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Satisfaction level on Löydön Kartano among Russian customers.

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DESCRIPTION

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Abstract <p>Finland is a very attractive country for Russian tourists because of its nearest location to the Russian border. Russian customers are highly demanded at the tourist market in Finland. Finland is interested in attracting Russian customers, especially hotels and manor houses, located near the Russian border. In order to attract new customers it is necessary to find out the level of customers` satisfaction at the moment.</p> <p>The purpose of my thesis is to study the level of customers` satisfaction at manor house Löydön Kartano, Ristiina among Russian customers. The outcome is to provide the information that could develop the overall level of satisfaction and give recommendations to manor house owners.</p> <p>For this study, I used the method of online survey on the Internet. I conducted a survey of satisfaction level among Russian customers regarding their vacation in Löydön Kartano. The target group for the survey were selected Russian customers, having rest in manor during the last year. Thanks to an online survey, I studied the main aspects which the guests were satisfied and not satisfied with and why.</p> <p>During the research there were obtained results. Manor has received a high level of satisfaction among Russian customers for the last year. This is due to the conditions of accommodation, reasonable price and high quality services. In this thesis there are also given the recommendations and guidance by how to increase the overall level of customer satisfaction in the manor.</p>			
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1. INTRODUCTION

At present, the hotel business is gaining popularity. The goal of any organization, including hospitality is to make profit. How can you make profit in the hotel industry? At first, by providing services to consumers. Provide accommodation, food and additional services to guests. In exchange for quality service, consumers will pay enough money. It is important to know the needs of customers, who you want to attract. You should give as much attention as possible for guests, who receive services in your hotel. In order to maintain a high level of service you should periodically monitor hotels and ask your guests if they are satisfied with their services. To determine the level of satisfaction of the guests you need to conduct market research and interviews with guests.

I will be doing this work for the estate Löydön Kartano. Marketing researches are primarily based on the basic knowledge of the theory and secondly on the practical research, which is often done by asking the hotel guests when it is concerned a clarification of satisfaction level of guests` services of the hotel. Most hotels provide three types of services for their guests. These are accommodation, catering and additional services that can be varied and depend on the creativity of the owners of the hotel.

A higher level of customer satisfaction attracts more customers and they become regular guests. They return repeatedly, promoting the hotel to their friends and acquaintances. It is called word of mouth. This type of advertising is much more effective than expensive brochures and advertising on television or radio. People are used to believe their friends` words based on their impressions and personal experiences. It is much more attractive than to see a beautiful picture or poster on the wall of a travel agency or bright banner on the Internet. People perceive banners as advertising, spam and they are accustomed to ignore the advertising on the Internet, magazines and even on television. Therefore any hotel company is interested in keeping customers and bringing them back, thus attracting new customers and if they like your hotel service advertising by word of mouth, it will spread further and make your hotel popular among regular customers and attract new ones.

1.1. Purpose of study

The purpose of my thesis is to study the level of customer`s satisfaction at manor house Löydön Kartano, Ristiina. The objectives of my work are – To find out the Russian customers experience in Löydön Kartano. - To find out if manor offers good quality of service, what is the level of customer satisfaction and how it can be improved.

At the same time I wish to attract more customers in the manor. Each year, the manor house welcomes a great number of tourists. If I find out the degree of customer satisfaction in my research work, I can draw conclusions about the things which should be improved and thus make the manor more attractive for visitors in the future. I need to understand the satisfaction level of the customers in order to make possible improvements. For this work I created a survey among Russian customers.

Based on the survey, I have found out what manor guests like and dislike, which services they use in the manor, and which they do not and why. Each type of tourist activity and business aims at in attracting, retaining and keeping the customers. It is especially important for the business owner in the tourism and hospitality industry because consumers provide future and development of their business. Theme of customer satisfaction is interesting and relevant because the owner of any business wants to get profit.

1.2. Research Questions

Research questions are very important in any research paper. The correct formulation of questions help you get the most complete information from the respondents. In such a way the readers have a deeper understanding of the work. The research questions are the following:

- 1. What is the level of satisfaction in the manor among Russian customers?*
- 2. What does not satisfy the customers in the manor?*
- 3. What should be developed in Löydön Kartano?*

1.3 Research methods

I chose the method of interrogation in my work because I have a certain target audience, which I will ask questions and according to the responses analyze the results and give the recommendations.

In my research, I am going to use the survey method, qualitative research as well as collection of the primary data. Survey method is the most suitable and universal for such kind of work that I have. With survey method I will have more complete information for analysis and results. The data for this study is collected by using the qualitative research method. The information will be taken from the literature, articles, Internet sources, and by the survey.

1.3.1 Quantitative and qualitative research methods

In my thesis work, I used quantitative research because I deal with the respondents from my specific target group. Quantitative study answers the question "who?" and "how much?". Basic methods of quantitative research - these are different types of surveys, one of which is represented in my study.

Qualitative research methods carry more flexibility in comparison with quantitative research methods. Researcher has a great chance to change direction to get the results he desires due to the focus of degree of consistency of the approach. (Szwarc Paul, 2005, 38). In this study, the qualitative research method will be used, which is being conducted by survey. The qualitative research method is based on the questions how and why. This kind of research gives the opportunity to understand reasons for the interviewees' behavior and to perceive what drives people to do something.

I use the method of qualitative research because to me are important qualitative results and therefore I ask specific questions with various possible answers. This it helps me to understand the important aspects of customer satisfaction among my target group. This study is based on answers to questions of Löydön Kartano's customers.

1.3.2 Data collection

A simple definition is that primary data is collected by a research group for the specific analysis of question. (Salkind N. J, 1330, 2010). Data was collected during the first two months of my practical training in the manor Löydön Kartano. I collected the general information from the web site, from owners and by my own observation. Other important part of my data for my study was collected by customer satisfaction survey. Data on customer surveys I received within two weeks of placing the survey on the Internet. The maximum number of responses was received during the first week of placing the survey.

1.3.3 Survey

I made a survey and conducted it on the Internet among the guests of the estate Löydön Kartano. Selection among the guests was simple. I chose the Russian customers, who had stayed in the estate for the last year (from winter to winter 2013-2014 and 2014-2015). During the year 163 travelers of different nationalities (especially Finns) stayed in the manor and 30 of them were Russians.

Statistics show that in the summer months the greatest number of customers comes, but the Russians come less often in summer than in winter. And they sometime come in the spring in May (May holidays) or summer in late August. The largest percentage of guests from Russia is observed in winter months, especially during the Christmas and New Year holidays.

I wrote a personal e-mail to every guest who left their email addresses in the booking information. 10 out of 30 did not specify their contact email, or email addresses were not correct. Therefore, I received a response from 17 out of 20 guests, to whom I sent the invitation to undergo interrogation.

Again, the main goal of my work was to find out what the guests liked and did not like during their stay in the manor, as well as what services they used and what they did not, and try to figure out why they did not like them. The survey consists of 12 questions. Questions are focused on the services of accommodation, food and general impressions of the manor, prices and additional services.

2. TEORETICAL BACKGROUND

In my work, I will use the definitions of customer satisfaction and customer expectation. Löydön Kartano is located in the countryside out of the city. Moreover, it offers accommodation in cottages on the lake and in the rooms upstairs the manor. Next, I will give the definition of customer attractiveness and the concept of customer satisfaction, measuring satisfaction and customer attractiveness.

2.1 Customer attraction

On the one hand, the customer attractiveness can be seen as the relationship between the customer and the service provider. In the theory of social exchange, the attractiveness is a very important point. So the perception of the original attraction in particular consists of beliefs and expectations. According to Blau (1964, 104) the individual can be involved in relationships with others only when he realizes that the relationship with the other person can be a useful experience for him.

From my point of view, any tourist destination should be attractive to customers. There should be maximum level that the client wants. But the relationship between the provider of tourist services and the client is also very important (Schiele H., Calvi R., Gibbert M. 2014, 3).

Thus, attractiveness may include further perspective of the orientation. In this context, the relationship would be initiated and normalized if the participants of both sides - the supplier and the buyer - perceive the attractiveness of these relations.

Therefore, we affirm the following fact: The customer will be attractive to the supplier if the supplier has a positive expectation in the direction of the client relationship. Prerequisites for this perception provider include knowledge of the existence of the client and awareness of needs and customer requirements. The attractiveness of customers is defined as relational design. Assessing the attractiveness of customers is based on the expected results, and it is a consequence of the interaction with the client vendor. (La Rocca, A. Baglieri E., Karmarkar U., 2014, 273-275.)

Prayag (2008, 216) states that the image consists of a complex perception of destination, which is obtained by processing and assimilation of information obtained from diverse sources in different periods. Lee (2005, 92) defines the destination image as an expression of the general objective knowledge, prejudices, experiences, emotions and fantasies and individual owners in respect of a particular place. These images are very important because they strongly influence the decisions of potential tourists and their level of satisfaction on the basis of the tourist experience.

A number of other researchers consider the destination image in terms of picture in the head. They argue that the image of destination is the sum of the emotional aspects as beliefs, experiences, memories, impressions and ideas that everyone has a specific purpose and occasion (Chen and Tsai, 2007, 1115-1122). Sirgy, and Su (2000, 340–352), to determine the destination image, as well as any visual, oral or written submission of the place is recorded and later can be sent to other people. Image may be individual freedom to form one's own perceptions regarding tourist location.

2.2 Customer Satisfaction

Customer satisfaction is a particularly common term used in marketing. Customer satisfaction is an indication that the company providing services or products meets or exceeds the expectations of customers. Thereby for every business it is very important to manage and monitor customer satisfaction. After all, a successful business company has to provide customers with satisfaction measures. According to Peluso (2011, 14) Oliver (1997) term "satisfaction" comes from the Latin "satis", which means "enough", and "facere", which means "to do or make".

Customer satisfaction is very important because it gives marketers and business owners the opportunity to use for managing and improving their business. Customer satisfaction is the best indicator of how likely the customer can make a purchase in the future. The request to customers to estimate their satisfaction level on a scale of 1-10 is a good way to figure out if they become regular customers or perhaps even supporters. In the satisfaction survey, companies usually ask their customers whether they have met or exceeded their expectations of the

product. Therefore, expectations are the key factors of satisfaction. When customers are too demanding and the application of the former reality lags behind, they will be disappointed and will likely evaluate their experience is less than satisfactory.

How to evaluate the level of customer satisfaction of the company, its products and services? Firstly, we need to understand what a "customer satisfaction" is. I would like to tell you what the customer satisfaction is. Customer satisfaction is the evaluation of the level of customer's experience in the acquisition and maintenance of products and services offered by companies. Therefore, the assessment includes a review of clients immediately after the service, the statistical analysis of rare or regular visits and customer inquiries and analysis of the responses.

In addition, the current consumer tends to interactive communication with your dealer. Reviews and electronic surveys, forums provide an opportunity to see the view, comments and assessment of the clients. All work should be focused on qualitative analysis of statistical data and results. Satisfaction evaluation allows to give the necessary resources to improve operational customer satisfaction and loyalty. This is similar to the water cycle. Studies of "satisfaction" enable "meet."

