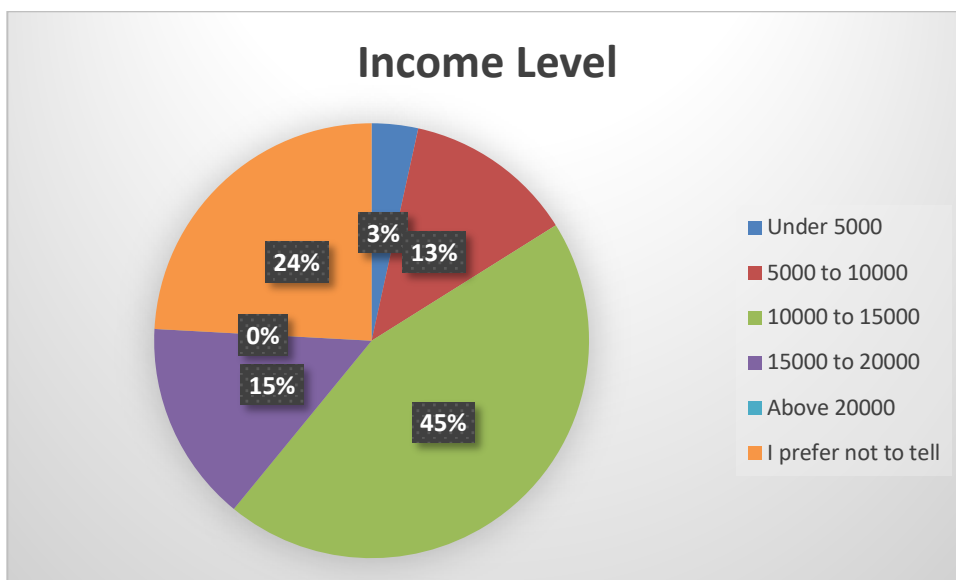

Figure 7. Income Level (N=87)

7.2   Respondents' Familiarity with Rovaniemi

The questions from 5th to 7th in the survey were related to how familiar the respondents are with Rovaniemi as a tourism destination. The figure 8 reveals the main type of channels used by respondents to gather information of Rovaniemi. According to the result, the channels that the respondents heard from their friends or family, Wechat and online travel application occupy three largest proportions which are 54.7%, 41.9% and 64% severally while the personal interest is responsible for 7%. In addition, 10.8% of the respondents chose the

option, other and they answered behind differently. From the received answers, 4.8% of respondents did not show a familiarity with Rovaniemi. Respondents who answered that basically they are living or studying in Rovaniemi take up 2.4%. For those who answered they gain information of Rovaniemi from Facebook make up 2.4%. The least proportion of respondents who answered that the travel agency offered the information is 1.2%. This result shows that the two main channels are Word-of-Mouth (WOM) and the online travel application.
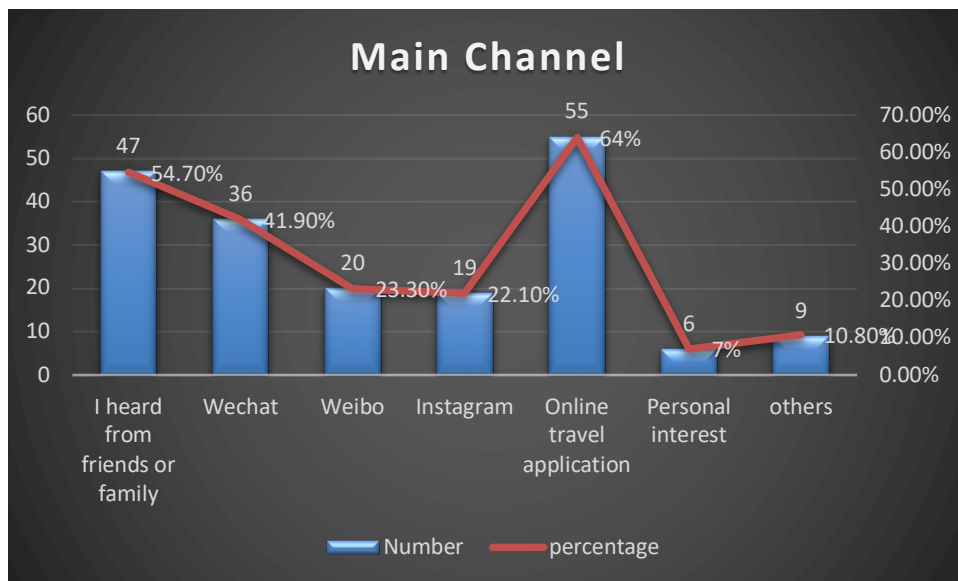

Figure 8. The Main Channel (N=86)

