

Saimaa University of Applied Sciences  
Business and Culture, Imatra  
Faculty of Tourism and Hospitality  
Degree Programme in Hotel, Restaurant and Tourism Management

Meeri Uusitalo

# **Finnish Tourists' Satisfaction and Customer Service Development for Tour Operator Detur Alanya**

Bachelor's Thesis 2015

## **Abstract**

Meeri Uusitalo

Finnish Tourists' Satisfaction and Customer Service Development for Tour Operator Detur Alanya, 67 pages, 2 appendices

Saimaa University of Applied Sciences

Business and Culture, Imatra

Faculty of Tourism and Hospitality

Degree Programme in Hotel, Restaurant and Tourism Management

Bachelor's Thesis 2015

Instructor: Mr. Jukka Aineslahti, Senior Lecturer, Saimaa University of Applied Sciences

The thesis research was made in the partnership with the tour operator Detur Alanya. The purpose of this empirical research was to study customer satisfaction towards the tour operator Detur and its services, as well as get possible development ideas for the overall services and activities provided by the tour operator in question. The focus was in a specific target group in a specific holiday destination, which were Finnish customers in Alanya, Turkey. The aim of the research was to get customer feedback and development suggestions from the general services and their quality, as well as the excursions and activities provided by the tour operator Detur Alanya.

The theoretical part contains subject matters, such as customer service and its development, consumer behaviour and customer segmentation. These are important topics for this particular study, because they support and clarify the actual research part of the thesis for the reader. In other words, the theoretical part tries to lead the reader to the research part fluently and logically. The main topics of the theory, like customer segmentation, are implemented in the research and also applied in the inquiry of this thesis research.

The research method used in the thesis was quantitative and the actual research was implemented by questionnaires. The data collection of the thesis research happened in the destination by the author of the thesis. The research data was collected in Alanya in October 2014. The author participated in four excursions of tour operator Detur, where the questionnaires were given to the Finnish customers. The total number of respondents was 70 people. The results of the general service quality of the tour operator Detur were very positive. Generally the feedback and the answers of the respondents did not contain any major problems or development suggestions about the overall services or provided excursions. However, several smaller details, reclamations and development suggestions about the services were received.

Keywords: Tour Operator, Service Development, Consumer Behaviour, Customer Segmentation, Customer Satisfaction

## Table of contents

1	Introduction .....	4
1.1	Alanya as a travel destination .....	5
1.2	Tour operator Detur .....	6
1.3	Competition and competitive advantages in tourism industry .....	7
1.4	Detur's excursions and activities in Alanya .....	9
2	Customer service .....	11
2.1	Service structure and elements .....	12
2.2	Service culture .....	13
2.3	Service package .....	14
2.4	Service production .....	14
2.5	Service quality .....	15
2.6	Customer service development .....	17
3	Buying behaviour and segmentation.....	20
3.1	Consumer behaviour.....	21
3.1.1	Consumer motivation .....	22
3.1.2	Consumer purchasing process.....	24
3.2	Customer segmentation.....	27
3.2.1	Consumer typologies.....	29
3.2.2	Segmentation in tourism.....	32
3.2.3	Segmentation in Detur's services .....	35
4	Research implementation .....	39
4.1	Sampling method .....	39
4.2	Research method and research questions .....	40
4.3	Time schedule and respondents.....	41
5	Data analysis .....	43
5.1	Service quality and excursion analysis of tour operator Detur .....	45
5.2	Open-ended answers.....	51
5.2.1	Feedback from the excursions .....	52
5.2.2	Miscellaneous feedback .....	54
5.3	Validity and reliability .....	56
5.4	Recommendations for tour operator Detur Alanya.....	58
6	Conclusions .....	61
	Figures.....	64
	Tables .....	65
	References.....	66

## Appendices

Appendix 1 – The questionnaire in English

Appendix 2 – The questionnaire in Finnish

## 1 Introduction

The competition between tourism companies and tour operators, as well as online travel agents has increased rapidly, especially in the 21st century. Due to changing technologies and evolving business strategies, travel agents and tour operators must compete with different kinds of online travel services and other venues to maintain customers. Nowadays travellers are looking for more unique and special travel experiences, so the pressure for providing interesting services that meet customers' needs is relatively high. Tour operators and other tourism companies must work for differentiating from others constantly. (BYT agent 2010-1015.) Tourism companies' operations depend on changes of tourism demand and general competitive situation of the markets. All the actions of competitors' create changes in the competition environment continuously, for which the companies have to react with different ways of competition actively. Due to this tourism companies have to consider the nature of the competition and different competition strategies continuously. (Albanese & Boedeker 2003, 51.)

This thesis research is concentrating on one particular tour operator, its services and its Finnish customers in a certain holiday destination. The topic of the thesis research is Finnish tourists' satisfaction and customer service development for tour operator Detur Alanya. The research is made in the partnership with the tour operator in question. There are a couple of main aims for this thesis and its research. The first aim of the thesis is to find out what the factors are, which bring Finnish tourists to Alanya and especially, what the things are, which make them return to the same destination several times. The second aim of the thesis is to study popularity and chance of development of tour operator Detur's services. The aim is to get development suggestions for the overall services and activities provided by the tour operator Detur Alanya. The focus is on the general services and their quality, as well as the quality of the different excursions.