Customer satisfaction takes into account the degree of goods and services identical props company clients (Hill, Brierley and MacDougall 2003, 7). Indeed, the line - is the most appropriate word to show all the feelings and experiences of customers with the company (Hill, Roche, Allen 2007, 2). Customer satisfaction in the hospitality industry is always very important, especially nowadays. It is not necessary for the company to measure the level of customer satisfaction all the time (not immediately). "Companies need to measure customer satisfaction on a regular basis, because it is an important moment in any customer retention to have customer satisfaction" (Kotler, Keller, Brady, Goodman, Hansen 2009, 390).

"Very satisfied customer usually remains committed to buying more and more as the company delivers new products and updates the existing ones" (Kotler et al. 2009, 390). According to Bhasin (2012), buyers with high levels of customer satisfaction more than the rest return to the place again and use the central office product and may give recommendations in their social circles. (Schiele, Calvi, Gibbert, 2014).

To measure the level of customer satisfaction a scale from 1 to 5 is often used. It is called « Five-point Scales (e.g. Likert Scale) » (Sincero S., M., 2014)

Scale includes the follow answers:

Strongly Agree – Agree – Undecided / Neutral - Disagree - Strongly Disagree

Always – Often – Sometimes – Seldom – Never

Extremely – Very - Moderately – Slightly - Not at all

Excellent - Above Average – Average - Below Average - Very Poor

In this well-known scale the most often is the smallest evaluation 1 and 5 the highest. However, in some countries, it is on the contrary, so in surveys it should always be specified how the criteria for evaluating correspond with the words next to the number. According to Hague to further it is characterized the degree of satisfaction of using a scale from 1 to 10, as it is shown in the table below.

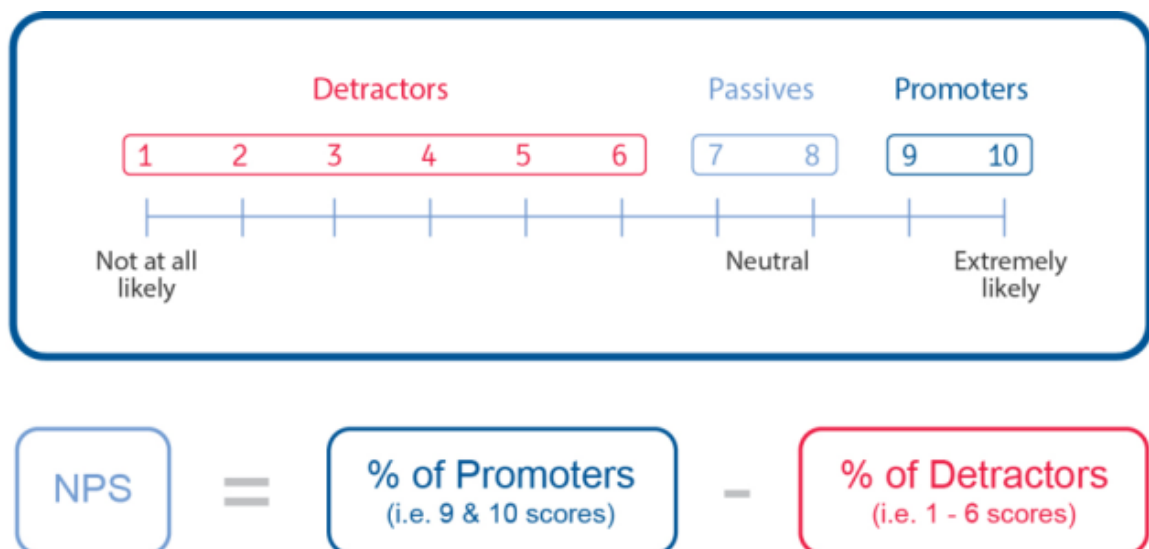


TABLE 1. Scale 1 to 10.

This evaluation is deeper and more accurate and it is used not so often. However, if we consider the customer satisfaction on a scale from 1 to 10, so any customers, who give you a rating of 7 and above, can be considered satisfied, and you can safely expect them to come back and make repeat purchases. Customers, evaluating your rating of 9 or 10, are your poten-

tial support clients that can be used to be evangelists for your company. Ranks 6 and below are signs that the customer is unhappy and may refuse your services. Such customers should be sent to the customer complaining list, thus you can analyze why their satisfaction is not high. (Ross Beard, January 20, 2014.)

2.3 Customer satisfaction measurement

Companies wish to make customers "delighted" rather than "satisfied". (Cooper 2012, 182) Customer satisfaction measurement is therefore about measuring how customers recognize company's performance as a provider. (Hill & Alexander 2006, 2). Customer satisfaction measurement is very concentrated on the customer attitudes. Companies could measure how customers are satisfied with the company while they are using the services. (Hill et al. 2007, 4).

In the practice of marketing the technique CSM (Customer Satisfaction Measurement) is widely used. The Leadership Factor created this measurement tool about 20 years ago in the UK. Later, it was certified by the international standard ISO. The practical use of this technique for measuring customer satisfaction was carried out in many countries and a wide variety of markets. The basis of the qualitative study of customer satisfaction is a structured survey of clients that includes properly formulated questions.

Monitoring CSM is the first stage in the chain "analysis - feedback - change." To work on the bugs, to improve service quality, to increase customer satisfaction - only measurements is not enough. An extensive and detailed program of action should be required. Such a program should address all the main activities of the company and apply to all the units. It has been observed that the higher the degree of customer satisfaction is, the more difficult it is for the company to reach a higher level.

Further work on the bugs involves organizing the company feedback on the results of the analysis of satisfaction. It is essential that information, which is obtained during the monitoring, and should be circulated not only among the leadership, but also among middle managers, including line staff directly related to customer service. Moreover, the results should not only

inform, but also be discussed, recorded the views of staff at all levels interested in their proposals for necessary action. Thus, we get not only the "assimilation" of the results, but we do "work on the bugs," a common concern and distribute responsibility for customer service to all employees. In other words, customer satisfaction begins to germinate in the minds of staff to become a part of the corporate culture. In the practice of transnational corporations it is decided to pay special attention to training and motivation.

The second tool, which is a measure of customer satisfaction, is SERVQUAL (quality of service) - a research tool, proposed in the 80s in the United States (Zeithaml V., Parasuraman A., Berry L, 1988, 12-40) It is a universal tool for measuring the quality of service, which is part of the theory operationalization «gap» The task of SERVQUAL is to measure the gap between customer expectations and perceptions of customers. This information is used as an indicator of the success of the company, along with financial, economic and other indicators. The theory of the "gap" also includes other inconsistencies in the service industries, as well as the need to address them - for example, the "gap" between the views of managers and buyers of quality service, "gap" between the stated performance standards and the actual state of affairs, and others. (Gronroos, C. 1982).

This servqual method certainly has a number of advantages as well as disadvantages. Mr. Carman analyzing method SERVQUAL including deficiencies noted that the lack of precision of the results by this method due to the fact that the majority of respondents did not have a "clear-cut expectations," their concept of the expected quality of the goods or services is too vague. In Kennati studies in 1993 the lack of unique adequacy between delivered with respect to E (expectation) issue and question of the perception (and therefore the answer) of respondents.

Mr. Tiaz also notes that there is no unique adequacy and harmony between the conceptual and operational (practical) methods of interpretation of the term "expectation (E) (Expectation)". Parazurman notes that the question of waiting ("should") will encourage the respondent to establish not realistically high score on the scale of expectations. It is a difficult practical applicability of this method. (Bagiev G., Alekseev A. 2012)

2.4. Customer expectations

According to Andraski (2010, 3) Customer Expectations by definition answers the needs, wants, and preconceived ideas of a customer about a product or service. Customer expectations will be altered by a customer's perception of the product or service and may be created by previous experience, advertising and so on.

You can see a single formula below.

Customer Expectations + Service Performance = Customer Satisfaction (Estepon M., 2011).

Customer expectations are constantly evolving, which is constantly receiving new experience. Every day customers hears thousands of offers, and needs may change. Customers hold different types of expectations about service.

According to Dryagina (2013, 1) customer expectation consists of three concepts: Customer expectations are formed on the experience gained. When the user has tried a similar product or service, he forms a definite opinion, and now he wants to get the same quality and perhaps even higher. For example, a tourist on vacation lived in a 5 * hotel, and everything was included there, it is unlikely he would go for rest in the hotel of lower rate next time.

Similarly, the customer, being served by the competitor for a long time and received a particular service, then going to you, he will wait a full range of services, which were offered by the competitor and he still expects something like that. You should also remember this - and a surprise hook, otherwise, why would he throw a trusted partner and cooperate with you.

Word of mouth, advertising, and sellers' promise give an idea to the client about a product or service. Now the client is left to impose their expectations on what he sees and hears. The client compares their expectations with the proposals and chooses the manufacturer, where there are more coincidences between expectations and promises. It is very simple.

The third factor that affects the client's expectations is individual needs. There can be financial benefits, safety, comfort, time saving, prestige, beauty, health, training, and other accessory. Requirements influence on human behavior, and when it is necessary to make a decision,

make a choice. There can be few needs, but there is always one dominant. Determining the need, you find an individual approach to the client, and in this case you can expect success.

After the selection, testing a product or service he compares what he got with their expectations. Moreover, it concludes how appropriate it is level of service or quality of the goods to his expectations. If goods or services exceeded the expectations of the client, the client is satisfied, loyalty to the company is high, there is a high probability that he will become a regular customer and will recommend you to others.

If product or service is below his expectations, the customer will be disappointed, he will not use your services and be sure he will share more negative information with other potential clients. Level of service or quality of the goods match the level of expectation, not the fact that he is a regular customer and supporter. He may go to competitors at any time, if they promise to surpass his expectations.

The level of customer expectations can vary from the perception of the client. Most customers have a certain feeling or intuition and understanding of what should be a service in the enterprise. For managing customer expectations you need to know them and to be able to measure them.

3. EMPIRICAL STUDY

3.1 Description of the Löydön Kartano.

My commissioners are Aila and Hekki Alanko, the owners of the manor called Löydön Kartano. The manor has been a family business since 1886. I had hands-on training in manor Löydön Kartano. The owners of the manor would like to attract more customers. They asked me to conduct a market study to show what satisfies customers vacationing in the manor. Because I am Russian, I conducted a survey among Russian consumers. Finland is located in the proximity of the border with Russia and often business estates and cottages in Finland develop thanks to Russian tourists. This way I have tracked the number of guests throughout the year in the manor and have focused on Russian consumers.

The manor was opened in 1860 and was located on the site of the famous mansion St. Petersburg nobleman, who travelled across Europe. These walls have seen military, hardworking homemakers, artists, poets, and many other famous people. Löydön Kartano is very close to the center of Mikkeli and just ten minutes' drive from the small town of Ristiina.

A great advantage of the estate is its location, as it is in close proximity to the highway Lappeenranta Saint Petersburg-Mikkeli. Hence, it is very easy and convenient for tourists from St. Petersburg to get to the place of their vacation. It takes about three hours to go by car and with the passage across the border it takes around four hours by bus.