The main attraction of Rovaniemi in respondents' opinion was asked in the survey. The majority of respondents with 96.6% hold a view that nature is the main attraction in Rovaniemi while Lappish culture and winter sports were considered as the main attraction with 37.9% and 19.5% respectively. The least number of respondents chose the option, other which is described as snow, Santa Claus and northern light and it totally takes up 3.3%. The result shows that in general, Chinese tourist maintains that the biggest motivation of visiting Rovaniemi is to see local nature and they consider that it is the main attraction in its tourism industry.
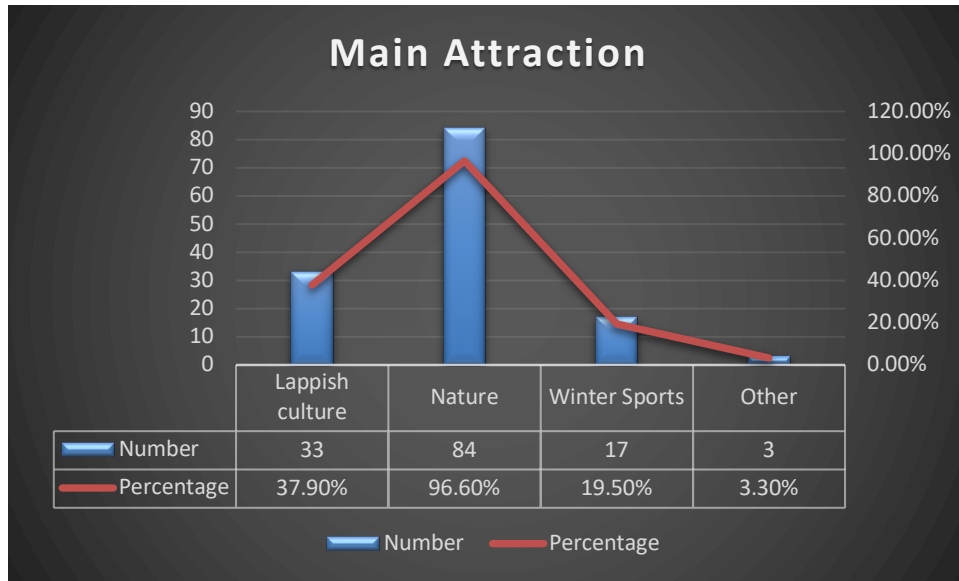
Figure 9. Main Attraction (N=87)

The 7th question is about whether those respondents have been to Rovaniemi. 55% of respondents have not been to Rovaniemi while 45% of them have been to Rovaniemi.
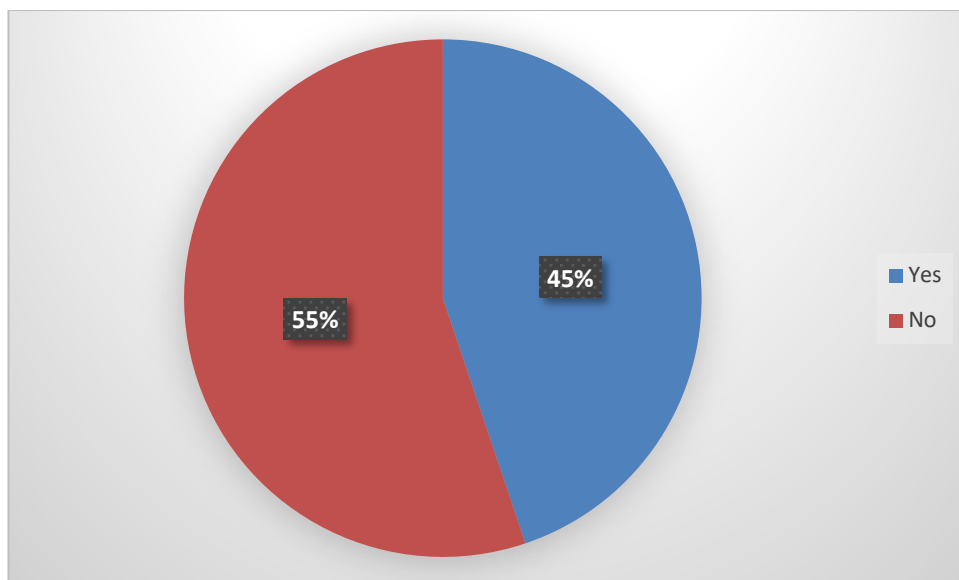

Figure 10. Whether the respondents have been to Rovaniemi (N=87)

7.3 Travel Behaviour of Chinese tourists in Rovaniemi

In this section, the thesis discusses the results related to travel behaviour among surveyed Chinese group. Below are the figures showing the results.