There are several reasons, why the author of the thesis chose this particular topic. The author has lots of interests towards Turkey and Alanya as a tourism destination, due to her own personal experiences about Alanya for several

years. The author has been accomplishing the internship in Alanya in 2012, so some work experience has been gained from the destination, too. The internship was accomplished as a receptionist in the hotel, which is included in the tour operator Detur Alanya's hotel selection. Due to this, the author is already familiar in cooperating with the tour operator Detur Alanya and its personnel.

All of the author's work experiences are based on customer service. The places and tasks vary a lot, but the key factor has been serving customers. Recently the author has got more interested in Detur as a company and as a work place. The interest towards guide's work has increased too. Ending up to the thesis topic about Finnish people's tourism in Alanya, using tour operator Detur's services, as well as tour operator's service- and product development has been quite clear for the author from the beginning. The idea for the topic and interest towards it arose from the personal and general experiences from the destination and experiences with the tour operator Detur.

### **1.1 Alanya as a travel destination**

Alanya is a popular seaside resort town located on the southern coast of Turkey, by the Mediterranean Sea within the gulf of Antalya. The town of Alanya is divided to the East and West by the rocky peninsula, with its Kale-fortress. Alanya belongs to the province of Antalya. Alanya is located about 121 kilometres to the East from the city of Antalya and Antalya airport. Alanya's normal population is about 134,000 inhabitants, of which about 10,000 are European expatriates. The population of Alanya multiplies during the high-seasons of tourism. About 18,000 foreigners own a property in Alanya and in fact the real estate industry has increased considerably in recent years. Tourism provides a great share of the annual income for Alanya's local people and economy. (My Destination 2014.)

It is not known exactly when Alanya first settled to the Mediterranean coast of Turkey, but Alanya's history extends already to the century of 300 BC, when pirates were keeping it as their base. In the year 65 BCE the town was connected to the Roman Empire. The actual blossom of the town started in the Seljuk Turks' reign, when they chose the town as the base of navy. The Seljuk

Turks built the fortress to the rocky peninsula in the 13th century and it is one of the most spectacular tourism sights nowadays. (Detur 2014b.)

Alanya is a very versatile holiday destination with its sunny climate, interesting sights and good shopping possibilities, for example. There are over 300 days of sunshine annually and the temperature can rise over 40 degrees in July and August. The temperature of the sea water is about 30 degrees during the summertime and it stays at about 20 degrees in the midwinter too. There are many interesting historical and natural sights in Alanya and areas nearby the city. (Matkalehti 1-2/2014.) Many of these sights are also included in the tour operator Detur's excursion selection, so that visiting them is easy for the tourists via tour operator. There are a couple of great beaches in Alanya by the Mediterranean Sea. The East beach of Alanya is 16 kilometres long and the West side's Kleopatra-beach is three kilometres long. Both of the beaches provide very versatile services and activities, for example water skiing, paragliding, boating, diving and beach volley. (Detur 2014d.)

Restaurant services and food are a big part of the holiday in Alanya. Restaurant- and cafeteria services and alternatives vary from the modest local lokanta-restaurants to the fine dining restaurants. There is a wide range of different kinds of Turkish cuisine restaurants, fish restaurants, bistros, steak houses, pizzerias, fast-food restaurants and cafeterias, for example. Tourists can find many beautiful atmospheric restaurants at the harbour, at the castle area or up in the mountains for example. People can also get surprised, how delicious and cheap food they can find from the modest and small lokantas, which are popular among the local people.

## **1.2 Tour operator Detur**

Tour operator Detur Finland Oy was founded in 1998. Detur Finland's total turnover was about 17 million in 2012 and the company's credit rating is the best AAA – quality class. Detur Group's head office is located in Turkey. Detur organizes package tours for both private customers and groups. Besides Finland, Detur operates and markets in Sweden, Norway and Denmark. Detur Finland takes about 30,000 Finnish travellers to their holiday resorts yearly. Detur Fin-

land's package tour production is relatively wide. They operate trips to Turkey, Greece, Tunisia and Thailand. They have different holiday destinations in Turkey, Greece and Tunisia, but Turkey's selection is the biggest. (Detur 2014e; Detur 2014a.)

Besides Helsinki-Vantaa, Detur Finland has straight flights to Antalya from Oulu, Vaasa, Jyväskylä, Joensuu, Kuopio and Kajaani in springs and/or autumns. (Detur 2014e.) People travelling to Alanya are flying to Antalya's airport, so flights from several Finnish towns are very beneficial for both service provider's and customer's points of view. Providing flights from several towns in Finland makes travelling and using Detur's services easier. Customers value versatile flight possibilities a lot and probably prefer travelling from one's own home town or towns nearby.

The main novelty for the tour operator Detur on the becoming season 2015 is that they start to provide direct flights to Alanya's Gazipaşa airport (Ikkunapaikka 2014). The transportation from Gazipaşa airport takes only about 40 minutes to Alanya, while transportation from Antalya airport takes about two hours. This is a huge improvement when thinking about providing holidays to Alanya. The tour operator Detur does not provide direct flights to Gazipaşa from all of the cooperating airports in Finland, but about from half of them. (Detur 2014c.)

### **1.3 Competition and competitive advantages in tourism industry**

Tour operator Detur has many notable competitors in the field of tourism. This thesis is particularly concentrating on the operations from Finland to Turkey and to Alanya. In this case some of the biggest competitors of tour operator Detur are Finnmatkat, Aurinkomatkat, Tjäreborg, Nazar and Lomamatkat, for example. These tour operators are also providing holiday trips from Finland to Alanya and several other destinations in Turkey, as well as Detur does. The competition happens between core services' supply and production, but the main competitive advantages and differentiating come along with the selection's wideness and supporting services. All of these tour operators provide similar travel services to the similar customer segments.