On the territory of Löydön Kartano there is a large old mansion, which is the main building in the entire hotel complex. On the second floor of the estate, four available rooms are offered in a historic decor and lounge zone for guests.

In Löydön Kartano, there are several types of accommodation - rooms in the manor and cottages. Manor has six cottages of various types and styles. One of their standard one is a small one-roomed cottage made of beams, built in 1903. Until 1936 instead of two houses there were a sauna and laundry. During the summer the cottage functioned as a bakery. Since 1973 there was a two-roomed youth hostel with a kitchen. In 2011, the cottage has been renovated and now it is used for rent to guests. The small cottage is combined with the standard cottage, so it has the same history.

Cottage on the lake is a cottage with one bedroom and a sauna. This cottage is a family-type and can accommodate six people. This cottage is depicted on one of the paintings of the late 19th century. In the past, the cottage was used as a laundry room. The building was renovated in the early 1980s for tourist purposes. After 2010, the cottage underwent several repairs. Now the cottage is rent for customers.

Two new cottages are the greatest asset of the manor, built in 2014 in honor of Elizabeth and Urho - son and daughter of the owner of the estate. Cottage Urho is completely organic. It provides accommodation for people with asthma and allergies. This cottage prohibits accommodation with animals, while in the other cottages and rooms, pets are welcomed.

On the manor territory there is a private lake with a beach. Guests can swim and go fishing. Everything necessary is in the main building of the estate. The manor is surrounded by the forest and has two large fields.

The location of the estate makes it unique and attractive for the inhabitants of large cities such as St. Petersburg, for example. People live there in a hurry and stress and such a place as a secluded country estate in Finland is ideal for relaxation. The owners of the estate are well familiar with concepts such as ecological and rural tourism and offer leisure activities in their manor according to this.

3.2 Research Findings

For my survey I use the site [survio.com](https://www.surveymonkey.com). It was the most convenient and reliable for my survey on the Internet. I looked at a large number of sites on which I could do online surveys. Among them there were surveys on Google documents, site [monkeysurvey.com](https://www.monkeysurvey.com). Google Dox for me turned out to be too complicated, and the [monkeysurvey.com](https://www.monkeysurvey.com) demands money for the survey. Consequently [site survio.com](https://www.surveymonkey.com) was the best, most convenient, clear and easy to use. It's free and can score 100 responses from respondents within a month.

The first question reflects the degree of customer satisfaction residing in the mansion. The question included several parameters. This is the interior of the cottage, villa or rooms, views, sauna and parking. For each of the criteria it can be given a five-point evaluation, which is the maximum.

I asked these questions, because I need for my research to find out customer satisfaction on specific aspects. These are accommodation, meals, and extra services and so on. In the first one, I reflected such questions thus they fully show exactly what aspects of accommodation customers enjoyed, and which they did not. On this diagram you can see 5 columns, which in turn respond to different issues and have answers scale. On this diagram you can see the overall results for the first question.



DIAGRAM 3. Research Findings. Made by survio.com

Scale of answers is distributed by color as follows:

Blue - completely satisfied

Green - satisfied

Yellow - partly satisfied, partly not

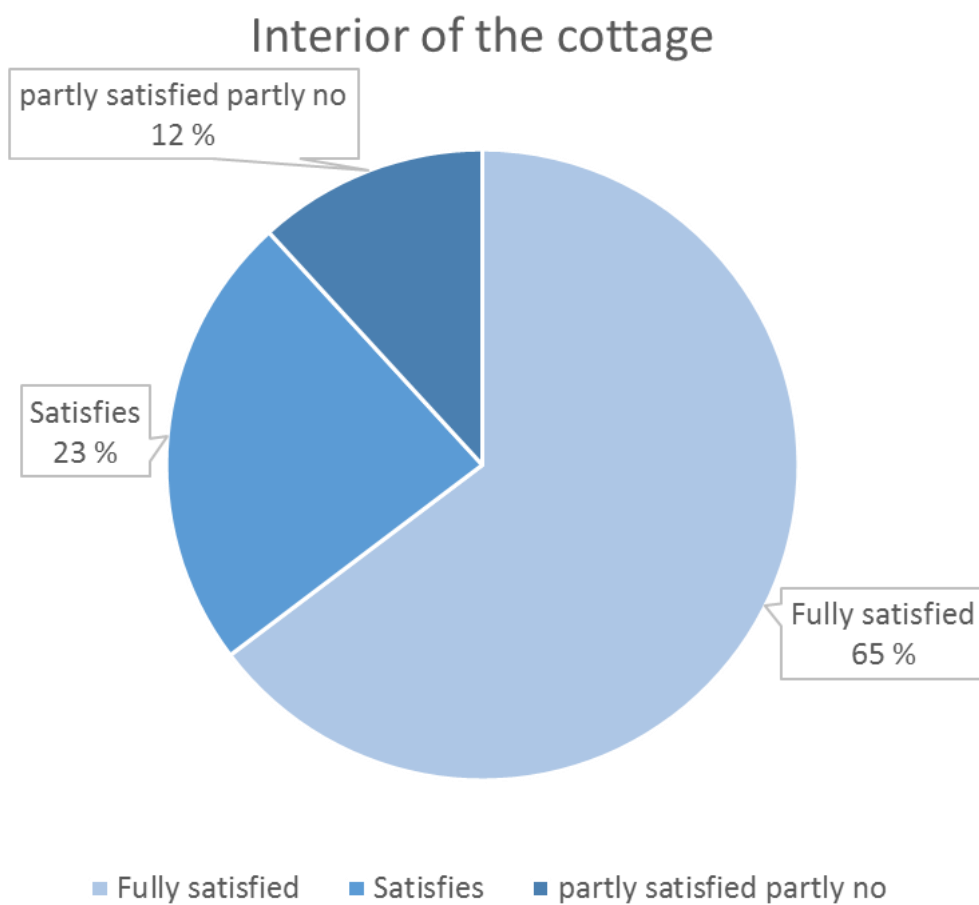
Purple - do not use

The first column shows the degree of customer satisfaction of the appearance and the interior of the cottage or rooms in which they lived. The second column shows the satisfaction with the view from the window. The third shows the satisfaction with sauna, and the fourth – with parking.

3.2.1 Interior of the cottage/room



PICTURE 1. Interior of the cottage (Villa Elezabeth). Performed by owners.



PICTURE 2. The satisfaction of interior of the cottage/room.

I obtained the following results (Picture 2): the majority of customers who have stayed in the estate during 2014 and 2015 have been completely satisfied with the accommodation. We see that the interest component of the guests, who were completely satisfied with the interiors of the cottage rooms (64.70%). Customers who were satisfied with just the interiors and exterior of their house make up 23.50%.

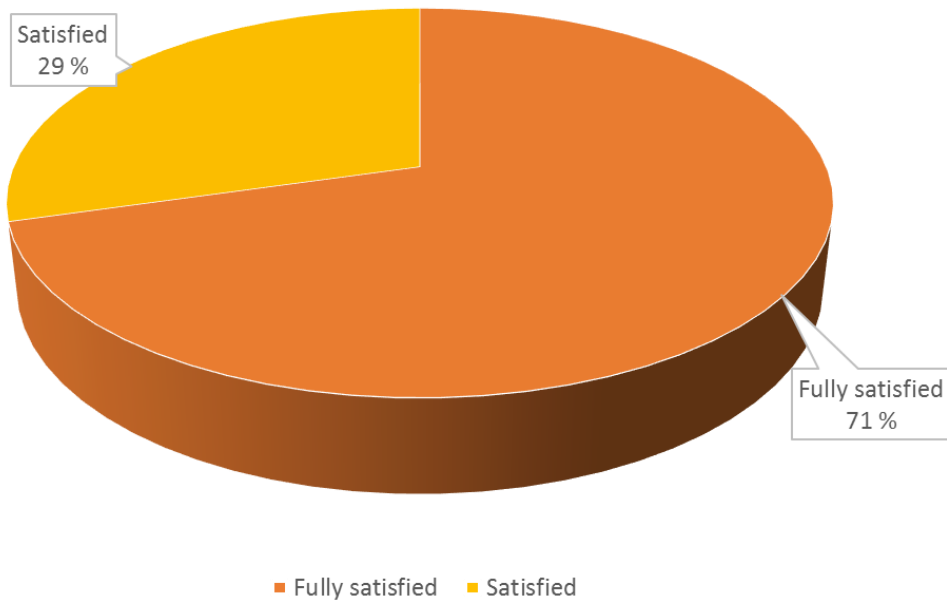
The third option was satisfactory answers. There were not so many partly satisfied, partly not customers - 11.80%. Moreover, those who do not like the interior in general were not in the diagram. These are good indicators that suggest that the appearance of houses and their interiors are in good condition and do not need to be changed or developed somehow.

If I summarize the respondents' answers, it is safe to say that the average customer satisfaction on these issues is at the proper level. Visitors like the look of the cottages, they like the interior of houses. All customers are satisfied with parking and sauna (among those who use it). View is accepted by absolutely everyone.

3.2.2 View from the windows



PICTURE 3. View from the balcony (Villa Urho). Performed by author.



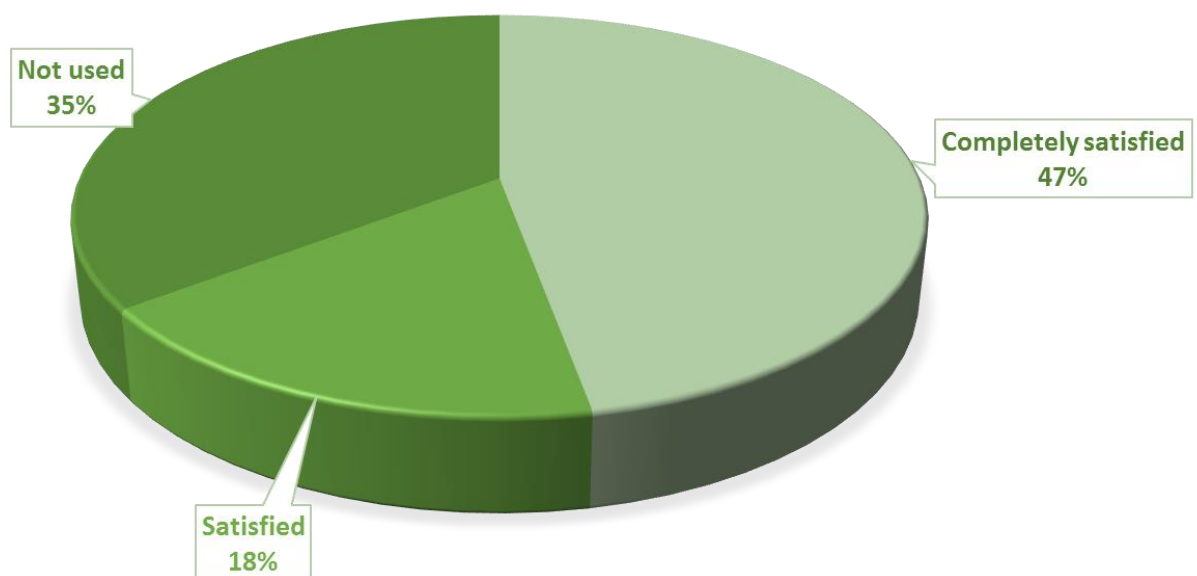
PICTURE 4. The satisfaction about view from the window.