The figure 11 reveals that the winter is the most popular season to visit Rovaniemi with 87.4% of respondents choosing it. 39.1% of respondents which is the second largest group answered that they visited/would like to visit Rovaniemi in summer while spring and autumn account for similarly with 27.6% and 20.7% separately. 2.2% of respondents chose the option, other and they answered specifically that season has no matter with their travel plans and one respondent answered that he/she has been to Rovaniemi in all seasons. The results proved that as the thesis mentioned previously, winter is the high season of Rovaniemi tourism and most of Chinese tourists consider the winter is the best season to visit Rovaniemi.
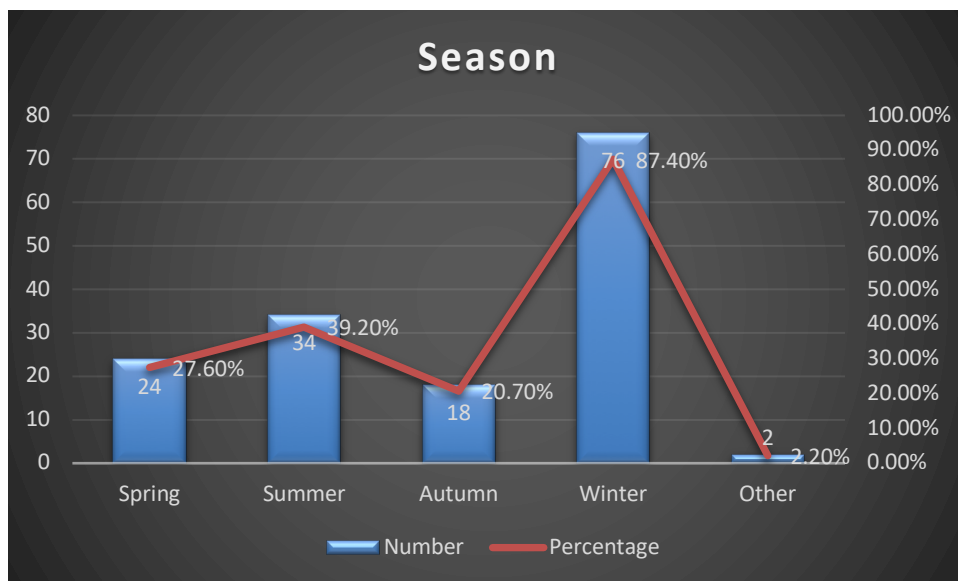

Figure 11. Season to travel to Rovaniemi (N=87)

The question 9th deals with the persons the respondents traveled /would like to travel with. Majority of the respondents chose friends to travel with taking up 46%. The rest options, alone, with family, business trip and other make up 18%, 29%, 1% and 6% respectively. Among the respondents who chose the option, other, they answered that it has no matter with the persons they would like to travel with,

they were visiting their friend in Rovaniemi and they traveled with through a travel agency.
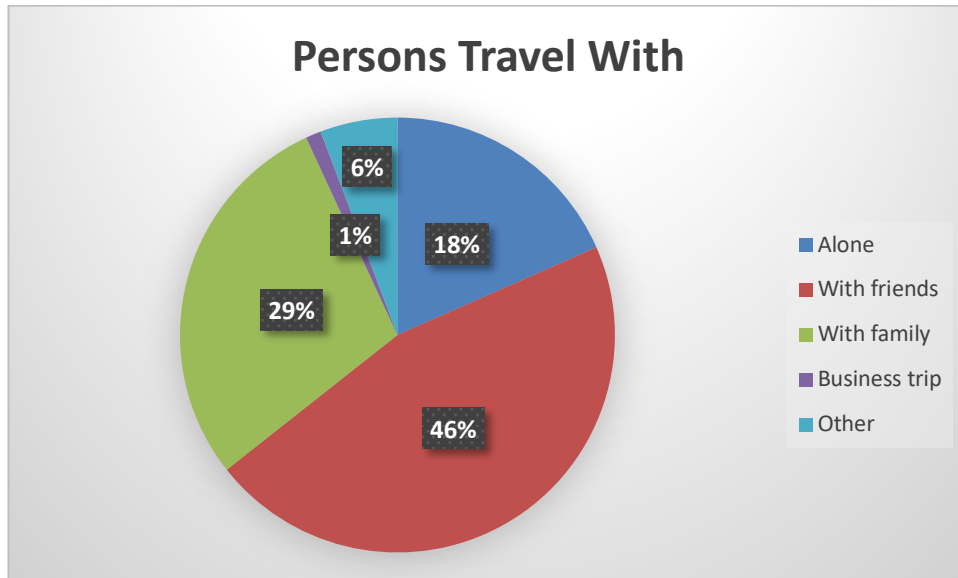
Figure 12. Persons Travel With (N=87)

Figure 13 shows the popularity of transportations among surveyed Chinese tourists. According to the result, the most two popular transportations to reach to Rovaniemi are plane and train which are responsible for 46% and 40%. The rest of the transportations, coach, self-driving tour and hitchhiking take up 4%, 8% and 2% separately. It shows that the ideal ways to travel to Rovaniemi are taking plane and train.
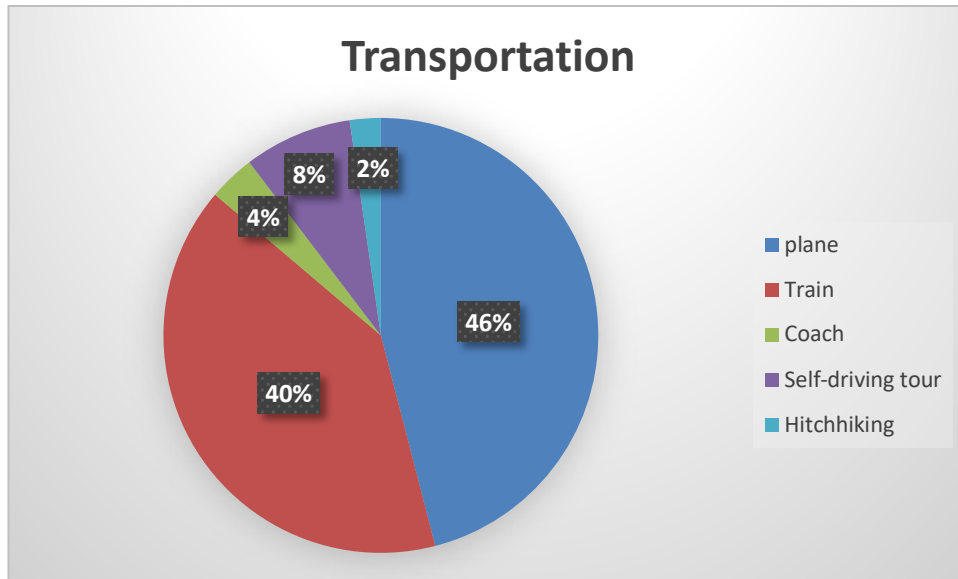
Figure 13. Transportation (N=87)