The competition has become very hard and large-scale in tourism industry in the past decades, due to the several options and companies from which the customers can choose. When the basic business idea is the same, companies must be creative and have competitive advantages for differentiating from the others. The competition is very harsh especially for the smaller tour operators, which have to fight against the leading companies of the industry.

There are many competition strategies, which help the company become successful in the competition and markets. When a tour operator knows its real competitors and the nature of the competitive situation, its aim is to find out the ways how to convince current and potential new customers about their insuperability. Creating competitive advantages helps the company to reach ascendancy in the markets. The competitive advantage can be based on cost efficiency, uniqueness of the company image and its services, cost leadership strategy and differentiation, for example. Cost efficiency enables lower prices than competitors have. It is based on low unit costs, for example by having advantageous contracts with subcontractors. Tour operator's subcontractors can be airlines, transportation companies and subcontractors, which are needed for the excursions, for example. Uniqueness and the image of the company and its services are definitely competitive advantages. When a tour operator has something different to offer and when company's image and service quality equals to customers' visions and expectations, they are satisfied and could use their services again. Differentiation is based on emphasizing products' uniqueness and building image. The aim is to differentiate from the competitors and that the customer gives a high value for the specialities that the company offers. With cost leadership strategy, a tour operator can also try to increase its market shares by low pricing. Cost leadership leads to the market leadership almost without exception, especially on the tourism markets which have established products and services. This kind of market is conducted tour production, for example. (Albanese & Boedeker 2003, 52-53.)

One of the competitive advantages in this case is that the tour operator Detur is originally a Turkish company. The tour operator Detur was established in 1993 and it became a market leader in the tourism industry in Turkey by the year



2000. Along with this, Detur established branch offices in Scandinavia, including Finland. The tour operator Detur is specialized in the destinations in Turkey and they are specially investing in them. They have holiday destinations in a couple of other countries too, but the focus is in Turkey. Detur's aim is to be the leader for all of the destinations in the Finnish market and they have already achieved this goal in the Turkish and Tunisian markets. (Detur Group 2014a; Detur Group 2014b.) The competitive advantage in relation to others is that they are true professionals operating in destinations in Turkey, because of the originality. Tour operator Detur has strong experience and knowledge about tourism business and providing holidays in all the destinations in Turkey. They know their destinations thoroughly with all of their strengths and weaknesses and due to that they are capable to provide as interesting and special services as they can. The tour operator Detur is developing and improving their holiday packages and excursions in the destinations continuously. For example Detur Alanya has a wide range of different excursions, which vary due to seasons. They are developing already existing excursions and launching new ones for keeping both old and new customers interested. This kind of continuous development must happen due to competition in the markets and success in the tourism business.

#### **1.4 Detur's excursions and activities in Alanya**

This research's aim is to focus on the excursions and activities provided by tour operator Detur in Alanya. The aim is to get known the popularity of these excursions among Finnish tourists. The research is trying to find out tourists' overall opinion about the excursions and activities, their quality and quality-price ratio and suitability for tour operator's services in the particular destination. Another aim is to get possible development ideas for Detur's already existing excursions and possible new ideas for creating new services, due to customers' answers and development ideas.

Detur Alanya's selection of holiday excursions and activities varies upon seasons. They have a wide range of different kinds of excursions, but the availability varies a lot during the year. For example village trip is not available during the summer season, but it is offered during the autumn time. The author of the thesis chose some of the most important and popular excursions of Detur Alan-

ya and used them in the questionnaire. All of the excursions used in the questionnaire were available at that moment in the destination. Here is the list of those particular excursions and a short introduction of each of them.

- Hamam -Turkish sauna:

The visit to Turkish hamam includes relaxing saunas and treatments, for example peeling wash on heated and warm marble. Duration of Hamam-trip is about one to two hours.

- Jeep Safari:

The Jeep safari is an eventful and laid-back trip to the Dim - river valley, located up in the Taurus-mountains about two kilometres from Alanya. The trip includes a lunch by the Oba-river.

- Alanya Wonders -trip:

Alanya wonders is a day trip, which includes all of the miracles of Alanya region. The trip includes visits in Sapadere-canyon, Dim -stalactite cave, beautiful orchard and lunch by the famous Dim-river.

- Mediterranean boat trip:

The boat trip starts from Alanya Harbour, heading to the Mediterranean Sea. The trip is all about sun, beautiful landscapes and multiple swimming breaks. The lunch and alcohol- and other beverages are included in the price.

- Manavgat -river trip:

This is a traditional trip to the Manavgat-river. The boat is sailing through the green river to the sandbanks, which separate cold river water and salty sea water from each others. The boat stops at the sandbanks, where people can spend their time relaxing and swimming. There is a plentiful lunch served on the boat. The lunch and alcohol- and other beverages are included in the price. The trip also includes a visit to the great bazaar area in Konakli.

- Turkish Night:

Turkish night cherishes all the senses. There is a colourful show, which includes Turkish folk dance, oriental music and belly dance. Turkish night includes versatile buffet dinner of Turkish cuisine and local wines. The

buffet and alcohol- and other beverages are included in the price. Turkish night is an evening trip.