In the diagram in Picture 4 I can see that over 70% of the guests were fully satisfied with the view from the windows, and the remaining 29% were just satisfied. At first, we should say that all the guests were satisfied with the views from the window and landscapes. Perhaps this is one of the reasons why Russian tourists love travelling and relaxing in Finland - it is quiet, calm and it has beautiful landscapes, including views. All villas in the estate Löydön are quite far from each other. Some are close to the lake, others are in the field or in the forest. These are good results!

3.2.3 Sauna



PICTURE 5. Sauna in villa Urho. Performed by author.



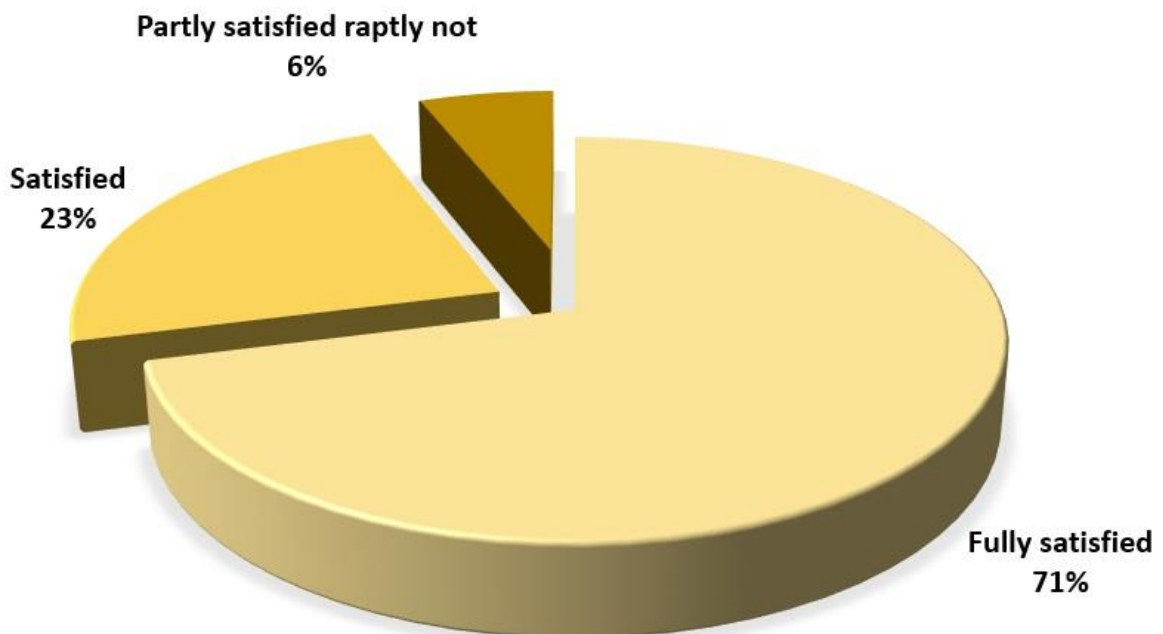
PICTURE 6. Satisfaction of sauna.

I also got quite full and clear results about the sauna. Almost half of the guests - the percentage was 47% - were completely satisfied with the sauna in cottages and a common sauna on the territory. 18% were satisfied and 35% did not use the sauna. (Picture 6) This may be be-

cause of the fact that Löydön Kartano has a convenient location (near the road Lappeenranta - Mikkeli) and consequently many tourists stop over for the night in the manor.

Thus many people, who stayed in Löydön Kartano, did not stay there for more than one night. Consequently, they did not use the services of the sauna. The received results are really nice. This is not surprising. Based on my experience I can say that almost every cottage and villa have their own sauna equipped with all necessary things for the sauna and bath. The new villas Urho and Elizabeth have very large and new wood-heated saunas.

3.2.4. Parking



PICTURE 7. Satisfaction of using parking.

As you can see in Picture 7, parking is used by all guests of the estate. Most guests were completely satisfied with the conditions of parking (71%). 23% were satisfied with staying in the manor and partially satisfied partially not - 6% of guests. This may be caused by the fact that some of the guests stayed at the Manor in the winter. After analyzing 70 comments of Russian tourists on the site booking.com I came to the conclusion that in winter roads were not always cleared and the roads, including the parking, were icy.

Therefore the guests were partially satisfied partly not. But it's the weather. The homestead has large machinery, tractors for clearing snow and so on. Every day the owner of the manor tries to maintain roads in the country estate clean and clear snow from the parking space. According to reviews left on online booking some guests stopped at the manor late in the evening or at night. At this time, they could clean the roads. The reason for their dissatisfaction was revealed.

3.2.5 Cleanliness and equipment in the cottages and rooms

The second question in my online survey was the following - Do you agree with these statements? Cottages / rooms. The question involves the degree of cleanliness in the cottage and in the bathrooms, the necessary accessories for the kitchen and bathroom, cleanliness and sauna equipment. Also, the second question contains information whether there is the heating in the room or cottage. This question is important especially in the winter period. I included it in the survey because on the site booking.com some people leave negative comments that in the cottages it was cold in the winter.

Below in the diagram you can see general indicators throughout the second question.

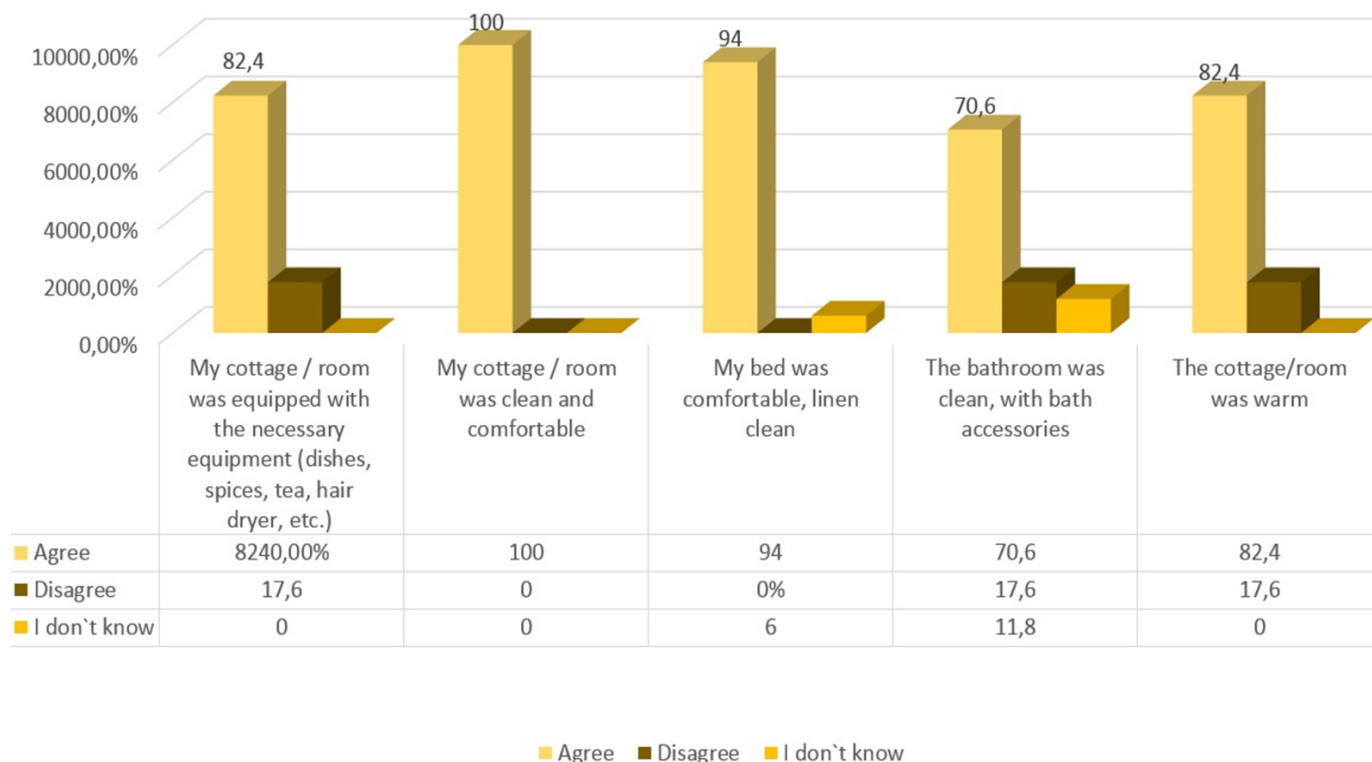


DIAGRAM 4. General indicators.

The conclusion based on diagram 4 is the following: 14 out of 17 consumers (82, 4%) agreed with the statement that the cottage / room has all necessary equipment. The rest of 3 guests (17.6%) disagreed with this statement. With the second statement people have agreed at 100%. Cottages and rooms were absolutely clean and comfortable. This is a great result for the manor!

The third statement contains that the bed linen was clean and the bed was comfortable. Again, the majority agreed with this and was satisfied with sleeping. This amounted 94%. Two guests answered: "I do not know." Most likely such a response may be arisen by the fact that customers have come very late and stayed in the manor only to sleep. Therefore they do not pay attention to the linens and bed.

The following statement applies to the fourth - cleanliness in the cottage and the bathroom. 12 from 17 agreed with this statement, which amounted to 70.6%. Three voted as disagreed (17.6%) and two answered: "I do not know." The third response amounted 11.8%. In many comments on the online booking site I found negative reviews about clean bathroom, but there were complaints about the lack of necessary shower things. Such as shelves for soap in the bathroom on the second floor of the manor (in the rooms), some wrote that they did not find liquid soap or shampoo. Two of the 17 again did not notice or did not pay attention to it.