The figure 14 demonstrates that what experiences the respondents had/would like to have in Rovaniemi. According to the result, two most popular activities in Rovaniemi are visiting Santa Claus Village/Santa Park and having a northern light tour with 92% and 80.5% of respondents. The following activities are safari tour and sauna which occupy 63.2% and 60.9% while the rest of activities, hiking, cycling, fishing, grilling, shopping and other accounting for 23%, 35.6%, 27.6%, 33.3%, 16.1% and 12.1% respectively. Among the other options, respondents answered specifically, for instance, they had a city tour and played the hockey. They would like to build a snowman and exercise. Some tourists had a husky ride in Rovaniemi. The result shows that the most well-known experiences for Chinese tourists are traditional activities in Rovaniemi such as northern light tour, safari tour and sauna.
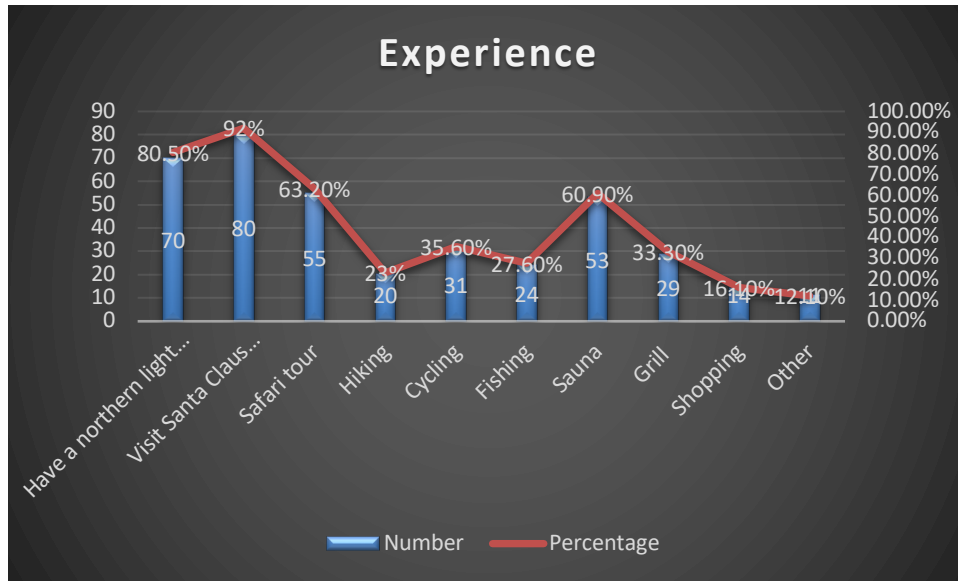
Figure 14. Experience (N=87)

The figure 15 describes that what type of accommodation the respondents chose/would like to choose in Rovaniemi. According to the result, the highest proportion of respondents chose Airbnb with 39%. The following accommodations are hotel, hostel and staying at friend's place which take up 28%, 19% and 8% respectively. 6% of respondents chose the other and their answers can be divided into three groups. Firstly, some of them are renting a student apartment. Secondly, some of they have its own house. Thirdly, one respondent would like to use Couchsurfing application to search for accommodation. The result illustrates that the most popular accommodation in Rovaniemi is Airbnb among Chinese tourists.
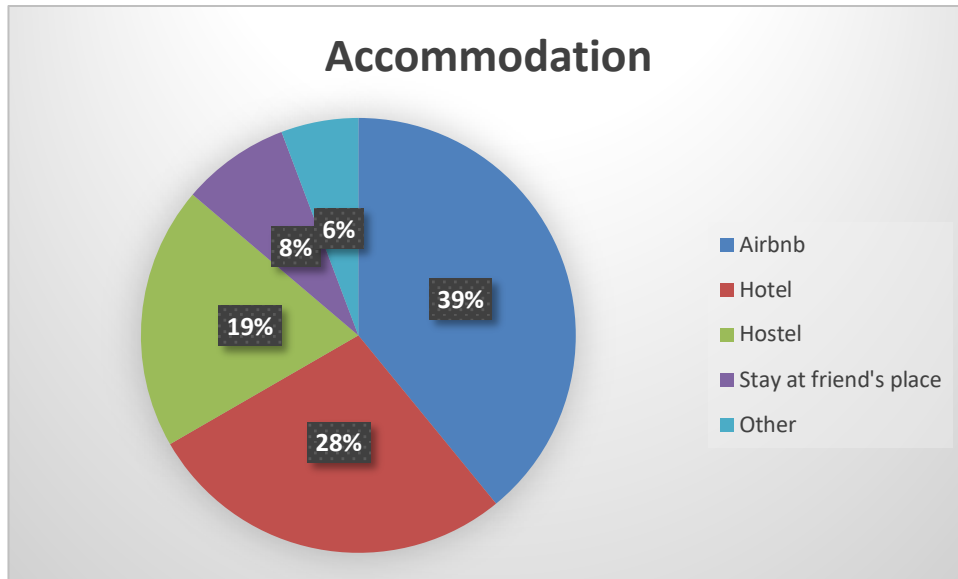
Figure 15. Accommodation (N=87)