- Pamukkale trip:

Trip to the Pamukkale is a unique opportunity to see one of the world's wonders. The trip goes through the Taurus-mountains to the town of Denizli. Pamukkale is a natural attraction with its cotton white limestone basins. There is mineral-containing water coming from underground, where people can swim and feel its revitalizing and beautifying effects. There is also a chance to see historical and ancient ruins of Hierapolis and sarcophaguses of Necropolis. It is a full-day trip.

- Best of Alanya -tour:

This tour introduces the overall city for the customers. The tour is made by walking and with the bus. The tour introduces Alanya's best places to eat and drink and also the best shopping places.

- Village trip:

The village trip takes customers to explore a real Turkish life style and living habits in the countryside apart from busy city centre. The trip includes visit to the old village mosque, ironsmith's workshop and local family's home, where customers get familiar with the traditional Turkish way of life.

- Kale hill -tour:

This tour includes a visit to the historical Kale-fortress and sight terrace, where customers can spend time and look at the beautiful views. The tour also includes a visit to the leather shop. (Detur 2014d; Lomalaisen viikko-ohjelma 2014.)

## **2 Customer service**

Today the customer service is one of the most important competitive advantages in marketing. Company's customer service is an efficient way of differentiation from the competitors. Nowadays the customer is the main focus of marketing and everything that is done for customer is customer service. The outcome of the action, whether it is good or bad, arises from the interaction be-

tween the customer and the contact person of the service. People are more aware of different options and services, interested in trying everything new and changing the old buying habits, due to comparing and bidding of products and services. Buying behaviour and demand have changed a lot during the past decades, so customer service and overall supply must have grown and developed with the same rate. (Lahtinen & Isoviita 2001, 9, 45.) This chapter focuses on customer service and its missions, value, quality and production. Customers' needs, wants and demands are also discussed.

The most common missions for service are being as a target of marketing, as a part of product offer and as a competitive resource. (Lahtinen & Isoviita 2001, 45.) Services as a target of marketing describe very well for example tour operator companies, because tour operator is a service company that markets different kinds of services in the tourism field. Customer service and organizing the holiday with both standard and customized services are the core missions of tour operator. Customer service is also a vital competitive resource for all the tour operators operating in the field. It is clear that customers appreciate, value and in fact assume receiving a good customer service when purchasing a product or service. When companies have the same basic business idea, for example tour operators marketing and selling holidays to the same destination, the overall customer service, customized services and reliable expertise are the things that differentiate the company from other competitors.

## **2.1 Service structure and elements**

One of the source literature used in this thesis work states that there are four different elements that good service consists of. They are service culture, service package, service production and service quality. The development of service structure happens in that order, how the elements are written in here.

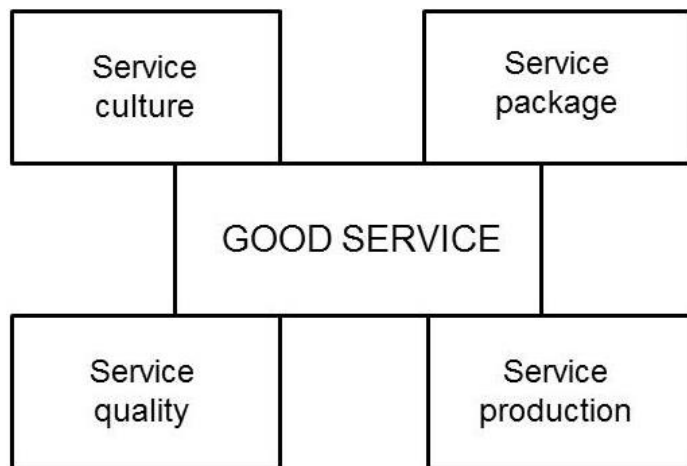


Figure 1. Elements of good service (Lahtinen & Isoviita 2001, 50)

The elements of figure 1 are now introduced and analysed one by one in the next four subchapters, which helps the reader to understand the overall service structure and its development.

## 2.2 Service culture

Everything that the customer sees and experiences in the service society is service culture. Service culture is the service atmosphere that shows the overall values and policies of the company. A good service culture is based on relations between management and employees. Management's responsibility is to handle internal marketing, which consists of leading, educating and motivating employees for example. The company's service culture and the whole atmosphere decreases without a good leadership, because taking control of the company's internal marketing reflects positively straight to the external actions and services with customers. The customer can sense company's commitment for serving a customer and solving their problems by employees' sayings, facial expressions, gestures and enthusiasm. By this, the customer can specify what kind of service culture and atmosphere prevails in the company and how motivated the employees are. (Lahtinen & Isoviita 2001, 50-51.) So company's internal culture and operability are seen and evaluated by customers, which leads to seeking feedback from them. Receiving feedback and showing real interests towards customers' opinions is very essential in developing the service culture. Seeking feedback is maybe the first thing to do when starting developing the process of service culture. A research based on customer feedback can help

the company to get insight of their current performance and gain improvement suggestions for strengthening internal- and customer relationships. (Chron Small Business 2015.)

### **2.3 Service package**

The service package is the entirety, which consists of several services that satisfies customer's needs. Service packages consist of the core service and all the additional services around it. Often the customer becomes interested in the core service only, if there is some amount of planned additional services too. In some cases it is impossible to use only the core services without using additional services. (Lahtinen & Isoviita 2001, 52.) A tour operator and its services are a very good example of the service package. The core service is the trip that is marketed to the destination, but the package includes several additional services, which enable the entire holiday from travelling to the destination to exploring the destination. Tour operator's additional services are for example flights, airport transportations, hotels or other accommodation services, guiding services and trips and activities provided in the destination. Usually the customer buys a trip via tour operator, if the additional services are good and serve the purpose and aims of the trip. Certain customers value the ready-made packages, because they trust on the qualified services that the service provider is offering, it is an easy way of getting all the services at the same time and still there is a possibility to customize the holiday suitable for one's own purposes by additional services.

