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Genealogical Tourism Services in Finland

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2015 Kerava



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Genealogical Tourism Services in Finland

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Degree Programme in Tourism
Bachelor's Thesis
November, 2015

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Year	2015	Pages	34
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The purpose of this bachelor's thesis is to look into genealogical tourism to Finland, concentrating especially in finding out what kind of services there are for this type of tourists or whether services exist in Finland at all. The theoretical framework consists primarily of the basic understanding of the supply of services in tourism as well as the definitions of genealogical tourism and its many synonyms and parallel terms found in literature. Some examples from other countries, namely Poland and Scotland are also taken to illustrate the different possibilities in the niche market and a short overview of the history of Finnish migration is provided to better understand the basis of the possible niche.

Due to the limited scope of this type of thesis qualitative approach was chosen over the possible quantitative method of finding and surveying actual genealogical tourists coming to Finland. The empirical section consists of two parts. The first is a content analysis on three different Google searches on the subject and the second are semi-structured interviews done with the Institute of Migration and Genealogical Society of Finland.

The results show a clear separation into genealogical services and tourism services. While some overlapping of the two could be observed it was very marginal and no real co-operation between genealogical organizations and tourism suppliers seemed to exist. The results indicate that while a clearer niche market could have been seen in Finland during the 1990's, there was a drastic drop in genealogical tourists after that, possibly due to the Internet making family history research easier from home without the necessity to travel.

While a few tour organizers were found offering services clearly directed and marketed to genealogical tourists, the websites were in all cases very outdated, including the layout and the provided information and thus they were mostly in line with the other findings. The services offered for the occasional genealogical tourist by the two organizations interviewed consisted mainly of advice and guidance on how to use the databases or on where to go to find the information needed to proceed with their research.

Keywords: Genealogical tourism, genealogy, Finland, services

Anna Mehtälä

Sukututkimusmatkailijan palvelut Suomessa

Vuosi 2015 Sivumäärä 34

Tämän opinnäytetyön tarkoitus oli tarkastella Suomeen suuntautuvaa sukututkimusmatkailua, keskittyen siihen, millaisia palveluja sukututkimusmatkailijoille on tarjolla Suomessa. Opinnäytetyön teoreettinen viitekehys koostuu ensisijaisesti matkailun tarjonnan perusteista ja sukututkimusmatkailun ja sen monien kirjallisuudessa esiintyvien synonyymien ja rinnakkais-termien määrittelystä. Mukana on myös muutamia palveluesimerkkejä Puolasta ja Skotlannista havainnollistamaan mahdollisia sukututkimusmatkailuun liittyviä mahdollisuuksia, sekä lyhyt katsaus suomalaisen siirtolaisuuden historiaan, joka on pohjana mahdolliselle markkinaralle.

Opinnäytetyön rajallisuuden vuoksi tutkimus toteutettiin laadullisena määrällisen suoraan sukututkimusmatkailijoille suunnatun kyselytutkimuksen sijaan. Sisällönanalyysi aiheeseen liittyvien Google-hakujen perusteella ja Siirtolaisuusinstituutin ja Suomen Sukututkimusseuran kanssa tehdyt teemahaastattelut valikoituivat tutkimusmenetelmiksi.

Tuloksista kävi ilmi selkeä jako sukututkimuspalveluihin ja matkailupalveluihin. Vaikka joitain päällekkäisyyksiä oli havaittavissa, ne olivat hyvin marginaalisia, eikä todellista yhteistyötä sukututkimusta tukevien organisaatioiden ja matkailualan tuottajien välillä näyttänyt olevan. Tulokset viittasivat myös siihen, että vaikka Suomessa 1990-luvulla on kenties ollutkin selkeämpi markkinarako sukututkimusmatkailulle, on se nykypäivään tultaessa huomattavasti kaventunut. Syynä on todennäköisesti Internetin mahdollistama kotoa tehtävä sukututkimus, jota tehdäkseen ei välttämättä tarvitse matkustella.

Vaikka sisällönanalyysillä löytyi muutama matkanjärjestäjä, jotka selkeästi markkinoivat itseään sukututkimusmatkailijoille, olivat yritysten verkkosivut ulkoasua ja sisältöä myöten vanhentuneita ja täten pääosin tukivat muita löydöksiä. Haastateltujen organisaatioiden satunnaisille sukututkimusmatkailijoille tarjotut palvelut käsittivät pääosin neuvontaa, apua tietokantojen käytössä tai opastusta siitä, mistä tarvittava tieto saattaisi löytyä.

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1 Introduction

This thesis concentrates on the niche market of genealogical tourism. The objective is finding out whether genealogical tourism services are offered in Finland and if they are, what type of services they mainly represent. To a smaller extent, the thesis is also an effort to determine whether there is recognized market potential in the niche market in Finland.

The inspiration to conduct a thesis on the subject comes from the writer's own interest in family history research and personal experience in trying to find and understand the ancestors who migrated from one country to another. While some countries and areas in Europe are relatively well-known for catering to tourists searching their roots, and the services they provide can be easily found from the Internet with only a few clicks, nothing similar seemed to be happening in regards to Finland. The fact that family history research is a growing and popular hobby, especially in the United States (Tourism Intelligence Scotland 2013) favors the notion that genealogical tourism could still be a profitable niche market, even though the amount of Finnish emigrants is lower in comparison to the areas in Europe that are visibly supporting and promoting the niche. (U.S. Census Bureau, 2015.)

The theoretical framework of the thesis consists of understanding the supply of tourism and the key concept of genealogical tourism. The empirical part is conducted as qualitative research, which is also divided in two parts. Content analysis of three different Google searches was made to form some type of basis to evaluate the amount of services marketed to genealogical tourists visiting Finland. Two semi-structured interviews were then conducted with Institute of Migration and Genealogical Society of Finland, in an attempt to get an expert view on the type of services that are offered to those who come to Finland in order to re-search their ancestry.

The understanding of human migration is also imperative when trying to grasp the idea of genealogical tourism, since it is the fundamental basis of the niche. According to United Nations Population Division the number of international migrants in 2013 was 232 million, which amounts to approximately 3,2 percent of the whole world population. (United Nations 2013) Additionally in 2005, 763 million people were estimated to live outside their area of birth, but still within the same country. (United Nations 2013) The number of migrants has risen steadily over the years. This can partly be explained with the rise in total population of the world, but also a slight proportional rise can be observed, the number of international migrants having been 2,3 percent of the entire world population in 1965. (Russell 2010, 13.)