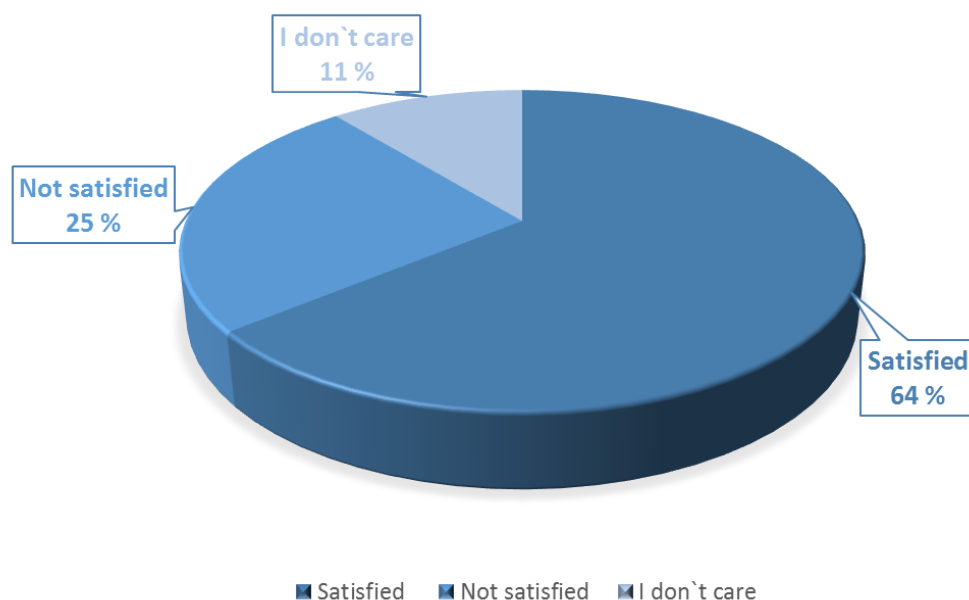
The last question asks about the degree of heating in the cottage. 14 people out of 17 agreed that the cottage was warm. This amounted to 82.4%. Three disagreed (17.3%), and complained that the cottage was cold, especially at night, and if it was cold and windy in the street.

The website comments supported the results of the survey, for example, there were some complaints about being cold in a cottage (a detached cottage near the lake). However, I do in my work is based on the answers of my respondents. This cottage is pretty old. This cottage is depicted on one of the paintings of the late 19th century. In the past, the cottage was used as a laundry room. The building was renovated in the early 1980s for tourist purposes. After 2010, there were made several repairs in the cottage.

Additional services

The next question in my survey was about the additional services of the estate Löydön Kartano. The question is this: Are you satisfied that the additional services (bicycles, boat, and barbecue) are included in the price? Possible answers - Satisfied / Not satisfied, additional services must be provided for a fee / I do not care.

The question was compiled with taking into account that in recent years the hotel and the manor of this type as Löydön Kartano all possible and ways are eager to reduce the basic price to attract more consumers. After all, it is not a secret that the smaller the starting amount of accommodation in the place, the more attractive it is to potential customers.



PICTURE 8. Additional services.

However, the question about additional services gave me some surprising answers. In practice none of the guests used additional services, but the majority voted for the first answer (satisfied). It turns out that customers want additional services being included in the cost of their accommodation and free, but they do not use them.

I appeal to Picture 8, thus we see that the results for the third question (are you satisfied with the additional services included in the price) are the following: 82.4% of customers agree with

the statement, that customer satisfied with the additional services included in the price in the manor (14), and only three disagreed (17.7%). There was no indifferent answer.

On this diagram below (5), I see that additional services used by the guests during their stay and how they rate the quality of other services. Again, now those additional services Löydön Kartano are included in the price and are free for guests. Additional services considered in the estate are the use of bicycles, boats and fishing equipment for fishing, beaches, summer pavilions for picnics and barbecues.

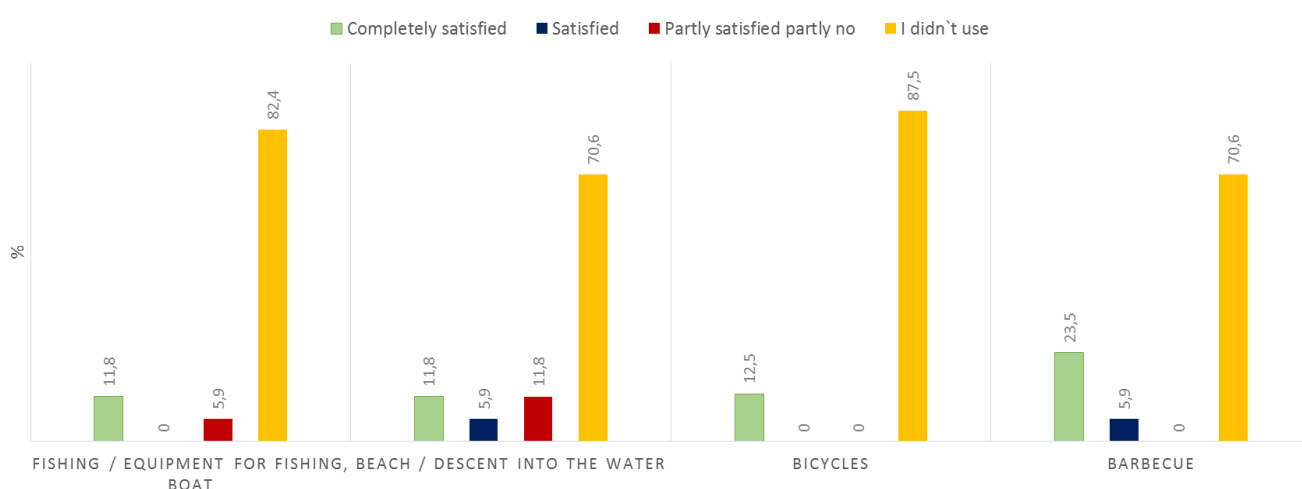


DIAGRAM 5. Additional services.

The diagram shows that the facilities for fishing and boat are used only by 3 of 17. Two guests assess the conditions for fishing and equipment as excellent (response completely satisfied). It was 11.8%. One person rated this service as partly satisfied partly not. This amounted to only 5.9%. Other guests did not use the boat or fishing (82.4%).

As for the second supplementary service – the use of the beach and the descent into the water only 5 people out of 17 answered positively, other 12 did not use this service. Were completely satisfied with the beach 2 people. 1 person stayed just satisfied and the response is partially satisfied partially not -Wylie two guest farms. The rest did not use the beach and the descent into the water.

The use of bicycles can be seen in Diagram 5. Only two people used bicycles and they were completely satisfied. The remaining 15 did not use this kind of service

Approximately the same situation is with barbecue. 5 people used barbecue. The remaining two-were completely satisfied and only one person was satisfied. More than a half (12) did not use a free barbecue. This is 70.6% of 100%.

In such a way it can be concluded that a Russian have a strange logic. Guests did not use additional services, but everyone is happy with the fact that they are included in the room rate. However, without the cost of additional services the overall price could be even lower.

The process of check-in and check-out.

We now turn to the fifth question in my survey. It sounds like this: Do you agree with the statements about the check-in and check-out process?

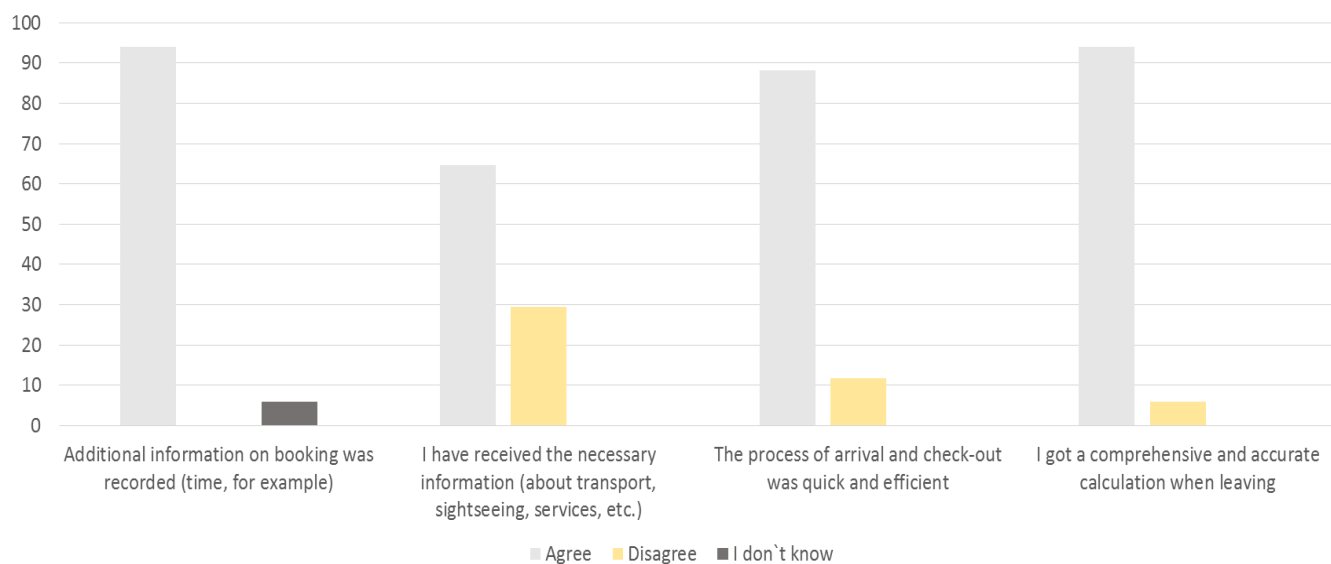


DIAGRAM 6. Check-in / Check-out.

In Diagram 6 you can see the main aspects reflecting the meaning of the question. In the first column I asked the guests about the check-in process in the estate. Whether considered indi-

vidually information is provided to consumers in time. According to the survey, we see that more than 90% of the guests agreed with the statement (16 persons, 94.1%). And only one person answered "I do not know" that amounted to only 6% from 100%. This is a very good result for the first column!

In the second column, it can be seen that the majority of people arriving at the manor have received information about transport, attractions, services and so on. Statistics brought to 64.7% (11 people). Many people disagreed with this statement and did not receive the necessary information (29.4%, 5 persons). Only one guest said, "I do not know" (6%).

The third column shows satisfaction with the process of arrival and check-out of the guests from the estate. 88.2% (which is 15) agreed with the statement that the process of arrival and check-out was quick and efficient. For two of the guests the arrival and check-out process did not seem fast. (11.8%).

The fourth column shows that many guests have a full and accurate calculation on departure. Statistics show good results. 94.1% agreed with the statement and 6% did not.

Catering, bar.

The sixth, seventh and eighth question in my survey are about the services of catering, quality of service in a restaurant, quality of bar working. I received a negative answer to all these questions which is really confusing for me. Why do not customers use the services of food and do not even have breakfast?

Restaurant in Löydön Kartano.

Interviewing the mistress of the manor (Alanko Aila) with the question of nutrition, I got the following answers:

The restaurant is open daily in the estate and work orders for large corporate events or celebrations. Restaurant is booked for groups. Many customers have breakfast included in the rate. The price is slightly higher. Breakfast can be ordered while booking at Booking.com. The restaurant always works on the principle of a buffet. If customers book the banquet, they can order some dishes that will be served to guests or choose from the dishes on the menu.

The guests book the meals quite often. However, they are Finnish tourists or tourists of other nationalities.

I looked at the statistics of visiting the restaurant and ordering food among Russian customers and came to the conclusion that almost all of the guests did not use the services of food and did not order anything from the bar. The survey gave exactly the same results as the statistics. This comes down to the fact that Russian customers prefer to live in cottages or villas, not in rooms of the estate. In such a way, they prefer even on vacation to cook for themselves in the cottages and do not use catering services in the manor. It indicates that the Russian guests are not satisfied with the quality of food and its variety or with the price offered for catering services including breakfast, or for any other reason.