### **2.4 Service production**

Service production happens in different stages and the actual service occurs when the customer is in contact with the other parts of service production process. The main parts of service production are served customer, service environment, contact personnel and other customers. (Lahtinen & Isoviita 2001, 54.) All these factors are important in the service production and all of them enable the service process together, whether the result is negative or positive. The service environment and the contact personnel are the most important things that the company provides in the process. A good service environment is well

reachable, clear and practical. In tour operator's case these would indicate to both online- and office services. Contact personnel should be helpful, flexible and have high professional skills. The service production's success depends much on personnel, because they create the relations with customers and they are the ones who are responsible and in contact with the customers in the service situation. Currently served customer and the other customers are the quality assessors, who are sharing the experiences and opinions about the quality and service to other people and possible customers. Company should always focus on satisfying customers' needs and meet the quality and value expectations, in order to receive positive feedback and constructive development suggestions.

## **2.5 Service quality**

In the buying process the customer gets reliable picture of physical product's quality relatively quickly, but the quality of service is not as easy to evaluate. The customer evaluates the quality of service in every stage of service production process. The target of the evaluation is the core service or –product and all the additional services included in it. When examining the service quality, a customer creates certain image from it. An image is more based on feelings than real knowledge or one's experiences. The level of service quality is a result from the other service structure's elements, so developing and improving quality requires development of the three other service structure's elements too. (Lahtinen & Isoviita 2001, 55.)

The quality is closely linked to the customer value and satisfaction. Some definitions suggest that the quality begins with customer needs and ends with customer satisfaction. (Kotler, Bowen & Makens 2006, 19.) The service providers are examining the service quality too for ensuring and developing their quality of services. The model of quality management, which considers the quality issues from the company's point of view, has become vital for the suppliers. The model of quality management was created already in 1950s and it stabilized as a total quality management (TQM) few decades later. This approach is based on the idea that the quality can be improved continuously, in every section of the company. Organization's quality improvement and TQM are aiming at the long-term

success through the overall customer satisfaction. (Löytänä & Korteso 2011, 20.)

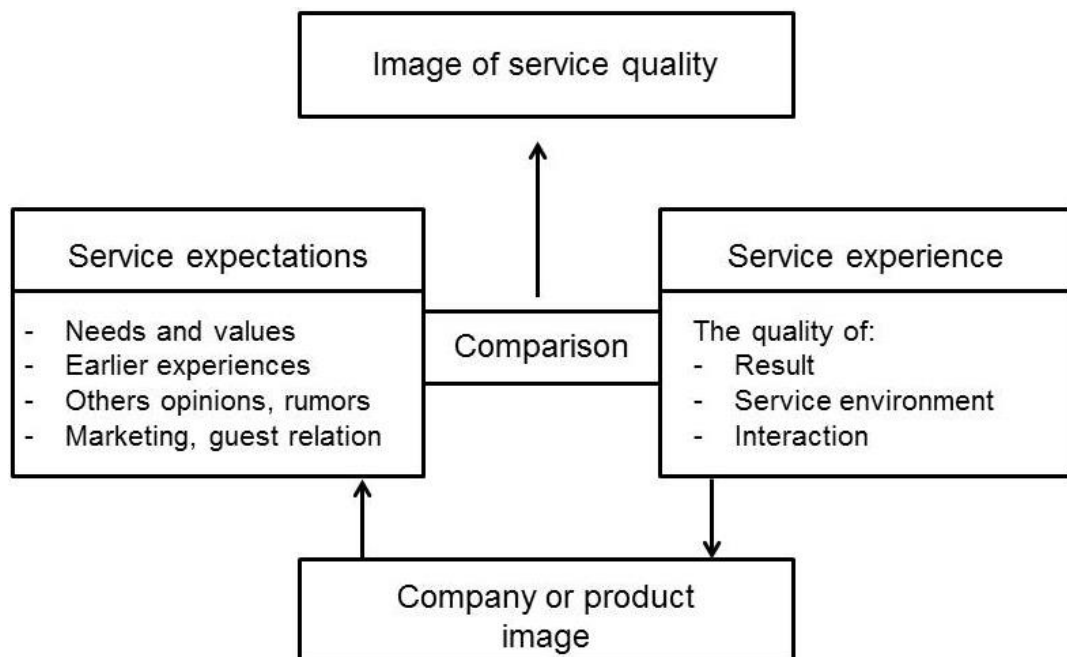


Figure 2. The elements effecting on image of service quality (Lahtinen & Isoviita 2001, 55)

The figure 2 emphasizes that the image of a certain service quality is formed from the sum of several different factors. The company or the product has a certain image already, which affects the customer's expectations of it. The expectations towards the service can be based on earlier experiences or other people's opinions, for example. When the actual experience happens, it affects the image of service quality within the expectations that the customer had earlier. At this point the customer is able to compare the expectations and desires to the experience in real life. With this comparison the customer is able to create his or her own image of a certain company's service quality rather easily.