The movement and relocation of people creates, in its time, a basis for a certain type of tourism. In literature this niche market is referred to in many different, more or less, synonymous

names from nostalgic tourism to legacy tourism, genealogical tourism and more. Regardless of the terms used tourists visiting their ancestral homelands or areas where their family originated are fuelled by similar motives that differ from the motivations of most other tourist groups. Often these tourists regard their journey as something more than a mere holiday and more alike with a pilgrimage or a homecoming. (Coleman & Eade 2004; Russell 2008) Considering the amount of people who are relocating at the moment and more so, have relocated in the past two centuries, the niche market is undoubtedly of significance to the global tourism industry, each migrant leaving behind an ancestral land, culture and roots for their descendants to explore. (Russell 2008, 105.)

1.1 Migration

Migration in its simplest is movement of people from one area or country to another, often in the hopes to somehow improve their quality of life. (Oxford University Press 2015) Inside this simplistic explanation lie a multitude of different types of people, with different situations in which they have become a migrant, from a refugee child forced from their home to a skilled professional moving after better job offers. Time adds another variable in to the mix. In many cases a person becomes immigrant, in the official sense, when they exceed one year in the country or area they emigrated to. However the definitions of a migrant remain manifold, with some still intending to return after a fixed period, such as students completing their degree, and seasonal migrants moving in and out of the country or a certain area according to work seasons, e.g. following the high and low seasons of tourism in Lapland, or reoccurring weather conditions, e.g. the Bangladeshi moving out of the way when annual floods cover up to two thirds of the country. (Russell 2010, 13-16.)

It is also important to note that while migration is most often discussed in terms of international migration, the amount of internal migrants, those moving inside their country of residence, is approximately three and a half times greater. (Russell 2010, 13-14) This is especially significant to remember when concentrating on the history of Finnish migration movements, since in terms of Finnish migration to Russia and Sweden the movement has not always been international. Due to most of modern Finland being part of Sweden for several hundred years up until 1809 and part of Russia in 1809-1917, Finns moving to areas of current Sweden or Russia during those times were moving inside a country rather than out of one and in to another. (Engman 2005, 11-12.)

1.2 Finnish Migration Movements

According to Russell (2010, 28) the largest ever free movement of people was the Great Migration to North America, from early 19th century to early 20th century, during which over 50

million Europeans moved to United States and Canada. The migration movement did not properly reach Finland until 1870 but after that approximately 389 000 Finns left for North America before the year 1930. The phenomenon was closely linked to Ostrobothnian regions which were the home for more than 50 percent of all Finnish emigrants at the time.

The movement was greatly influenced by the general situation in the economic region of Western Europe and North America. As well as being quickly industrialized, North America had plenty of resources such as forests and farming land but no workforce to effectively utilize them, while the population in Europe was increasing too fast to provide good opportunities for all in their respective home countries. This is also the main reason for the Finnish migration movement at the time, though also the importance of other aspects, such as young men wanting to avoid the Russian military service and the Russification of Finland in general, have been debated on. (Kero 1996.)

While the European migrants, Finnish migrants among them, were often seeking better life for themselves or for their entire family in their new homeland, a notable amount had the intention to return after gathering a certain amount of money. Even though many did migrate back, some prolonged their stay and eventually ended up staying for good. (Kero 1996; Russell 2010, 28) According to United States Census Bureau over 634 000 Americans reported Finnish ancestry in 2013. (U.S. Census Bureau 2015.)

After the Great Migration the most notable Finnish emigration movement happened during 1960's, peaking in 1969-1970 when the population of Finland actually diminished due to migration to Sweden. The movement was, similarly to its 1870-1930 counterpart initiated when the labour market in Finland was unable to provide employment for all those born during the post-World War II "baby boom". (Tilastokeskus 2007) It is estimated that between the years 1945-1994 approximately 250 000 Finns permanently moved to Sweden. (Korkiasaari & Tarkiainen 2000, 156.)

Apart from North America and Sweden Finnish migration has, in a smaller scale, been directed towards Russia/Soviet Union, Norway, Denmark, other parts of Europe, Australia and Asia. (Uschanov, Björklund & Korkiasaari 2013, 24) Overall there are currently some 1,6 million Finnish expatriates living abroad, when taking into account also those from the third or more generations. (Ulkosuomalaisparlamentti 2015.)

2 The Supply of Tourism

Tourism supply is in many sources seen as a difficult concept, mostly because tourism industry is a difficult concept. It is argued that tourism industry as such does not even exist or at least

that it is not an industry in a traditional sense. Industries are usually classified according to the type of services or goods produced, while in the case of tourism it is the type of consumer, rather than the product, that defines the boundaries of the industry. (Dwyer, Forsyth & Dwyer, 2010, 135-136.)

The tourism experience is composed in a supply chain by different suppliers that can be considered to belong primarily to a myriad of different industries, catering to the many needs of a tourist, including transportation, accommodation, food and countless possible leisure activities from shopping to sports. While restaurants and local railways undoubtedly serve tourists, they are also and often mainly aimed for the use of residents (Sinclair & Stabler 1997, 58), enforcing the idea that a product, primarily of which ever industry, becomes part of the tourism scope when supplied to a tourist. (Dwyer, Forsyth & Dwyer 2010, 136) This makes the research and analysis of tourism supply difficult. It is also one of the reasons why tourism supply is often discussed from the point of view the components that make it, rather than a particular product, since a standard tourism product does not really even exist. (Sinclair & Stabler 1997, 58; Jafari, Baretje & Buhalis 2000, 564-565.)

With all this being said, tourism industry is arguably largely service oriented (Jafari, Baretje & Buhalis 2000, 564), although tourism experience is often comprised of both intangible service and tangible goods. Such is the case of a hotel stay. The customer experience is influenced by the staff and the personal service they provide as well as the physical surroundings, food and comfort of the hotel room. As a whole the supply of tourism operators is, however, of services and thus the characteristics of tourism supply are closely related to the characteristics of services in general.

In the book 'Tourism Economics and Policy' by Dwyer, Forsyth and Dwyer (2010, 137-138) tourism supply characteristics are listed as follows. Firstly, tourism supply, being mostly services, is **intangible** or at least less tangible than physical goods are. In the most extreme sense services can be even considered as ideas or concepts (Jafari, Baretje & Buhalis 2000, 528) that are delivered as opposed to goods that are made. Second characteristic is the **experience**. Tourism services are experienced, not used like goods. Furthermore they are created in the interaction between the customer and the supplier (Dwyer, Forsyth & Dwyer 2010, 137), which means that services do not exist before the purchase and thus are not something that can be easily sampled, counted, measured or inspected beforehand. (Jafari, Baretje & Buhalis 2000, 528.)