The figure 16 reveals what type of food the respondents tried/would like to try in Rovaniemi. The majority of respondents' preference is local food with 74% while the least of them chose Chinese food with 10%. 16% of respondents tried/would like to try the other food such as sushi and European food. Some of them made food by themselves and tried both local and Chinese food. The result shows that in general, Chinese tourist prefer to have local food rather than Chinese food in Rovaniemi.
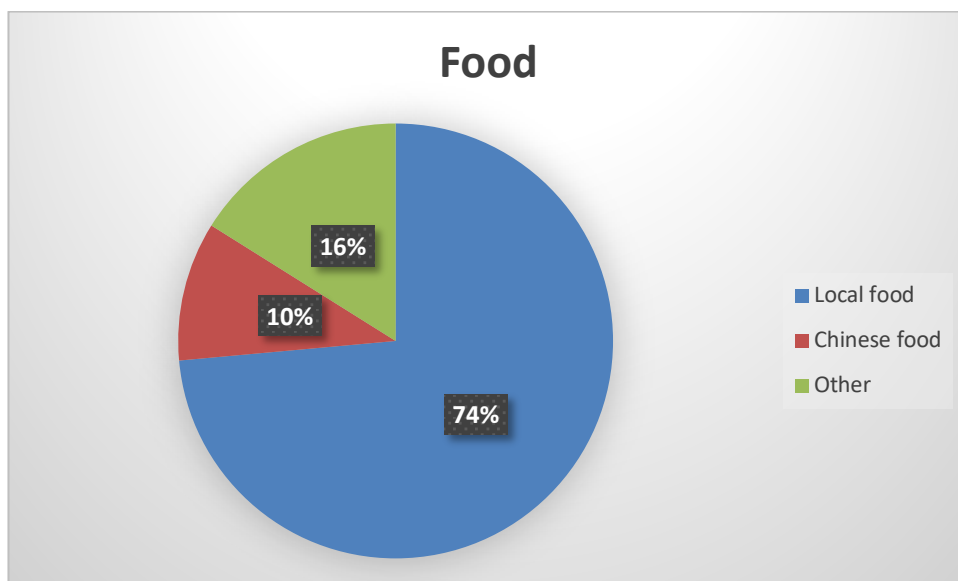
Figure 16. Food (N=87)

The figure 17 demonstrates on what type of products the respondents spent/would like to spend the most money in Rovaniemi. 93.1% of the respondents chose tourism activities which is the highest proportion in the survey. The following products are accommodation, souvenir, food, luxury products and the other which occupy 58.6%, 46%, 28.7%, 6.9% and 3.3% respectively. The result shows that the tourism activities are the highest expenditure.

|	Food	Souvenirs	Accommodation	Tourism activities	Luxury products	Other
Number	25	40	51	81	6	3
Percentage	28.70%	46%	58.60%	93.10%	6.90%	3.30%
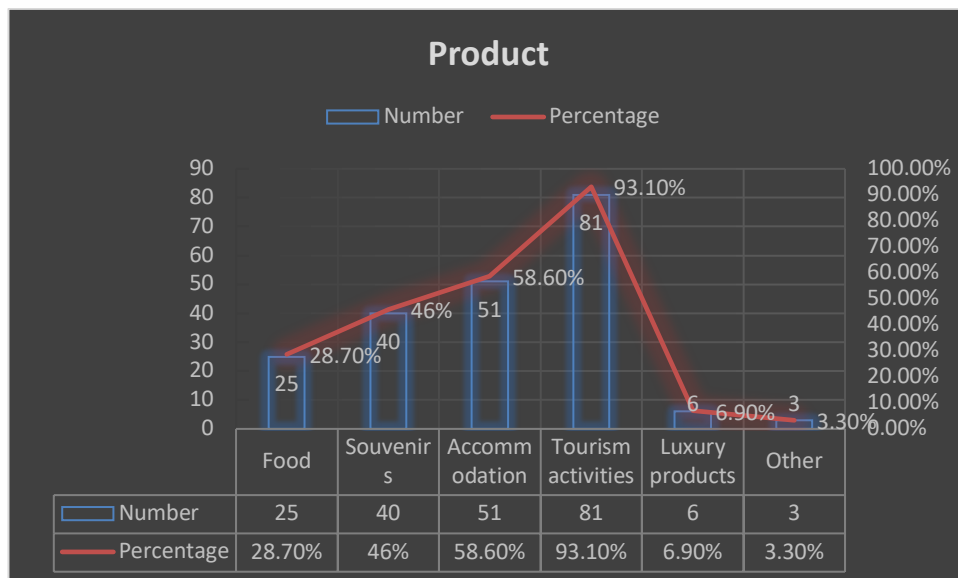
Figure 17. Product (N=87)