When the actual experience comes up to expectations or even exceeds them, the customer is naturally pleased and satisfied. But when the service experience does not meet the expectations and created image, the customer is disappointed and dissatisfied. The expectations should not be set too high, due to disappointment, if the service does not meet the created image. But on the other hand the customer does not take a contact and use services, if the image is



already negative. The service experience consists of quality of service environment, interaction relations and outcome of the service. The customer gets the first impressions during the first seconds or minutes of the process and usually those stay permanent. For example thinking of tour operator, the quality of interaction with qualified and helpful personnel can be really good and satisfy the customer, but the outcome of the service quality could still turn out to be weak, if the customer does not get the trip or package desired. (Lahtinen & Isoviita 2001, 56.)

## **2.6 Customer service development**

A good customer service and its constant development are essential to building a successful business. Keeping the customers satisfied by reacting and serving their needs and demands make them coming back and use the services and products provided again. Many companies place more effort on selling to the new customers, rather than serving the current ones. Marketing to the possible new customers is a very important factor in expanding the business and its customer segments, but companies should remember that the old and satisfied customers are priceless assets for their business and its success. (The Kahle Way 2014.) Serving and taking care of the current customers lead to the good reputation, positive feedback and positive word of mouth among the current- and possible new customers.

Service development is considered necessary for service companies to survive. There are a number of key reasons why companies introduce new tourism offerings and develop already existing services. These kinds of reasons are for example:

- build recognition as an innovator in the market
- provide new offerings to develop the market
- defensive actions to challenge competitors (Lumsdon 1997, 149.)
- develop current services to make it more suitable and interesting for customers, which reflects from their needs and demands.

Like manufactured goods need certain amount of product testing before launching, also new and developed services and offerings need testing. The testing is made to prevent the possible problems and to ensure that the core service will be functional with all its supporting services. For example, when a tour operator develops a new excursion in the destination, they have to test the overall fluency and the exact content of the excursion for preventing problems and making it suitable for customers in real life. The standards between tour operator and other suppliers connected to the service have to be harmonized. Other suppliers and supporting services connected to the core service can be transportations and the suppliers working in the actual sight, for example. (Lumsdon 1997, 150-151.) Also all the competitors of the company are great and important motivators for developing one's own services. The constant challenging of competitors with one's own actions is vital, due to surviving and standing out from the others working in the same field and in the same markets. Competing with similar kinds of services in the same destination is challenging for a tour operator. Due to this, the tour operator should have some competitive advantages and market niches, which differ from the others. Differentiating factors and competitive advantages in this kind of situation can be for example quality of the overall customer service, quality and diversity of the core and supporting services, pricing, marketing and promotion. The company has good chance for success and standing out from the others, if these kinds of baselines are good, functional and profitable, within some special and unique ideas and services.

The author of the thesis introduced four different elements of the good service in the previous subchapters. The development of the customer service should happen in every element for successful development and improved services. The customer service development is the main object of this particular thesis research. The research is trying to examine development ideas for the tour operator Detur in Alanya, by received feedback from the actual customers of the company.

The development in service culture concerns relations between employees and management and the overall atmosphere in the company. The management's responsibility is to recruit and train the right people, which leads to the success-

ful actions and service in the company. (The Marketing Donut 2009-2014.) Constant developing of the internal marketing of a company, such as education and motivation of the staff keeps them happy and satisfied towards the work they are doing. Satisfaction of the staff and management reflects straight to the customers, because they are more likely to receive a good service from the company, the internal marketing, leadership and the atmosphere of which are functional and positive. So the first step of the customer service development rises from the relations and actions between company's employees and leadership.

The continuous development of service package is one of the most essential parts when focusing on the tour operator's services. Service package includes all the services that the company is providing to the customer, from the core service or product to the supporting services and products. Developing service package is very important, in order to be able to follow customers' needs, values and buying habits that are differing continuously in every customer segment. Development's direction and its outcome depend a lot on the variety of needs and feedback that customers are giving. This research is focusing especially on development ideas for service package, as well as service quality and general customer service. The feedback and development ideas are gathered from the customers, whose opinions are in the core of importance when studying the possibility of developing customer service. The most important thing to do in the company is listening current customers, for making the service more suitable and satisfying to choose and use.

Developing the service production goes hand in hand with the service culture. Also development of service quality goes to this same category. The satisfaction and smooth work environment of the employees and management affect the production of the service. When everything is fine inside the company, productivity increases and the personnel are able to face the expectations and needs of the customer. The quality development depends highly on service culture and –production, as well as on package development. The real quality of the service and its development is the sum of all of these other factors mentioned. When developing these other areas, the quality of the service increases

on to the same level. Customers always have a certain image about the company and its services, to which company should respond by crossing the image with better service and supply.

### 3 Buying behaviour and segmentation

This chapter deepens the perceptions of buying behaviour and customer segmentation from the customer's point of view, as well as from the company's point of view. Buying behaviour has huge influence on buying decisions of both individual consumers and companies. For example, buying behaviour drives the whole decision-making process, meaning what, where and how people are buying. The term buying behaviour can be replaced with the term consumer behaviour, when talking about individual consumers. However, these terms mean practically the same and are supporting each others. (Bergström & Leppänen 2003, 97.)