This brings us to the third characteristic, **inseparability**. Tourism services are supplied and consumed at the same time and the experience of the consumer is always part of the supply, which is only one of the problems when trying to ensure customer satisfaction. Characteristi-

cally tourism supply and services are also **irreversible**, meaning that they cannot be returned, only compensated, and **perishable**, meaning that they cannot be stored. Unsold hotel room will remain unsold at its time, and it cannot be put aside to sell later. (Dwyer, Forsyth & Dwyer 2010, 137-138.)

The sixth characteristic is **interdependence**. As stated earlier tourism experience is not created in isolation by a single operator, but it is dependant of multitude of suppliers and complimentary products in the supply chain. The seventh characteristic is **seasonality**, whether it is fluctuations between the seasons, weekdays or the time of the day. Lastly there is the **spatial fixity**. Characteristically the tourism supply is often extremely place-sensitive, meaning that the buyer must come to the supply rather than vice versa. (Dwyer, Forsyth & Dwyer 2010, 137-138.)

3 Genealogical Tourism

The main components of genealogical tourism are naturally the concepts of genealogy and tourism. According to Oxford Dictionaries genealogy as an activity refers to the study and tracing of one's descendants or predecessors. (Oxford University Press 2015) Genealogy is often used as a synonym of family history research however differences between the scopes of the two terms exist. While genealogist can be seen to mainly search for the key information on a certain ancestor, including dates and places of e.g. birth, marriage and death, family historians are further interested in the personal lives of the individuals including work and political life etc. (Darby & Clough 2013, 73) Often the word 'genealogist' is used when meaning a professional, 'family historian' being the amateur equivalent. (Novelli 2008, 59) However, for the sake of simplicity, in this thesis the terms are used interchangeably, referring to the amateurs interested in their family history in a broad sense that includes more than only the key information, unless stated otherwise.

United Nations World Tourism Organization defines tourism as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" usually for less than 12 consecutive months. Tourism affects a wide range of different stakeholders, by having implications not only to the tourists themselves, but for the local people, the economy and the natural and built environment. (UNWTO 2015.)

Genealogy as a hobby has gained popularity steadily from the 1990's on, which in many respects owes its growth to the development and spreading of the Internet. (Scodari 2013, 206) During the 2000-2010's the emergence of several different family history research oriented TV shows, such as BBC's *Who Do You Think You Are?*, have promoted genealogy as a hobby even

further. Today genealogy is one of the fastest growing hobbies in the world and family research is one of the top global internet searches. (Tourism Intelligence Scotland 2013, 3.)

This thesis centers on amateur genealogists researching their own family histories, excluding the professionals with a wider interest and expertise in the field of genealogy travelling for other than personal genealogy related reasons. This type of tourists do not have the opportunity to choose the destinations they are travelling to but rather go where they are able to find the information needed to conduct their personal research and find specific details regarding their own family tree. (Santos & Yan 2009, 49) This can include visiting libraries, different archives, graveyards and family members either in one's home country or in the geographical area their ancestors were born. (Tourism Intelligence Scotland 2013.)

This type of approach to travel leaves destinations competition wise in an untypical situation, where they cannot directly compete for the attention of the same tourists. A person either has or does not have roots in certain country or area. However one can still have roots in multiple countries. The accessibility of the needed information, including information considering practical travel planning and genealogy related information, and the existing branding of the country or area and its culture, could be a factor when deciding which destinations are chosen over others. (Tourism Intelligence Scotland 2013.)

In a survey conducted among American amateur genealogists in 2008 it was found that while significant number had used the internet to find places to visit, for family history research related reasons, less than third had been successful. (Josiam & Frazier 2008) Similarly Newland and Taylor see that enabling easy access to and cataloguing of genealogically interesting records would encourage genealogy based tourism. (Newland & Taylor 2010.)

The term genealogical tourism with its counterparts such as legacy, roots and ancestral tourism is sometimes criticized for the simplifying nature of the tourism concept. It is argued that the people called genealogical tourists are not necessarily so much tourists as people coming home. Homecoming, as well as pilgrimage and quest, are reoccurring themes when interviewing or talking about people travelling to their ancestors' home areas. (Coleman & Eade 2004; Tourism Intelligence Scotland 2013.)

The use of these types of metaphors by genealogical tourists themselves can point out to the desire to separate the meaning behind their travels from the less-significant, ordinary tourism pursuits. (Coleman & Eade 2004) Thus it could be relevant to think about how it might affect on the relationship and interaction between the consumer and the supplier and, as Cameron Taylor suggest in a webinar by Highlands and Island Enterprise, instead of "wishing the travelers a nice holiday, one should rather welcome them home". (Ancestral Tourism 2014.)

Along the same train of thought the Tourism Intelligence Scotland, being one of the driving forces behind one of the bigger genealogical tourism destinations, often refers to ancestral tourists as ‘home-comers’ and emphasizes the importance of understanding the difference between the mindset of them and other tourists. The motivations for the journey of ‘home-comers’ are highly personal and can be boosted with a sense of national identity and even national pride towards the origin country of their ancestors. (Tourism Intelligence Scotland 2013) Paul Basu writes in the book ‘Reframing Pilgrimage - Cultures in Motion’ that homecoming, quest and pilgrimage could actually provide a better ‘grammar’ for this type of tourism than tourism itself can, with their emphasize on the intense emotional journey and extremely personal, often transformative or even life-changing experience. (Coleman & Eade 2004; Tourism Intelligence Scotland 2013.)

3.1 Synonyms and Parallel Terms in Literature

Genealogical tourism overlaps with many other niche markets of tourism industry such as heritage tourism, legacy tourism, roots tourism, ancestral tourism, diaspora tourism, cemetery tourism and ethnic tourism among others. Sometimes it can be difficult or even downright impossible to set them all apart from one another or determine what the actual relationship between them is.

Newland and Taylor among others view genealogical tourism as a sub segment of heritage tourism (Newland & Taylor 2010) and the basis of both can be seen in the act of visiting a certain site as part of one’s own, personal heritage. (Josiam & Frazier 2008) Santos and Yan argue that the main difference separating genealogical tourism from heritage is the assumption that genealogical tourist is the one choosing the stance toward the historical accounts they encounter and personalizing them, while most heritage tourists are being given these views by others e.g. marketing teams. (Santos & Yan 2009.)