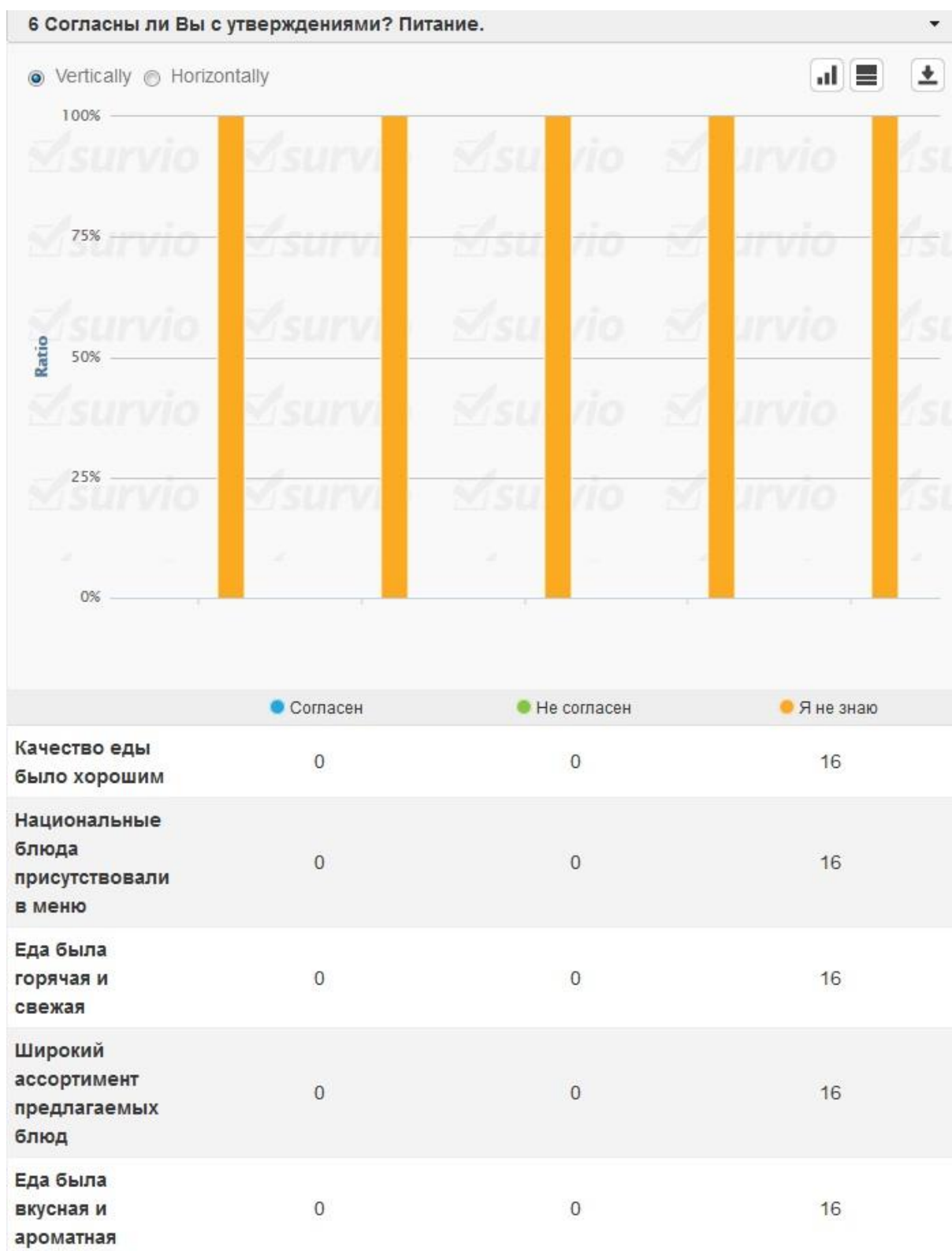


FIGURE 2. The catering service.

1. Quality of food was good;
2. National dishes were present in the menu;
3. The food was hot and fresh;

4. A wide range of dishes;

5. The food was delicious and flavored;

In orange color you may see the third answer – I do not know.

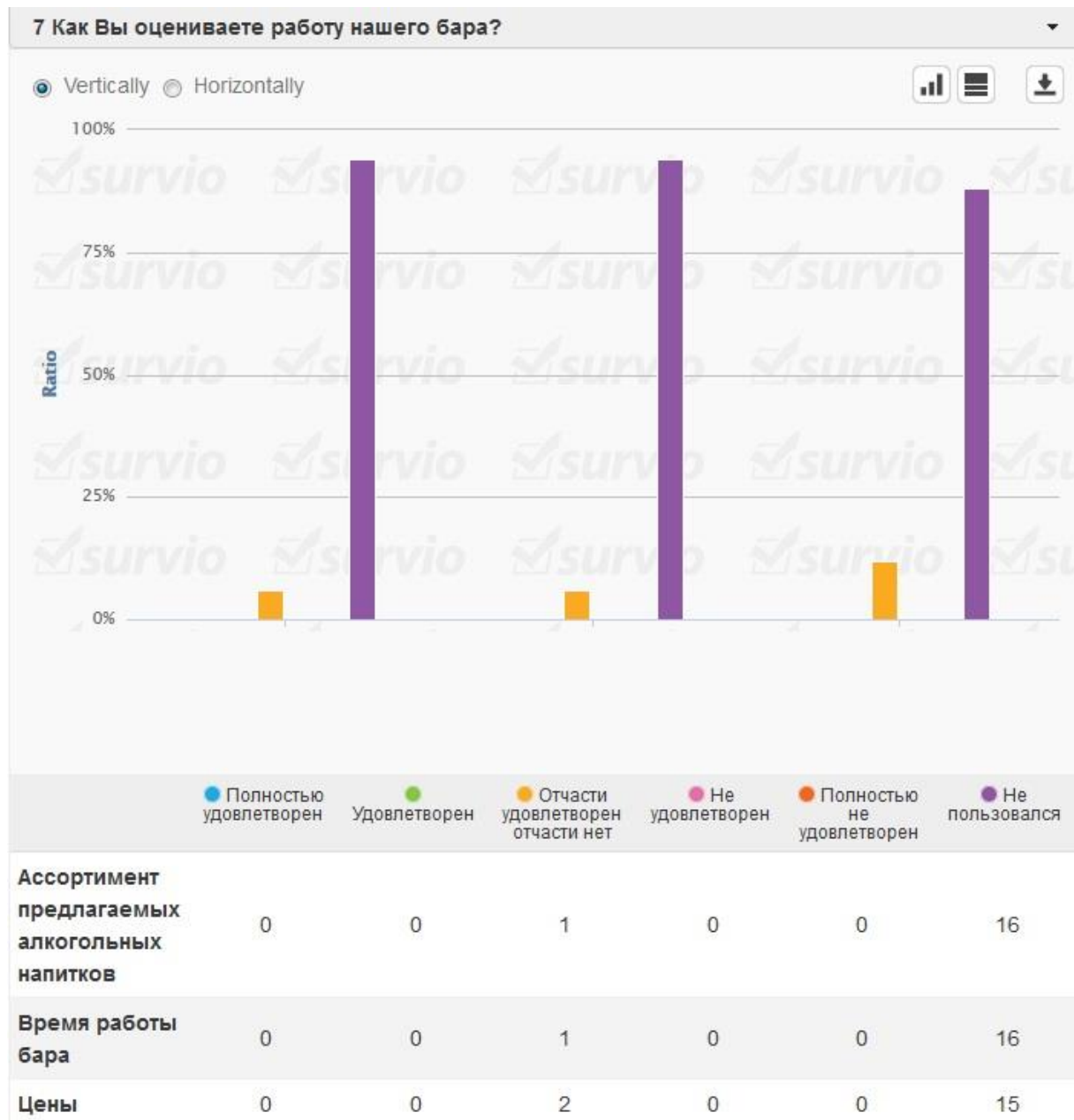


FIGURE 3. The bar.

1. The assortment of offered alcoholic beverages;

2. Working time of the Bar;

3. Prices.

In purple color you may see the third answer – I did not use.

In orange color we received the answer from one respondent, but it is not true. After questioning the woman, who answered this question, wrote me an email and said that she chose this answer by mistake. In fact, she and her husband did not use bar service.

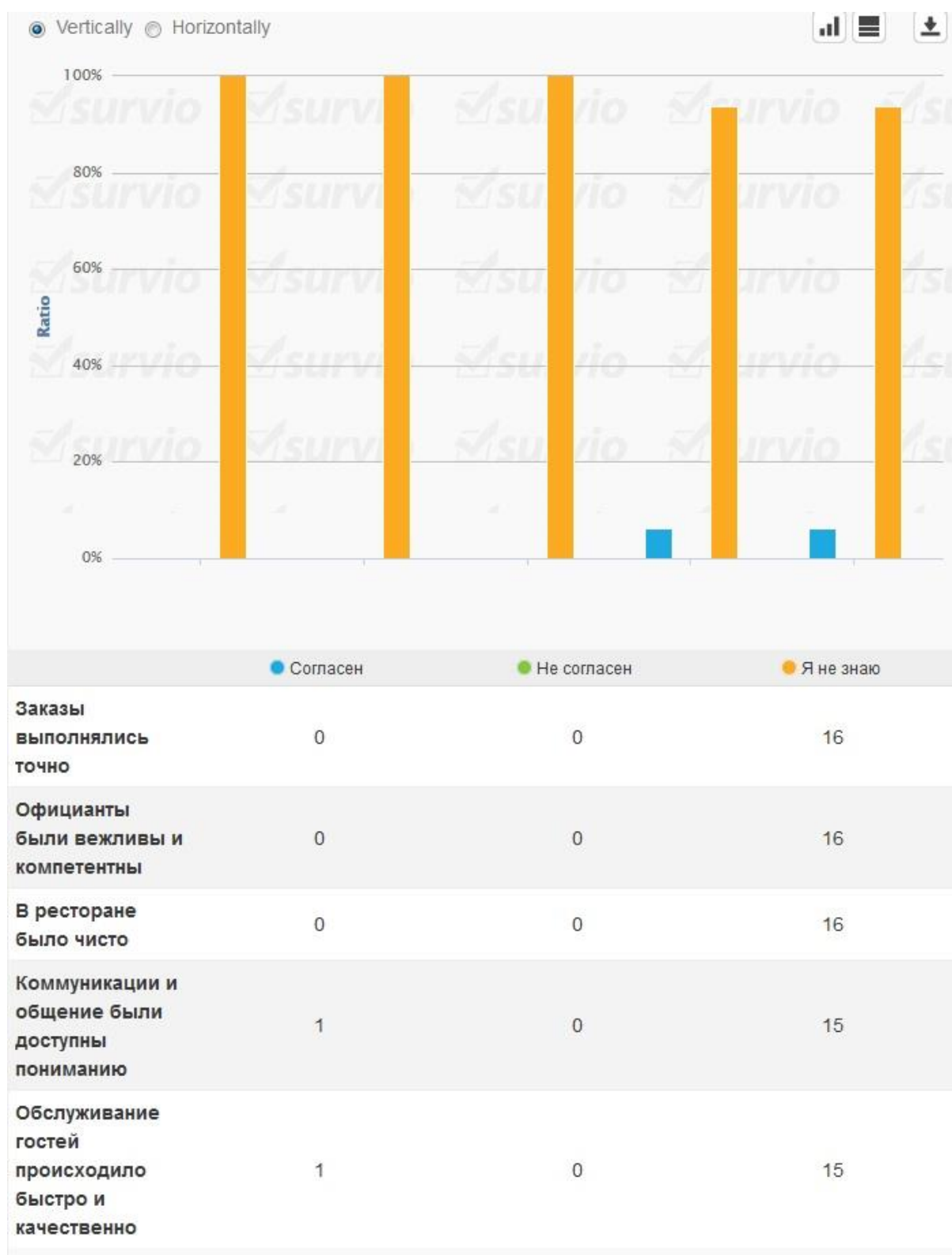


FIGURE 4. Service in the restaurant.