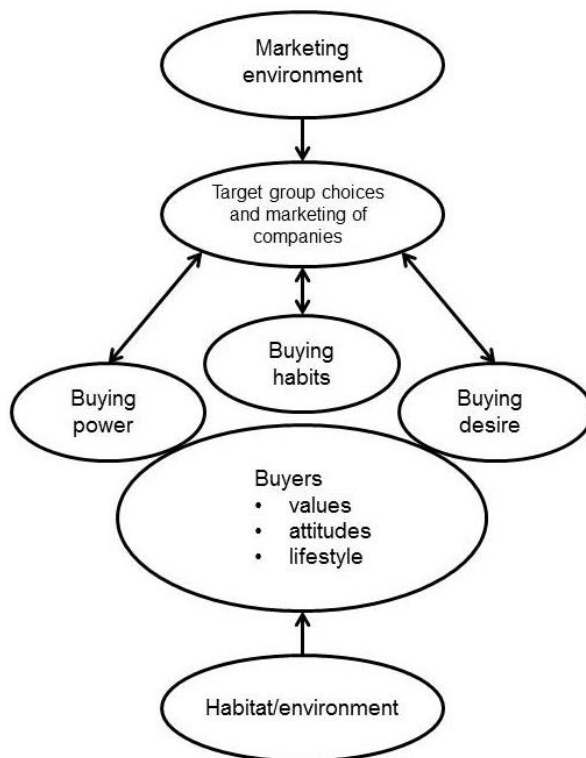


Figure 3. The factors affecting buyers' buying decisions. (Bergström & Leppänen 2003, 97)

The figure 3 emphasizes the core idea of consumer's decision-making process and buying behaviour. The process is considered from both company's point of view, as well as from the consumer's point of view in the figure. Buying behaviour is driven by the external stimuli and personal features of the buyers. The external stimulus can be marketing actions of the company and the personal features can be values, attitudes and lifestyle, for example. If the company is aiming for producing functional and wanted products, they have to know their buyers. Based on this the company will be able to do segmentation and choose their target groups and suitable marketing program. The buying- or consumer behaviour is a base for the customer segmentation. Due to this, the company and its marketers must study the buying behaviour of consumers first, for being able to segment the customers right and as precisely as they can. The consumer behaviour is viewed and explained first and the customer segmentation is the following topic in this particular theoretical part of the thesis. This order is logical and consistent, due to the process of buying behaviour and segmentation. (Bergström & Leppänen 2003, 97-98.)

### **3.1 Consumer behaviour**

Studying and understanding consumer behaviour is very important for the company providing different kinds of products and services for the people. The primary thing of classical marketing theory is the satisfaction of the consumer. Therefore, the marketer or the company needs to understand three related aspects of consumer behaviour, which are consumer motivation, consumer typologies and consumer purchasing process. Understanding these aspects is one of the most effective ways of generating competitive differential advantage. (Lumsdon 1997, 34-35.) It is a fact that today's marketplace has become very competitive and the hospitality and travel industries have undergone globalization. The companies have to study and invest in research that tries to find out what customers want to buy, which locations they prefer, which amenities are important to them, how they buy and why they buy. (Kotler, Bowen & Makens 2006, 198.)

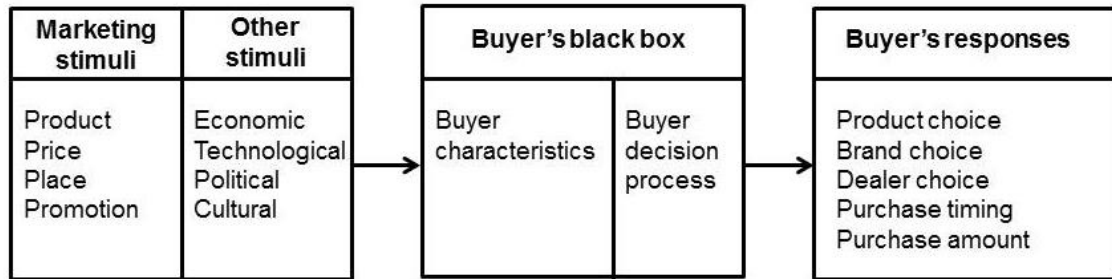


Figure 4. Model of buyer behaviour (Kotler, Bowen & Makens 2006, 198)

The figure 4 demonstrates the model of consumer behaviour. First of all there are different kinds of stimuli which are affecting the buyer and buyer's decision-making process. The stimuli from the marketing point of view are four P's (product, price, place and promotion). These are the basic factors, which have a huge impact on the buyer's decisions already in the beginning of the process. Other stimuli can emerge from the buyer's economical or cultural factors, for example. These different kinds of incitements have an influence on what is happening in the buyer's black box, meaning the decision-making process. Buyer's responses are the overall sum of all the activities, which happens in the black box. The result of the process is that the buyers are able to determine their own buying behaviour by choosing the desired product, service or brand and making the final decisions about purchasing.

The buyer's black box is the most important factor from marketers' and companies' point of view. Their mission is to determine what is in the buyer's black box, in order to understand how the stimuli are changed into responses. (Kotler, Bowen & Makens 2006, 198-199.)