Legacy tourism can be similarly seen as a sub segment of heritage tourism (Santos & Yan 2009) and it is one of the terms most closely synonymous to genealogical tourism, often referring to the exactly same segment. However when genealogical tourism has its emphasize on research and the actual act of collecting information legacy tourism is seen, in some cases, to lean more on the visits to places where one’s family is from. This could include e.g. seeing the particular house where a relative was born or walking the roads of the village one’s ancestors once lived in. (McCain & Ray 2003) Even though this type of separation is possible and can undoubtedly be useful, legacy and genealogical tourism based activities do not rule each other’s out but rather are very likely to occur hand in hand, intertwining so that sometimes it could be impossible or meaningless to entirely separate the two. Also the term ancestral tour-

ism and sometimes roots tourism seem to bear a similar relationship to genealogical tourism in speech and texts. (Coleman & Eade 2004; Ancestral Tourism 2014.)

Sometimes genealogical tourism can be used as a synonym for cemetery tourism. (Newland & Taylor 2010) However, while genealogical tourists often have interest to visit cemeteries in the hopes of finding new information on deceased family members and to reminisce or to further humanize those who have been mainly names on a screen or a paper, it would seem somewhat simplifying to use the terms as synonyms in the case of this thesis. Cemetery tourism does not solely include the visits to the gravesites of one's own relatives, but can include visits to the final resting places of e.g. celebrities or historical figures. The visits can also be initiated by the persons overall interest in dark tourism rather than family history or the need to reminisce a certain person or figure. (Sharpley & Stone 2009) While genealogical tourists do sometimes participate in cemetery tourism, in this case, every tourist visiting a cemetery cannot be seen as a genealogical tourist.

Diaspora tourism, while also very closely linked to genealogical tourism, also includes a wider section of people. Newland and Taylor write: "We take diasporas to include emigrants and their descendants who retain an active connection to their countries of origin or ancestry". If diaspora tourist is defined by this description it would seem that most of the genealogical tourists are diaspora tourists, but once again not the other way around. Diaspora tourists could also be visiting their countries of ancestry for other than genealogical reasons, such as volunteer work, business reasons, visiting relatives, retirement or seasonal migration for climate reasons, visiting heritage sites with no direct link to one's own family and the overall interest in the culture of the origin country. (Newland & Taylor 2010.)

The term roots tourism, drawing its name from Alex Hayes' book and later TV-show 'Roots: The saga of an American family' that launched a great interest in genealogy among African-Americans in the 1970's, is often used when referring to African diaspora tourism. Roots tourism carries the same similarities and differences to genealogical tourism as diaspora tourism in general. (Haviser & MacDonalnd 2006.)

In this thesis the word 'genealogical tourism' was chosen because the intention is to concentrate on the tourists interested in their ancestry who are actively researching their family history while visiting Finland. While some interest in Finnish culture is most likely given in the case of these tourists, not all those with ancestors from Finland are necessarily compelled to finding and recording evidence of their ancestors beyond the living relatives. They might not even be interested in more than experiencing the country and the culture they know their ancestors came from. (Russell 2008.)

3.2 Service Examples from Other Countries

Some known examples of genealogical tourism outside Finland are the cases of The British Islands, especially Scotland, and Poland, with other eastern European countries with connections to Jewish diaspora. The volume of the potential inbound genealogical tourists for these areas is however considerably different from Finland. E.g. while in 2013 there were roughly 634 000 people living in the USA with Finnish ancestry, the number of people with Scottish ancestry was approximately 8,3 million, Polish ancestry being reported by 9,3 million USA citizens. (U.S. Census Bureau 2015.)

Also the numbers do not directly transfer into a number of people interested in actually visiting their ancestral country, even though it does refer to the size of the potential target group. According to Tourism Intelligence Scotland, among all the U.S. citizens with Scottish ancestry, 500 000 were interested in learning more about their roots in Scotland and were planning to visit the country within two years, while the same number worldwide was estimated to be around 4.3 million. (Tourism Intelligence Scotland 2013, 11.)

If one was to use similar percentages transferred to indicate the number of potential genealogical tourists with Finnish roots the number would be over 38 000. However it is good to remember the possible differences between the recognition of Finland and Scotland as brands in general. As the Tourism Intelligence Scotland points out, the strong, internationally very well known Scottish and British brand is seen as one of the main pull factors for genealogical tourists to choose to investigate their Scottish roots over other possible nationalities in their family tree. (Tourism Intelligence Scotland 2013, 5.)

3.2.1 Scotland and the British Isles

Scotland is in many ways in the foreground of genealogical tourism. With heavy advertised Homecoming of 2014 being a marketing success in attracting visitors to the area (VisitScotland 2015) and tourism industry suppliers being encouraged to actively take part in customer's genealogical interests by providing educational and informative material to help the suppliers understand the profitability as well as needs and expectations of these type of tourists. (Tourism Intelligence Scotland 2013; Ancestral Tourism 2014.)

A good example of tourism industry and family history research coming together is the cooperation between Eyes-on-Scotland, a tourist guide network, and Kilted Cousins, a Scottish genealogy research service. By mutual advertising they offer a package where one's Scottish

ancestry is first researched by Kilted Cousins and based on the findings Eyes-on-Scotland puts together an itinerary for a visit to Scotland. (Eyes-on-Scotland 2015; Kilted Cousins 2015.)

Some, like the Hebridean Explorer, have taken into account also the possibility that some genealogical tourists may want to do their own research. The company provides itineraries based around the family connections of the visitor but not actual genealogical research services. However in their website the company offers the possibility to arrange visits to different societies and archives as well meeting genealogy experts as part of the tour. (The Hebridean Explorer 2015.)

Other companies including Genealogy Tours of Scotland and Scots Family provide actual genealogy research tour packages. Itineraries include designated research days with the help of a guide e.g. in Scotland's People Centre and the National Library, as well as time to visit the ancestral home areas of the visitors according to one's preferences, either with or without guidance. (Scots Family 2012; Genealogy Tours of Scotland 2013.)