1. Orders were carried out;
2. The waiters were polite and competent;
3. The restaurant was clean;
4. Communication was available for understanding;
5. Guest service was fast and high quality.

Again, all the guests responded to this question negatively (orange column - I did not use), however, one person praised the work of the staff on the whole, despite the fact that the question was about the restaurant staff. It can be concluded from this that the staff and owners of the estate were polite, guest service is fast and efficient and all communication was clear.

Explanations, causes, reasons of customer behavior

The talk about the poor quality of food in the restaurant is impossible. I have worked and helped my commissioners for several months and took part in banquets, weddings, parties and corporate events for guests not once. On my own personal experience I can give quite substantial indications that the food offered at the manor is very tasty, fresh and varied. I was also liable for help in preparing some dishes including national. All products are extremely fresh and healthy.

Another reason why people do not use the services of food is their high cost. However, for the other guests of the estate of other nationalities it did not seem to be a problem and they ordered breakfast. All of this can be reduced to only one reason - the appreciation of the euro against the ruble rate.

The other reason is simple. People do not need meals in restaurant because they live in fully furnished cottages with kitchen and can buy food and cook for themselves. For some families, it is much more comfortable and familiar to spend time together than three times a day return to the manor three times a day in order to eat.

The most important reason may be the economic situation in the world and especially in Russia. For the last year Russian economics has seen many changes, concerning the exchange

rate. The official exchange rate set by the Bank of Russia at the beginning of the relevant year was (New Year holidays), rubles.

	2015	2014	2013
Rate against the US dollar	56,24	32,66	30,37
Rate against the euro	68,37	45,06	40,23

TABLE 2. Exchange rate. Source: Central Bank of Russia.

As can be seen from Table 2, the ruble against the dollar has depreciated over the past year 1.72 times. For comparison, in the previous year period (2013-2014) the impairment was only 1.08 times. Against the euro depreciation rates were, respectively, 1.52 and 1.12 times.

In the world practice, the depreciation of the currency by 20% is considered as a currency crisis, such informal setting IMF. And the Russian ruble against the dollar has depreciated over the past year by 42%.



TABLE 3. The dynamics and exchange rate to the US dollar.

As you can see on table 3, ruble exchange rate in 2014 fell steadily. In January 2014 the ruble fell by 7.7%. Then the CBR stopped its emergency currency interventions in \$ 3.5 billion in

two days, 30 and 31 January. Then there was a period of natural correction reinforced Olympics in Sochi (foreigners brought their money). Correction was low, less than 2%. All February CBR continued to hold the ruble from falling currency intervention. If in January they amounted to 8.4 billion dollars, then in February - 6.4 billion dollars. On February 11, at the opening of the Olympics, the ruble again crawled down. Even the tax period (the need for rubles to pay taxes) led to the correction only for two days. Just in two months in 2014 the ruble fell by 10.1%. The Russian ruble is clearly fundamentally overvalued and in the long term should fall significantly. (Economic portal of Russia, 2015.)

Thus I see that the euro has fallen greatly and continues to fall and the economic situation in Russia in 2014 and 2015 is very unstable. In this regard, the number of tourists travelling from Russia fell sharply. However, many families are still planning to get out of border, but agree to spend a lot less money during the trip. Concluding from this we can say that for Russians depreciation of the ruble to the euro for 2014 and 2015 greatly reduced the cost of leisure. If in 2012 or 2013 the consumer spent more than \$ 2,000, the 2014 statistics shows that Russians are willing to spend on a week's holiday not more than \$ 1000, that rate to the euro today is about 750-800 euros per person for a week. The amount of money to spend on vacation is greatly reduced. As a consequence of this Russian client refused to use services of catering and reduced their costs to the minimum.

Satisfaction level. The prices.

The next ninth question sounds like this: Are you satisfied with the price of the accommodation services in the manor? Most of the respondents rated the price in maximum scale. As you may see below in Figure 5, 6 customers (it is 35, 3%) were completely satisfied with the price. Four people rated the prices "satisfied" (23, 5%); five people answered: "Partly satisfies partly not". It is 29, 4%). There were no dissatisfied people, but two customers from 17 answered "Completely dissatisfied" with the prices. All customers are happy with the price for accommodation in the manor house.



FIGURE 5. Satisfaction level of prices for the accommodation level.

The general level of satisfaction with holidays in Löydön Kartano.

In Figure 6 below you can see the respondents' answers to the tenth issue in my survey. This question is the main indicator of the degree of satisfaction of guest's vacation in the manor Löydön Kartano.



FIGURE 6. Overall satisfaction level of Löydön Kartano.

Most of the respondents were fully satisfied with their stay in Löydön Kartano. Nine of the seventeen gave an overall assessment of rest as "excellent." Six people appreciated Löydön

Kartano as "very good". Two guests appreciated the estate as "good". Negative responses to this question were not received. Consumers were fully satisfied and very happy with their holiday in the manor. It means that there are very good chances that they will return again and recommend the place to their friends and acquaintances. This is a very good performance for the manor.

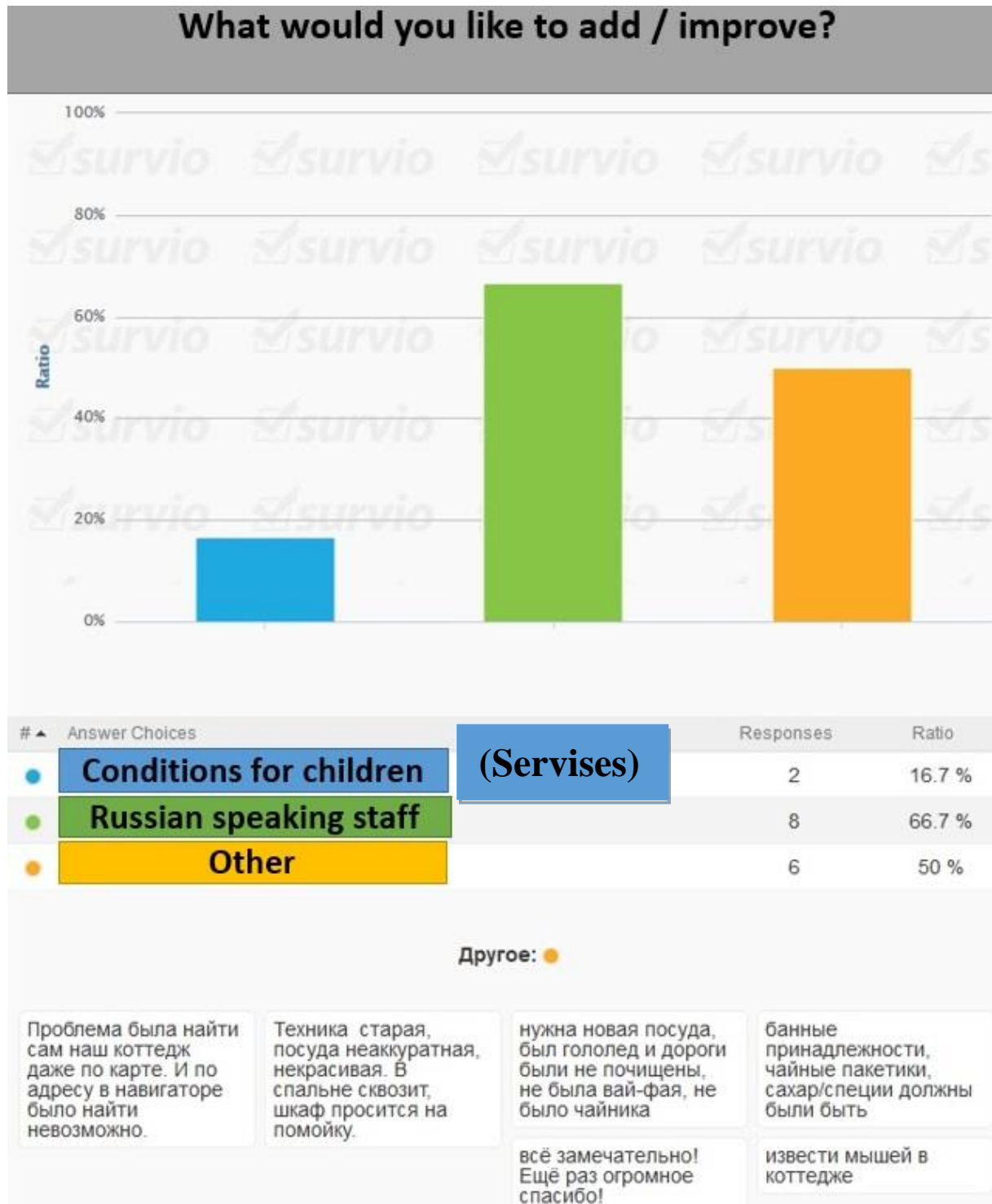


FIGURE 7. The feedback. Performed by survio.com.

Eleventh question. "What would you like to add / improve?" This question was optional and allowed visitors to leave their comments and suggestions. In other words, the penultimate question is feedback. Some of the guests left their comments in the survey, some wrote to me personally by email. This question can be viewed in two ways. The first is focusing on respondents' answers of my survey and the second – based on comments and reviews on the Internet, especially on the online booking site (booking.com). I will use the answer to this question for the analysis of the received answer from my scientific work – the survey.

The majority of respondents want to see Russian-speaking staff in the manor. However, from my point of view it is not always right to require Russian speaking staff in all parts of the world. This is typical for the Russian character. Many do not want to learn foreign languages. Tourists want everyone to talk in their native language, but nobody wants to learn English. This situation is typical mainly for people over 40 years of age.

Young people, especially students are already aware of the fact that knowledge of foreign languages is necessary in life. Nowadays most young people speak English fluently or partially. The staff at Manor Löydön Kartano speaks English, Swedish and Finnish. I personally know the owners of the estate. Hekki and Ayla Alanko speak English well and it is available for them to express themselves in this language. Most guests did not cause any problems supported communication in English. That is why I think that the answer to this question is always positive (Russian guests will always require Russian speaking staff) but this answer should not be taken too seriously.