The figure 18 reveals how the respondents prefer to spend money in Rovaniemi. Majority of the respondents prefer to pay by mobile payment with 42% due to its convenience. The second largest group of respondents taking up 30% that do not really care about the way to spend money in Rovaniemi while 22% of the respondents would like to use credit card and 6% of the respondents prefer to pay with cash. To sum up, generally Chinese tourists are willing to use mobile payment since its popularity in China as the thesis mentioned previously and paying by cash is the most unpopular way during a trip.

Figure 18. Payment (N=87)

7.4   Open Questions of the Survey

Two open questions were designed for Chinese tourists about how they describe their trip or their expectations on Rovaniemi and how local tourism can be developed in their opinion if they have been to Rovaniemi.
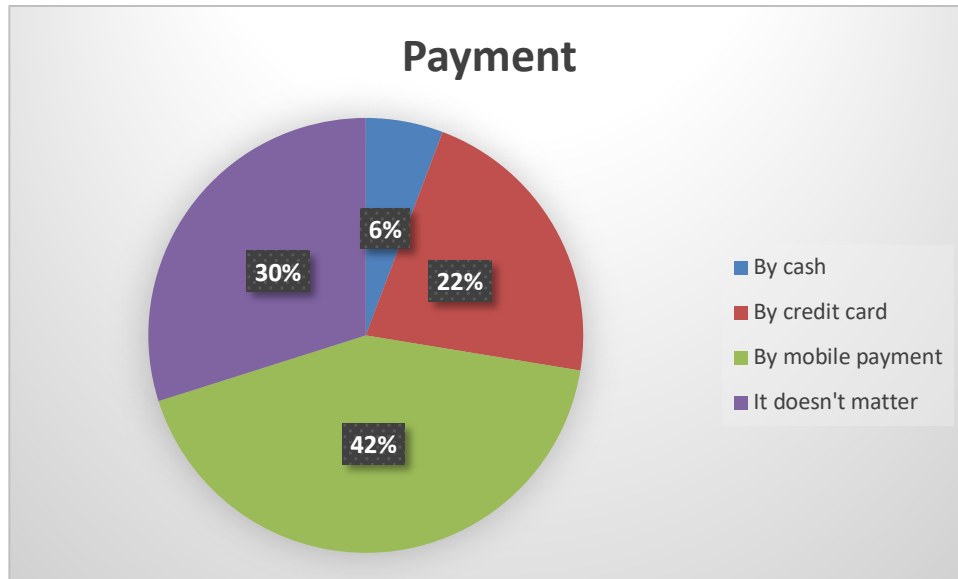
According to the answers, the description of their trip or their expectations on Rovaniemi can be summarized into six categories. Firstly, nature related answers can be seen as the majority of the respondents offered, for example, they answered that Rovaniemi is a beautiful and natural city in Finland and it has clean lake, sky and air, thus, it is great to have a vocation there. In addition, low temperature was mentioned many times among those open answers. Secondly, faraway location of Rovaniemi was considered by many Chinese tourists due to its long distance from China to Finland. Thirdly, some respondents had a strong opinion of Finnish healthy lifestyle. Fourthly, some of them commented positively on the local activities they experienced such as having a safari tour, visiting Santa Claus and having the other outdoor activities. Fifthly, some respondents mentioned that the winter atmosphere is a local characteristic meanwhile, the weather does not support to explore outdoor activities. Sixthly, some irrelevant answers were provided. The result demonstrates that most of the Chinese

tourists hold a positive opinion on travelling to Rovaniemi and for those who have not been, they show a high interest in visiting Rovaniemi. In other words, Chinese market is still potential in Rovaniemi.

The total amount of advice on how Rovaniemi can be developed is 39. According to the answers, it can be summarized into seven categories. Firstly, local transportation has huge space to be improved. A large number of respondents mentioned that it is not convenient to reach some tourism spots and they hoped that more buses can be offered to tourists. Furthermore, the roads are slippery in winter, thus, the road condition can be enhanced. Secondly, many respondents considered Rovaniemi as a commercial tourism destination especially in Santa Claus Village. Thirdly, the price of travelling in Rovaniemi is too high on several topics such as accommodation, safari tours, souvenirs and transportation fee. Fourthly, some respondents commented that the language barrier affected their travel experiences and they hoped that more Chinese speaking workers can offer the services in Rovaniemi tourism industry. Fifthly, local products were commented in the open answers, for example, some respondents mentioned that there were not enough products to buy in city center and they hoped that they can see more souvenirs with Finnish style. Sixthly, a few respondents answered that they had a great trip in Rovaniemi, thus, they did not know if there was anything else can be developed. Seventhly, some irrelevant answers were offered. To sum up, the main issues in Rovaniemi tourism are inconvenient transportation and high commodity price. To gain more satisfactions from Chinese tourists, it needs to be strengthened as future strategy.