In addition to specialized tour operators, some accommodations in the British Isles are also providing services for guests interested in their ancestry. Trump International Golf Links & Hotel Ireland, a five star family resort in Doonbeg Ireland, and Duntrune House, a four star bed and breakfast in Scotland, are both examples of this type of accommodation. Trump International Golf Links & Hotel Ireland lists "genealogy services to trace your Irish ancestry" in their catalogue of other signature services offered for their guests in addition to the main products. The genealogy services are however not specified further at the resort's website. (Trump International Golf Links & Hotel 2015.)

On the other hand Duntrune House has dedicated a whole page in their website to genealogy services the accommodation offers, genealogy services in the area and owner's personal genealogical research. The family run bed and breakfast welcomes guests to spend time with the owners and share stories and advice on genealogical research as well as letting the owners know on booking about guest's possible family research to help them plan the visit from genealogical perspective. At the website they not only present the family history research resources available at the bed and breakfast but also list useful family research websites for researching ones Scottish roots and recommend bespoke genealogy tour operators. (Duntrune House 2015) The Duntrune House is also referred to in Tourism Intelligence Scotland's Ancestry Tourism leaflet as an exemplary case of accommodation provider tapping into genealogy tourism. (Tourism Intelligence Scotland 2013.)

3.2.2 Poland

Many Polish genealogy and ancestry tours provide very similar services to their counterparts in the British Isles; a combination of either assistance for making one's own family research in Poland or a ready-made family history research and a guided or self-guided tour of the areas in which visitors' ancestors came from. However, the language barrier between the possible living relatives, local experts and records and the visitor may pose a type of problem for a foreign genealogical tourist that does not exist in the same scope when doing research in English speaking countries. Thus the companies offering genealogy tours in Poland often have to include some type of translation services, both oral and written, in to their packages. (PolishOrigins 2015; Ancestral Attic 2015; StayPoland 2015.)

3.2.3 Example Conclusions

All in all the services offered for genealogical tourists seem to always involve a high level of personalization. Most likely this is due to genealogy itself being extremely personal hobby per se, centering on a person's own heritage. Since the ancestry of all genealogical tourists is different one mold will only be suitable for one tourist or one family group of tourists. Taking the different ancestry and genealogy tours as an example, even from a strictly genealogical point of view, the archives of one parish will not be suited to uncover the ancestry of people with no family ties to that certain parish. Thus a visit to e.g. Ayrshire will be worthwhile in terms of genealogical tourism only for those whose ancestors came from that area.

Another notable similarity that can be observed from all the service examples that have been looked into in this chapter is the combination of ancestral and genealogical tourism. As explained earlier the two terms can be used as synonyms or they can be seen as slightly different in scope of the initial objective of the tourism. However it is almost impossible to entirely separate the two, especially when talking about genealogical tourists. If a tourist has already travelled to another country to search through archives, libraries and graveyards, it is understandable for those tourists to want to e.g. experience some of the culture of their ancestral country and to visit the actual towns and villages from where their ancestors originated, with other objectives in mind than just recording factual evidence of their relation or existence.

4 Methodology

In the light of how elusive of a subject tourism supply can be in general and how genealogical tourism still seems to be very fragmented and ambiguous niche market with not much reliable research conducted about it especially in the case of Finland, qualitative research methods

were chosen as the main source of information for this thesis. More precisely the research is to be conducted by semi-structured interviews and content analysis.

4.1 Qualitative Research

Qualitative research methods are most commonly used when the phenomenon researched requires deeper understanding of people's motivations, how and why things happen or why they are done in the way they are. (Gray 2009) While the method is often seen as less reliable than quantitative research, it is not uncommon for quantitative research to be founded on a theory base formed with the results of previous qualitative research since, as opposed to most quantitative research, qualitative research does not necessarily require as solid and well-grounded theories as its base as quantitative research does. (Hara 2008) Exploratory type research, such as the thesis in question, is just one example of a field where qualitative research method lends itself more useful than quantitative one thanks to its naturally flexible and exploratory nature. (Keegan 2009.)

According to Gray, one of the key elements of good qualitative research is to see the process as a sequence of iterations, where the original design of the research is fluent and subject to change during the course of the process. (Gray 2009) Keeping this in mind certain patterns to a good qualitative research process still apply. It is important to create a sufficient enough research plan, study methodology and evaluate which would be the most appropriate one for the research in question, choose data gathering tools that are valid and reliable, collect the data, analyze it and lastly write a report and possibly present the findings. (Teddlie & Tashakkori 2009.)

Many different ethical issues are discussed within the scope of qualitative research, but the most important one's can be said to be those involving approval, confidentiality, consequences and privacy. (Hirsjärvi & Hurme 2001, 20) Some of the recent questions regarding ethics in qualitative research include the use of internet based data as found e.g. in YouTube or different blogging websites. Even though the material is posted online and thus is for everyone to see, it is debated on how acceptable it is to use this sometimes very personal material without consent and to what extent. (Keegan 2009.)

A more traditional point of discussion in ethical issues amongst qualitative research is the concept of fluid consent. In some cases when conducting a qualitative research it is difficult to define a research question and the question is prone to change if new information comes up during the research process. This means that the terms of consent for observed subjects or interviewees might have to be negotiated anew during the research process. (Gray 2009.)

4.2 Content Analysis

Content analysis is a research method where text, images or symbolic material are read systematically to make valid and replicable inferences. The method is used widely in both qualitative and quantitative research. (Krippendorff 2004, 18-21) However in some sources content analysis is seen as purely quantitative method that should not be confused with qualitative analytic methods. (Neuendorf 2002, 4-5) For the sake of the simplicity of the thesis the method used here is, regardless, broadly referred to as content analysis.

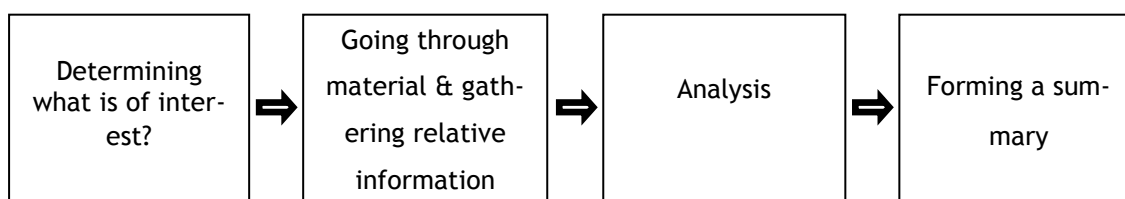


Illustration 1: Four steps of making qualitative content analysis

In the book “Laadullinen tutkimus ja sisällönanalyysi” Tuomi and Sarajärvi describe the process of qualitative content analysis in four main points shown here in illustration 1. First step is deciding what is of interest when looking into the chosen material. Second is going through the material, marking the parts that are of interest, leaving out all the rest and gathering the marked material into one separate file. Third is the analysis itself, using different methods e.g. classifying or arranging the material according to themes. Fourth and final step is writing a summary on the findings. (Tuomi & Sarajärvi 2002, 94) It is extremely important to draw and present conclusions on the basis of the summary, not to only list what has been found, to complete the content analysis in a meaningful way. (Tuomi & Sarajärvi 2002, 105.)