The orange column in Figure 7 shows that guests left their comments, feedback and some suggestions. I translated them word by word in the following lines:

1. The problem was to find a cottage even on the map. And with the Navigator it was impossible to find.
2. Old appliances, tableware are sloppy and ugly. In the bedroom the wind blows.
3. They need new tableware. It was icy and the roads were not cleaned, there was no Wi-Fi, there was no kettle.
4. There should be bath accessories, tea bags, sugar / spice.

5. Everything is fine! Once again, thank you so much!
6. There are mice in the cottage.

After analyzing all costumers` answers, I can conclude that according to the responses in the survey people have left the similar observations and comments. The first is that it was cold in the house where they lived. The estate owners are already working on this matter. They plan to repair and insulate old cottages in the near future.

According to the guests, in some cottages and rooms there were no small kitchen appliances or items like tea, sugar, soap, shelves in the shower and so on. Solving this problem will not take much time and labor. All required rooms and cottages must be checked before settling guests. It is easily remedied. It may seem an unusual comment of one of the guests. He said that in the cottage there was a mouse. In the house a mouse really climbed. But after the departure of the guests it was immediately caught. The owners decided to repair the house by the lake as soon as possible.

Other guests complained that the road was icy. And roads at night were not cleared away. I already wrote about this problem earlier describing the first question about parking. Snow-covered road and ice depend on weather conditions and snow cleaning – on time of day. If guests stopped in the evening it is likely that technique for snow removal was already placed in the parking garage for the night after the evening cleaning the roads and parking lots. During this time, there could be a lot of snow because it was the winter.

The next moment that should be discussed is that in a cottage by the lake wi-fi was not provided in time for the arrival of guests. The same comment was made that the furniture, equipment and utensils are very old and need replacing. This is a great house for six people (as written in the description), but in fact the guests complained that for six people there is absolutely no place, and the sixth bed is available as an extra bed.

As for the solution to this problem, the owners should clear the road and parking lot before the arrival of guests and indicate the location of the cottage. Many of the guests could not find their cottage in the dark. The distant villas Elizabeth and Urho are enough far away from the main building of the estate and the road to it goes through the forest. Cottages themselves are

standing on the shore of the lake in the woods. When you receive a lot of complaints that they could not find cottages, there should be put little signs with the names of the cottages on the territory of the estate. This will greatly facilitate the search on the whole and visitors who come to the manor for the first time, especially in the evening.

The smallest share is just 16.5% was about the first answer “Conditions/services for children” (situation, atmosphere, furnishings, ambiance, furnishing). Only two persons of the seventeen wanted to see the conditions for children in the country estate. There can be a playground, place for games outdoors, for example sandpit. It also may be special children’s menu in the restaurant.

Online booking.

The twelfth question in my online survey was the following: How did you find out about us? This question is from the category of complementary and non-binding. It is useful only to the owners of the estate, so they can know which online booking site gives more full and exact information about the services and in general to which online sources the manor owner should pay more attention. This question got 100% one answer. The absolute leader is the booking.com website.

4. CONCLUSION AND RECOMMENDATIONS

Every year approximately 160 tourists stay in the manor, the share of Russian guests is 20%. According to the statistics for the last year in the estate 30 clients from Russia stayed. After analyzing this group of Russian tourists I used their answers in the survey. The aim of my study was originally to determine the level of customer satisfaction in the estate Löydön Kartano and to give some recommendations for attracting visitors to the manor. Also, my goal is to help the owners of the manor to deal with negative feedback and complaints of customers and give recommendations for their elimination. I have received this feedback during my research.

The level of satisfaction and dissatisfaction is affected by the expectation and preferences of customers in general. Customers are satisfied with their stayed in Löydön Kartano. However,

there are always some aspects that should be improved to meet the consumer demands. In this case the manor owners should pay more attention to complaints about the big cottage by the lake. The cottage needs renovation. It would be a good idea to insulate the walls and floor of the cottage for a comfortable stay during the winter. Improving cottage inside and outside the owners can get rid of one more trouble - accidental appearance of mice inside the cottage.

Old furniture in the cottage should be replaced, acquire new tableware and kitchen appliances, including a refrigerator with the freezer. In the information in the cottage it may be better to write that the cottage has five beds, instead of six. After all, the cottage is not large enough for comfortable accommodation of six persons. Additional bed can be provided upon request of customers, for example for children. We figured out the situation with the cottage near the lake. Improve it and some problems will be solved at once.

With regard to the parking lot and roads in the winter period, the main roads and ways to the cottages should be cleaned before the customer's arrival in advance, including the roads, which lead to the cottage. To help visitors quickly find their villas you can install signs indicating the names of cottages or villas, along the road on the territory of the manor. During the winter it gets dark quicker than in the summer and to facilitate the guests search it is necessary to place the lights near the main roads and around the houses.

The following recommendations are the services for children. Not so many guests were faced with inconveniences, but a few people want to see more services for the children. In the restaurant Löydön Kartano there are baby chairs and children's room with toys, a tent where children could play. It is very good that the services for children are available. But it is all provided for the very young guests, who are under 4 years old. I could recommend to provide services for older children. For example in the yard you can install a small Playground with a sandpit.

In manor territory there is a cave in the rock. You can equip it as a place for children where they could enter. It is possible to put a scarecrow of gnome or elf inside the cave for children, this cave will be the elf's house. Lighting, toys on the floor, some chairs will be enough for the kids. In the cave you can also set a mailbox so young guests could write letters to the elves with their desires. And then these letters can be quietly given to their parents to amaze their

child with surprises and gifts. This cave can be called the magic gnome`s cave, which grants wishes.

As for the comments about the Russian-speaking staff, as I have already mentioned earlier (In the analyst. Chapter 2, feedback, page 34.), multilingual staff is not necessarily available in all parts of the world, including Finland. Only the large hotel chains can afford the luxury of staff speaking many languages, including Russian. That is why this question cannot be regarded as obligatory for execution or considered a problem that needs a solution. It is a very interesting idea to sew on the form of staff small icons of flags of the countries in terms of which language that person is talking. Suppose English - Finnish or Finnish - Swedish. It is very convenient for guests when they know in advance what language they can refer to with one employee or another.

A small remark was that in some cottages and rooms there were no household items such as kettle, shower accessories and so on. One client asked to equip a shelf for soap and shampoo in the shared bathroom on the second floor of the manor. As I have previously remarked (Chapter 2, feedback, page 35.), the solution to this problem is not a big job. You just need to check if all necessary item is available in the cottages and rooms before the arrival of guests.

In my survey I asked Russian customers to answer the question if they are satisfied with the fact that additional services are included in the price? Practically all holidaymakers responded that they are satisfied with it. It is odd that none of them used all the services provided. This is illogical However, none of the tourists gave great importance to it. Customers are satisfied with everything. As for additional services, despite the customer reviews, I offer to make using boats, bicycles, mopeds, equipment for fishing for fee. This will reduce the cost for accommodation and allow guests to use additional services if they wish. Nevertheless, it should be left to the choice of the owners of the estate. If guests are satisfied, then do not change anything regarding additional services.

Much attention should be paid to the fact that none of the Russian customers use the services of food during their vacation. Possible reasons for this I have described in chapter two (Page 29). The most probable reason is that people are not satisfied with the high euro rate, which has gone up rapidly during the past year. The number of trips abroad decreased significantly. Those tourists who still went on vacation probably decided to save money on the holiday. This

includes using catering services. It is easier for people to buy the products in store and prepare their own meals and have no additional cost in the restaurant. To solve this problem, I want to advise to introduce special nutrition program menu. For example introduce children's menu, which can also consider as conditions for children and attract more families with children. Some mothers have to prepare healthy foods for their child even on holidays, and this greatly complicates the rest. If you could introduce children's menu, which can be individually designed for an allergic baby it would be very nice and convenient for families with young children.

It can be concluded that customers like to relax in manor Löydön Kartano. They are satisfied with the price for accommodation and additional services included in the price. There should only be slight corrections to the domestic confusion, provide more services for children to attract customers to the restaurant and added more information in Russian, for example, a site with all the necessary information. This can help to avoid the cost of searching for Russian-speaking staff.

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Appendices.

Hello, my name is Kristina, I am a student from Moscow, studying in Finland double-diploma program. I'm writing a thesis on "The level of client satisfaction with services of accommodation and food in Löydön Kartano." I'll be very grateful to you if you could answer a few questions about the quality of your holiday in the manor.

Objective: To find out which aspects of the accommodation and catering least of all liked the manor visitors during their stay.

Here you can see the original Russian version of survey.

<http://www.survio.com/survey/d/P9Q6Q5T0W9M3G9G2J>

1. Were you satisfied with the living conditions in our place?

(Completely satisfied / satisfied / satisfied with the kind of part no / not satisfied / not completely satisfied/ I did not use)

The interior of the cottage / room

Views from the window

Sauna

Parking

2. Do you agree with the statements? Cottage / room

Agree / Disagree / I do not know

My cottage / room was fully equipped

My cottage / room was clean and comfortable

My bed was comfortable, linens were clean

The bathroom was clean and fully equipped

3. Are you satisfied that the additional services (bicycles, boat, and barbecue) are included in the price?

Satisfied

Not satisfied, additional services must be provided for a fee

I do not care

4. Please rate how satisfied are you with the services for residents in our estate.

(Completely satisfied / satisfied / satisfied with the kind of part no / not satisfied / not completely satisfied)

Fishing / equipment for fishing

Beach / descent into the water

Garbage bins (accessibility)

Bikes

Barbecue

5. Do you agree with the statements? The process of check-in and checkout:

Agree / Disagree / I do not know

Record regarding booking was accurate

I got a comprehensive and accurate calculation when leaving

Extract from the hotel was quick and efficient

6. Do you agree with the statements? The food in the manor:

Agree / Disagree / I do not know

Quality of food was good

National dishes were present on the menu

The food was hot and fresh

A wide range of dishes

The food was delicious and flavored

7. How do you rate the quality of our bar?

(Completely satisfied / satisfied / satisfied with the kind of part no / not satisfied / not completely satisfied/ I did not use)

Assortment of offered alcoholic beverages

Working hours of the bar

Prices

8. Do you agree with the statements? The restaurant staff

Agree / Disagree / I do not know

Orders were carried out accurately

The waiters were polite and competent

The restaurant was clean

Communication and communication were available understanding

Guest Services is fast and high quality

9. Are you satisfied with the price of the accommodation and food services in the estate?

Fully satisfied

Satisfied

Partly satisfied partly no

Is not satisfied

Fully not satisfied

1_____2_____3_____4_____5

10. Please rate the overall degree of satisfaction in the rest Löydön Kartano.

1 bad

2 satisfactorily

3 good

4 very good

5 Excellent

1 _____ 2 _____ 3 _____ 4 _____ 5

11. What would you like to add / improve?

- Conditions for children

- Russian-speaking staff

-Other _____

12. Which site did you use to book accommodation in the estate?

-Booking.com

- hotels.ru

- Hotel-finland.ru

- Tour. Operator / tour. Agency

- Other _____