7.5   Reflection of the Survey

According to the basic information of the respondents, the majority of those are females, however, there is not much difference in quantity. The main surveyed group is from the age group 18 to 30 which shows in this survey, the most of shared opinions are from the perspective of young generation. Furthermore, a large number of respondents had tertiary education in China and they belong to the middle class due to their income level.

In this survey, most of respondents have not been to Rovaniemi and some of them did not show a familiarity with Rovaniemi as a tourism destination. It can be indicated in several aspects, for example, some respondents expressed that they have not heard about Rovaniemi and the main channels for Chinese tourists to gain information of Rovaniemi are still traditional such as WoM and online travel application. It reflects that the marketing methods can be innovated in order to attract more coming Chinese tourists, for example, some local tourism companies can implement their marketing plans on Chinese social media such as Weibo.

Nature is the main attraction in Rovaniemi for those Chinese tourists and it keeps motivating them to travel to Rovaniemi. It reveals that the tourism companies or agencies can fully utilize its natural environment as tourism products on the premise of environmental protection. In addition, Lappish culture related activities and winter sports can still be developed.

Winter is still the high season in Rovaniemi tourism and most of Chinese tourists showed an interest in visiting Rovaniemi in winter, thus, it is significant to combine seasonal advantages of Rovaniemi with its tourism products, for instance, tourism companies can enhance its winter tourism products such as safari tour and northern light tour to meet the needs of Chinese tourists to explore winter Rovaniemi. The main purpose of the trip is to have a vacation since most of them traveled/would like to travel with their friends or family and the most popular transportations are plane and train.

The most famous tourism activities for Chinese tourists in Rovaniemi are still traditional, for example, most of Chinese tourists enjoyed or would like to enjoy visiting Santa Claus Village or Santa Park and having a northern light tour. It reflects that the diversity of tourism products needs to be strengthened while maintaining the attractiveness of those traditional products.

When it comes to consuming behaviour, most of Chinese tourists are willing to choose Airbnb to stay due to its reasonable price and quality and they prefer to try local meals rather than Chinese food. During their trips, they spent/would like to spend mostly on tourism activities which means the luxury product is not an

important sector in its consumption expenditure and it corresponds with Rovaniemi tourism which mostly relies on its nature and winter tourism activities. Furthermore, most of Chinese tourists prefer to spend their money with mobile payment due to its popularity in China, thus, tourism companies can widely develop can utilize technology of mobile payment to ease the process of purchasing.

The majority of respondents hold a positive view of visiting Rovaniemi according to their descriptions. It reflects that Rovaniemi tourism still has massive potentials in Chinese marketing. The opinions of what Rovaniemi tourism can be developed from Chinese tourists show a direction of future strategy making. The main issues of local tourism are its poor transportation, high price of commodities and the lack of Chinese services. Therefore, it is important for bus companies to deal with the transportation issue, for instance, increasing the working frequency of buses in high season. In addition, some tourism companies can consider reducing the price of its products within a reasonable range to enhance the desire of Chinese tourists to buy those products. Furthermore, at tourism spots in Rovaniemi, it is necessary to hire more Chinese speakers to communicate with Chinese customers since the English level of most of those tourists is not capable of communicating.

8 CONCLUSION

The thesis analyzed the advantages of local tourism resources in Rovaniemi and illustrated the trend of the increasing number of Chinese tourists and their travel behaviour. It also revealed that the specific travel behaviour of Chinese tourists in Rovaniemi. The objectives and goals of the thesis had been reached based on academic sources, authoritative data and a survey on Rovaniemi as a tourism destination from perspective of Chinese tourist. It also ensured the reliability and validity of the thesis.

In recent years, Rovaniemi has been a popular tourism destination for Chinese tourists based on its abundant tourism resources. In addition, in a long term, Rovaniemi will keep attracting increasing number of Chinese tourists to visit if without any unpredictable situations taking place such as the outbreak of the virus.

Nowadays, culture travel, sport travel and adventure travel are becoming more and more popular among Chinese tourists, according to previous studies. According to this trend, the travel behaviour of Chinese tourist is connected to those travel themes. Rovaniemi, as a tourism destination, has its unique tourism resources such as geographical environment, the culture of Santa Claus and winter outdoor activities. It highly meets Chinese tourist's travel needs to access to a local culture, experience the sports or adventure related activities.