4.3 Semi-structured Interviews

Semi-structured interviews are the in-between of structured and unstructured interviews. The main differences between the three lie in the participation of the interviewer. Structured interviews are thoroughly led by the interviewer, in a manner of survey with questions that should always be exactly the same for each participant and where additional information about the questions is not given for the interviewee. However in the unstructured interviews the interviewer is more a kin to a listener, with the main purpose of opening the narrative and possibly asking some clarifying questions if it is of utmost importance in understanding the interviewee. Semi-structured interviews, while the interviewer still has the ultimate say on what is discussed about, the questions or their order are not as stiff as with structured in-

interviews and can be changed according to the situation and angles brought up by the interviewee. (Brinkmann 2013.)



Illustration 2: Stages of semi-structured interview

Different stages of a semi-structured interview, presented in illustration 2, have been described by Hirsjärvi and Hurme in a following way; the first stage is the planning stage, where the research questions and the key concept of the research are determined. Second stage is the interview stage itself where the different themes and questions are used to interview the participants. The third and last stage is the analysis, when the researcher goes through the material and classifies and interprets the outcome of the interviews. (Hirsjärvi & Hurme 2001, 66-67.)

In semi-structured interview method described by Hirsjärvi's and Hurme, a list of themes composed of subclasses of the key concepts, rather than list of direct questions, are used to guide the discussion between the interviewer and the interviewee. The themes are used in order for the discussion to not be entirely dictated by the interviewer. (Hirsjärvi & Hurme 2001, 66-67) This type of semi-structured interview is well suited for the type of mainly exploratory thesis that looks into a niche market not thoroughly researched or documented in the country in question.

5 Content Analysis of Google Searches

The Internet being the main source of information for most amateur genealogists both in their family history research itself as well as when making travel plans (Darby & Clough, 2013), the decision was made to conduct a content analysis on Google searches. The chosen search words were ones thought likely to result in finding what type of services are provided for genealogical tourists in Finland and the searches were conducted in their entirety in a span of one day.

While a generic Google search can provide information on what type of websites exist and are easily accessible, there are limitations to how well the search will correspond with the actual findings of a potential genealogical tourist. It is impossible to determine, within the scope of the thesis, the exact search words this type of tourist would use when conducting their

search. The search can also be influenced by the geographical location as well as previous search history of the user, e.g. which links have been clicked in the past (Google 2015; Google 2015). International targeting and result customization make it impossible to accurately determine which search results would appear in the first result page, even if the most common search words were known.

Three searches were conducted for the content analysis with search terms “genealogy tourism Finland”, “genealogy tours Finland” and “researching Finnish genealogy”. The first two were chosen for returning good results previously, when searching genealogical tourism service examples abroad and the last one was suggested by Google after the previous searches. The links of the first result page of all three searches were reviewed in an attempt to find if the content would at any point simultaneously match with the three key elements of the thesis; genealogy, tourism and Finland.

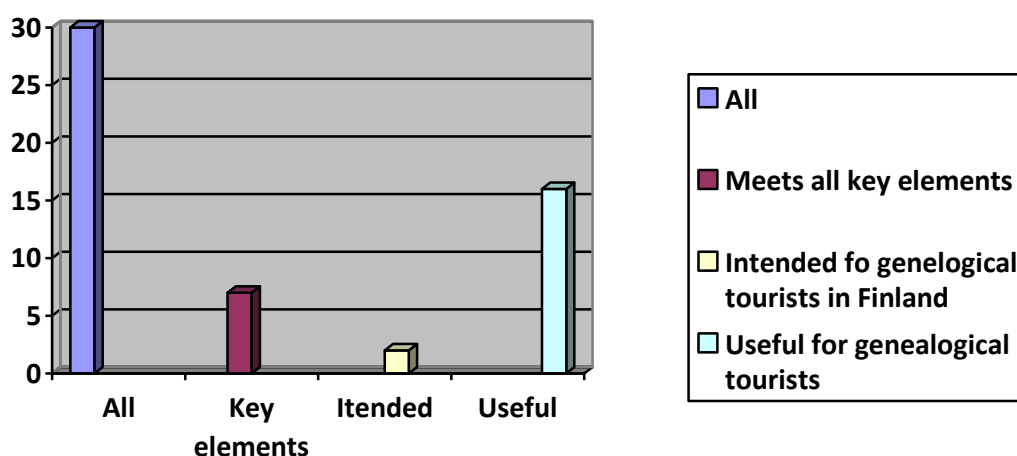


Figure 1: Results of Google searches (how many links direct to a site catering to genealogical tourists visiting Finland)

As can be observed from figure 1 all together seven links from all three searches proved to match with all three key elements at the same time. However out of the seven, two were for the same website counting as one finding and four, while matching all three key elements did not cover them as a unit, but e.g. offered genealogical tours in Norway and some other type of tours in Finland. As a result only two links matched all three key elements in a way that it could be clearly interpreted that genealogical tourists coming to Finland was one of the target groups.

The first was a company based in United States offering different types of tours to Scandinavia. Genealogical tours, which seemed to be conducted independently without a guide, in-

cluded itinerary, rental car and a hotel pass and recommendations on research centres and archives in the area. However, no information on a latest updated or copyrights of the website were found which makes it hard to assess whether the information provided on the website is still valid or not.

The other site was a personal website of an author interested in genealogy and travel, in which ancestry travel sites were listed among other content. All together four of the listed companies claimed some expertise in organizing genealogical tours to Finland, three of which are organizing tours in all of Europe and one in all of Scandinavia. However the latest visible update to the Scandinavian organizer's website has been made in 2012. All of the listed companies are based outside Finland.

In a supply chain, however, many suppliers catering to tourists are not primarily of tourism industry and thus might not always recognize, want or feel the need to advertise themselves directly as part of a tourism industry supply chain. (Dwyer, Forsyth & Dwyer 2010, 135-136; Sinclair & Stabler 1997, 58) The phenomenon can also be observed when going through the results of the Google search in question. The amount of links that most likely would be useful for those planning a trip to their ancestral home countries was far bigger than those directly and visibly connected to tourism, 16 of the total of 30 links.

A good example of those pages were the seven listing sites, providing further links to such Finnish organizations as Institute of Migration, Genealogical Society of Finland and their HisKi-project and National Archives Service of Finland, that could potentially be of interest to those planning to make a genealogical visit to Finland. Also seven links either were or provided further links to websites of genealogists offering research services. While a lot of these websites could provide useful for a tourist, it could be still also argued that they are regardless mainly targeted to assist those doing their family history research via the Internet from abroad.

6 Semi-structured Interviews with Institute of Migration and Genealogical Society of Finland

The participants for the semi-structured interviews were selected from organizations working in the field of genealogy and migration that could be thought to have been in contact with genealogical tourists. The Institute of Migration, based in Turku, and Genealogical Society of Finland in Helsinki were kind enough to agree to a short interview. The 20-30 minute interviews were conducted separately by telephone on October 15th, 2015, with a genealogist from Institute of Migration and a librarian of Genealogical Society of Finland. The outline of the semi-structured interviews can be found at the end of the thesis (appendix 1) as well as

the semi-structured interview questions (appendix 2) that were used as support because of the interviewer's minimal experience with interviews.

From the two interviews it could be seen that the visits of genealogical tourists, at least to these two organizations, have been drastically diminished after 1990's. It was suspected that this was due to the emergence of the Internet and the digitizing of different archives, making it easier to do genealogical research from home, whereas earlier some travel was necessary if one interested in their roots abroad wanted to make their research themselves. (Genealogical Society of Finland 2015; Institute of Migration 2015) On an even more recent note, the rise of social media was seen as something that also changed the field and could have had an impact on the diminishing amount of walk-in tourists to the organizations, as those interested in researching their family could search help from different social media platforms and receive it from fellow amateur genealogists. (Genealogical Society of Finland 2015) Different internet forums serve the same purpose. (Genealogical Society of Finland 2015; Institute of Migration 2015.)

Most of the tourists visiting the two organizations were pensioners and otherwise on the older side of age scale. However a slight rise in younger visitors in their late 20's and 30's could be observed (Genealogical Society of Finland 2015; Institute of Migration 2015), sometimes doing their own research and sometimes assisting their older parents or grandparents. (Genealogical Society of Finland 2015) The visitors seemed to vary greatly on how far they already had researched their Finnish roots. Some, mostly a part of those who were advanced in their research, were even visiting mainly for the purpose of being a member of the organization having acquaintances in it. (Genealogical Society of Finland 2015; Institute of Migration 2015.)

As a point of interest, Genealogical Society of Finland also receives tourists from cruise ships stopping in Helsinki. Generally these cruise tourists have little to no information about their ancestry apart from the fact that someone has at some point come from Finland. They tend to visit spontaneously (Genealogical Society of Finland 2015) and it could be argued that they are more tourism than genealogically oriented in their travels.

The walk-in tourists were thought to have heard about the organizations in question through their own Internet searches or through word-of-mouth from other genealogists. Both organizations have had pretty good connections especially to United States, and Institute of Migration is still participating in FinnFest (Genealogical Society of Finland 2015; Institute of Migration 2015). FinnFest is a festival in USA that is organized, according to festival's website, to "celebrate Finland, Finnish America and Finnish culture". (FinnFest USA 2010.)

The services for the walk-in genealogical tourists that once in a while visit these organizations are mainly guidance and advice type of services. The tourists might need help in where to find relevant information, how to use Internet resources or who to contact for further assistance. (Genealogical Society of Finland 2015; Institute of Migration 2015) The Institute of Migration, due to its focus on the movement of people in and out of the country, gets questions regarding the details of the journey from Finland as well as the exact parish of the ancestors who emigrated. (Institute of Migration 2015) However, especially in the case of Genealogical Society of Finland and the cruise tourists visiting Finland only for a very short period, it can be very difficult to provide the visitor with services that would actually be of use to them during their short visit. An exception to this are the ones with a rare surname who can be sometimes helped on a very simple level. (Genealogical Society of Finland 2015.)

Both organizations also receive visitors who want to physically visit the places in which their ancestors lived or get in contact with their possible living relatives, who are then usually guided to contact the parish office or local genealogical society. However, the data protection laws of Finland make finding the living branches of the Finnish family tree tricky. (Genealogical Society of Finland 2015; Institute of Migration 2015) The language problems encountered in research were nowadays often thought to be solved by different translators and genealogy related dictionaries found on the Internet. (Genealogical Society of Finland 2015.)

No co-operation with other genealogical organizations in the purest sense of the word was done by the interviewed organizations, in regards of the genealogical tourists. However the field of genealogy in Finland is relatively tight and when the resources of one organization are insufficient the tourists are directed to another organization that might be better suitable to answer the needs of the visitor. This could include everything from parish offices to the national archives or even individual professional genealogists with knowledge on the subject in question. Also no direct and unambiguous co-operation between the primary tourism industry suppliers and genealogical field came up during the interview (Genealogical Society of Finland 2015; Institute of Migration 2015), apart from the spontaneous visits of cruise tourists to Genealogical Society of Finland which tended not to be the most fruitful of cases from genealogical point of view. (Genealogical Society of Finland 2015.)

7 Conclusions

When considering the findings of the content analysis and interviews it would seem that there are not many services directly meant and marketed for tourists interested in their Finnish ancestry. The services that genealogical tourists need seem to be heavily divided. On one hand there are the genealogical services, digitized archives and online guides on how to use them and, when visiting Finland, guidance regarding one's family history research which can be

received from multitude of different organizations. On the other hand there is the primary tourism industry supply with accommodation, travel services and possible activities unrelated to genealogical research, such as guided city tours.

In the basis of the rather narrow research done here it could be to some extent assumed that not that many genealogical tourists visit Finland at the moment. It would seem, according to the interviews and content analysis that the Internet has affected negatively on the amount of tourists actually needing genealogical services when visiting Finland. Both interviewees stated that the visits from abroad had declined since the 1990's and the websites catering directly to genealogical tourists were all outdated.

However definite assumptions on the amount or fluctuations of genealogy initiated visits to Finland cannot be made on the basis of this research. The scarce amount of genealogical tourism services found does not necessarily mean that there is no potential in the niche what so ever, especially when taking into account a wider range of activities genealogically oriented tourists could be interested in participating.