A survey focused on the features of travel behaviour of Chinese tourists in Rovaniemi was conducted and the author received total 87 respondents. According to the results, traditional market channels are the main ways for Chinese tourists to gain information of Rovaniemi such as WoM, online travel applications and some Chinese social medias. In their opinion, the local nature is the main attraction to visit Rovaniemi and the most famous season to explore is winter. Plane and train are the most popular transportations to travel to Rovaniemi from another city in Finland and most of the Chinese tourists prefer to have a trip with their friends. In Rovaniemi, the favorite experiences of Chinese tourists are visiting Santa Claus Village/Santa Park and having a northern light tour which are

traditional attractions in local. Most of Chinese tourists prefer to reserve Airbnb as accommodation due to its suitable price and quality. Local food is their preference rather than Chinese food. On the products, tourism activities are the highest expenditure for Chinese tourists and they prefer to use mobile payment in Rovaniemi. The survey also collected their comments on their trip or expectations and it can be seen that Chinese tourists usually hold a positive view on Rovaniemi. Furthermore, 39 suggestions on what improvements Rovaniemi tourism needs were offered among those respondents and it shows Chinese tourists expect that the local transportation condition can be developed, the price of commodities can be lower and more Chinese services can be provided. In order to gain more satisfactions of Chinese tourists, those improvements need to be taken into consideration for local tourism companies.

Along with the development of tourism, Chinese market will keep playing a significant role with its high potentials to bring massive profits, thus, it is important to understand what Chinese customer's demand is. The thesis demonstrated their features of travel behaviour in Rovaniemi and showed the main issues of local tourism in order to help to make possible future strategy of Rovaniemi tourism. Although, the thesis faced its limitation, it still contributed to the deeper studies.

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APPENDICE

Appendix 1.   Questionnaire on Rovaniemi as A Tourism Destination
from Perspective of Chinese Tourist

Appendix 1.   Questionnaire on Rovaniemi as A Tourism Destination from Perspective of Chinese Tourist

Research on Rovaniemi as A Tourism Destination from Perspective of Chinese Tourist

The questionnaire is based on theory of travel behaviors aiming to understand expectations of Chinese tourists on Rovaniemi as a tourism destination. We kindly ask you to spend approximately 3 to 5 minuets to fill this questionnaire.

We will keep your information confidential and your answers will be used only for the thesis. Thank you so much!

1. What is you gender? (Single selection)

( ) Male
( ) Female
( ) Non-binary/Third gender
( ) I prefer not to tell
( ) Other: _____

2. Which age group describes you? (Single selection)

( ) Under 18
( ) 18 to 30
( ) 31 to 50
( ) Above 50

3. What is your educational background? (Single selection)

( ) Primary education
( ) Secondary education
( ) Tertiary education
( ) Other: _____

4. What is your income level? We use CYN as currency unit to describe your monthly income and 1 Euro equals approximately 7.68 CNY. (Single selection)

( ) Under 5000

( ) 5000 to 10000

( ) 10000 to15000

( ) 15000 to 20000

( ) Above 20000

( ) I prefer not to tell

5. What is the main channel do you get to know Rovaniemi as a tourism destination? (Multiple selection)

[ ] I heard from friends or family

[ ] Wechat

[ ] Weibo

[ ] Instagram

[ ] Online travel application

[ ] Personal interest

[ ] Other: _____

6. What is the main attraction in Rovaniemi in your opinion? (Multiple selection)

[ ] Lappish culture

[ ] Nature

[ ] Winter sports

[ ] Other: _____

7. Have you been to Rovaniemi? (Single selection)

( ) Yes

( ) No

8. In which season did you/would like to visit Rovaniemi? (Multiple selection)

[ ] Spring

[ ] Summer

[ ] Autumn

[ ] Winter

[ ] Other: _____

9. Who did you travel with/would you like to travel with? (Single selection)

( ) Alone

( ) With friends

( ) With family

( ) Business trip

( ) Other: _____

10. What type of transportation did you choose/would like to choose to get to Rovaniemi from other cities in Finland? (Single selection)

( ) Plane

( ) Train

( ) Coach

( ) Self-driving tour

( ) Hitchhiking

11. what did you do/would you like to do in Rovaniemi? (Multiple selection)

[ ] Have a northern light tour

[ ] Visit Santa Claus Village/ Santa Park

[ ] Safari tour

[ ] Hiking

[ ] Cycling

[ ] Fishing

[ ] Sauna

[ ] Grill

[ ] Shopping

[ ] Other: _____

12. what type of accommodation did you choose/would you like to choose in Rovaniemi? (Single selection)

( ) Airbnb

( ) Hotel

( ) Hostel

( ) Stay at friend's place

( ) Other: _____

13. what type of food did you try/would you like to try in Rovaniemi? (Single selection)

( ) Local food

( ) Chinese food

( ) Other: _____

14. On what kind of products did you/would you like to spend the most money in Rovaniemi? (Multiple selection)

[ ] Food

[ ] Souvenirs

[ ] Accommodation

[ ] Tourism activities

[ ] Luxury products

[ ] Other: _____

15. How do you prefer to spend money in Rovaniemi? (single selection)

( ) By cash

( ) By credit card

( ) By mobile payment

( ) It doesn't matter

( ) Other: _____

16. How do you describe your trip or your expectations on Rovaniemi? (Open question)

_____

17. What can be developed from the perspective of tourism if you have been to Rovaniemi? (Open question)

_____

Thanks for sharing your valuable time to fill this questionnaire!

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