Independent travelers who have made their research mostly from home could very well not contact the organizations interviewed, but do their research independently even when in Finland. They could also have their own networks made through social media and forums, as well as actual living relatives, to help them visit the more remote areas. Or they can be more akin to ancestral tourists who have already done the needed research and want to mostly enjoy the culture of their ancestral homeland and visit the actual houses and villages from where their ancestors came from.

The point of view of tourism industry in Finland and Helsinki region could be investigated more in depth, since it seems that the niche of genealogical tourism is so clearly divided. During the interview with Genealogical Society of Finland it was mentioned that cruise passengers were one of the customer groups visiting in a more touristic fashion, meaning that they had little or next to no information about their Finnish ancestors and they decided on their visit rather spontaneously. Following this notion one logical way to further the research on the subject could be to interview the people coming to Helsinki with cruise ships or the staff working in said ships. Especially interesting could be to interview tourist offices and companies organizing guided tours who might have encountered these same type of more spontaneous genealogical tourists.

The research needs of genealogical tourists visiting Finland, with the main purpose of researching their ancestry, were seen relatively well taken care of on the basis of the two interviews. Even though the provided service often meant sending the tourist from one place to

another, since the information needed to conduct one's genealogical research in its entirety is fragmented. However it would be interesting to be able to determine how this type of more serious genealogical tourists fare in organizing the possible visits to more remote areas of Finland and how much of independent travelers they actually are and more importantly, want to be.

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Appendix 1: The outline of semi-structured interviews (Finnish/English)

TEEMAHAASTATTELURUNKO / THE OUTLINE OF THE SEMI-STRUCTURED INTERVIEWS

Sukututkimusmatkailija = Henkilö joka matkustaa oman elinpiirinsä ulkopuolelle tutkiakseen sukujuuriaan. Tässä haastattelussa viitataan lisäksi nimenomaan Suomen ulkopuolelta tulleisiin turisteihin.

Genealogical tourist = A person who travels outside of their usual environment to do genealogical research. Additionally, for the purposes of this interview the word refers specifically to international tourists.

Taustatiedot / Background information:

- Taustatiedot organisaatiosta / About the organization
- Haastateltavan roolista organisaatiossa / About the interviewee's role in the organization

Sukututkimusmatkailijoiden kohtaaminen / Encounters with genealogical tourists:

- Kohtaamiset / Encounters
 - Kuinka usein / How often
 - Miksi juuri kyseinen organisaatio / Why specifically your organization
- Sukututkimusmatkailijoiden profiili / The profile of genealogical tourists
 - Perustiedot / Basic information
 - Ongelmat ja kysymykset / Problems and questions
 - Missä vaiheessa sukututkimusta matkailijat ovat / How advanced in their research the tourists are

Sukututkimusmatkailijoiden palvelut / Services for genealogical tourists:

- Organisaation tarjoamat palvelut / Services provided by the organization
 - Kohtaavatko matkailijoiden tarpeet ja organisaation tarjonta / Do the needs of the tourists and the supply of the organization meet
- Muiden organisaatioiden tai yritysten tarjoamat palvelut / Services provided by other organizations or companies
- Yhteistyö muiden organisaatioiden tai yritysten välillä / Co-operation with other organizations or companies
- Tietämys muiden maiden tarjonnasta / Knowledge about the supply in other countries

Appendix 2: Questions for the semi-structured interviews (Finnish/English)

TEEMAHAASTATTELUKYSYMYKSET / QUESTIONS FOR THE SEMI-STRUCTURED INTERVIEW

Sukututkimusmatkailija = Henkilö joka matkustaa oman elinpiirinsä ulkopuolelle tutkiakseen sukujuuriaan. Tässä haastattelussa viitataan lisäksi nimenomaan Suomen ulkopuolelta tulleisiin turisteihin.

Genealogical tourist = A person who travels outside of their usual environment to do genealogical research. Additionally, for the purposes of this interview the word refers specifically to international tourists.

1. Kerro lyhyesti organisaatiosta ja työnkuvastasi. / Describe briefly the organization and your job in it.
2. Kuinka usein kohtaat työssäsi sukututkimusmatkailijoita? / How often do you encounter genealogical tourists in your work?
3. Millainen on tyypillinen kohtaamasi sukututkimusmatkailija? / What is a typical genealogical tourist like?
 - a. Minkä ikäinen henkilö on kyseessä? / What is the age of the tourist?
 - b. Kumpaa sukupuolta henkilö edustaa? / Of which gender is the tourist?
 - c. Matkustaako henkilö yksin, puolison kanssa, ryhmässä jne.? / Does the tourist travel alone, with spouse, as part of a group etc.?
 - d. Kuinka pitkällä sukututkimuksessaan sukututkimusmatkailijat yleensä ovat ottaessaan yhteyttä organisaatioonne? / How advanced genealogical tourists are in their research when contacting your organization?
4. Miksi sukututkimusmatkailijat ovat ottaneet yhteyttä juuri teidän organisaatioonne? / Why genealogical tourists contact specifically your organization?
5. Millaisiin ongelmiin sukututkimusmatkailijat etsivät ratkaisuja ottaessaan yhteyttä organisaatioonne? / What type of problems are genealogical tourists trying to find solutions for when contacting your organization?
6. Millaisia palveluja organisaationne tarjoaa sukututkimusmatkailijoille? / What kind of services your organization provides for genealogical tourists?
7. Kuinka hyvin sukututkimusmatkailijoiden tarpeet ja organisaationne tarjonta kohtaavat? / How well does the service supply of your organization meet the needs of genealogical tourists?
8. Mitkä muut yritykset tai organisaatiot Suomessa tarjoavat palveluitaan sukututkimusmatkailijoille? / What other companies or organizations in Finland provide services for genealogical tourists?
9. Millaisia palveluja kyseiset yritykset tai organisaatiot tarjoavat sukututkimusmatkailijoille? / What type of services the companies or organizations in question offer for genealogical tourists?
10. Millaista yhteistyötä organisaationne tekee muiden organisaatioiden tai yritysten kanssa sukututkimusmatkailijoiden tarpeisiin vastatakseen? / What type of co-operation

does your organization have with other organizations and companies in order to meet the needs of genealogical tourists?

11. Mitä tiedät muiden maiden sukututkimusmatkailutarjonnasta? / What do you know about genealogical tourism services in other countries?