### 3.1.1 Consumer motivation

Motivation is the driving force within individuals that impels them to action. The motivation of individuals comes as the result of unfulfilled needs and naturally it strives people to try to fulfil them. (Schiffman, Kanuk & Wisenblit 2010, 106.) The motivating factors in tourism can be divided into two groups, which are the factors that motivate a person to take a holiday and the factors that motivate a person to take a specific holiday to a particular destination at an exact time. Every person and tourist is different with all the different factors, which motivate

them. The main factors, which determine motivations of individual tourists are their personality, lifestyle, previous experiences as a tourist, and perceptions, for example. It is also important to recognize that the motivators might change over time, due to changes in people's personal circumstances. These kinds of changes of circumstances might be having a child or worsening health, for example. A tourist is more likely to be influenced by multiple different motivations and not just one. Due to that, usually the chosen holiday represents a compromise between tourist's multiple motivators. For example considering a holiday to Turkey and Alanya, a tourist's motivations could be sun tanning and beaches, but Turkish culture and historical sights could motivate in that specific destination, too. (Swarbrooke & Horner 2007, 53, 55-56.)

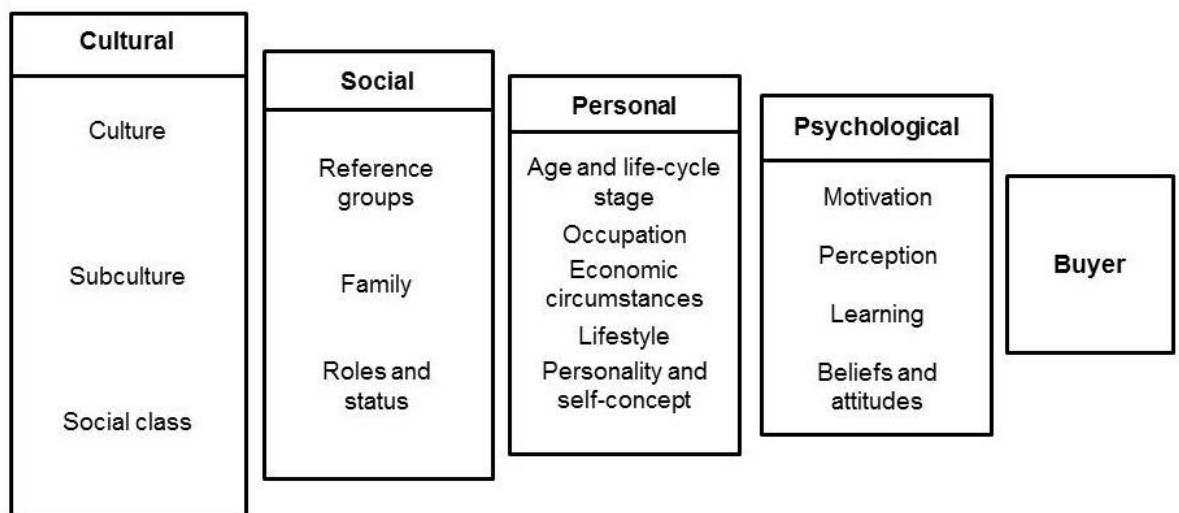


Figure 5. Factors influencing behaviour (Kotler, Bowen & Makens 2006, 199)

The figure 5 presents four different personal factors, which are influencing the consumer behaviour. As said earlier, all the personal characteristics of a person have an effect on their consumer behaviour. The characteristics of a buyer can be divided into four different parts, which are cultural, social, personal and psychological. The cultural factors have the broadest and deepest influence on consumer behaviour. The culture from where a person is coming determines the basic values, perceptions, wants and behaviours that a person learns continuously in a society. The social factors include consumer's groups, family, social roles and status that a person has. For example family members have a strong influence on person's buying behaviour. When planning a holiday for the

whole family, people have to plan it considering partner's and children's needs, wishes and motivations, too. The personal factors determine buying behaviour a lot. For example age and economic situation of a person influence the behaviour and decisions. Maybe seniors are more likely to choose relaxing and peaceful holiday destination than young couple or family with children, but they are also more likely willing to pay more for luxury package than younger customers. Personal factors are really important to take under consideration when studying consumer behaviour of tourists, in order to be able to offer versatile services that serve different kinds of customer segments and their differing needs. The fourth part influencing the behaviour is psychological factors. This includes people's motivation, perception, learning and beliefs and attitudes towards the service or item that they are willing to purchase. For example earlier experiences and recommendations from others have an influence on person's buying behaviour. (Kotler, Bowen & Makens 2006, 199, 204.)

### 3.1.2 Consumer purchasing process

Generally speaking consumer behaviour means people's physical, mental and emotional actions, which drive their behaviour when comparing, evaluating, buying and consuming products and services. Consumer behaviour is not limited only to the actual purchase decision, because it includes other actions of buying behaviour too. The overall consumer behaviour consists of preliminary buying process, actual buying process and post-behaviour buying process. (Albanese & Boedeker 2003, 103-104.) These three main points of consumer behaviour and purchasing process have been divided to more specific stages, for getting more detailed analyses of the topic. The buyer decision and -purchasing process consists of five stages. These stages are need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour.

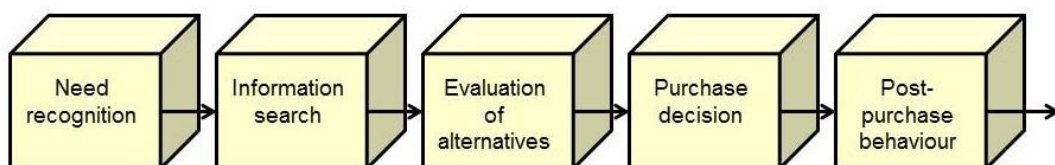


Figure 6. Buyer decision process (Kotler, Bowen & Makens 2006, 218)



As the figure 6 emphasizes, the purchasing process starts long before and continues long after the actual buying moment. This fact encourages and makes the marketer to focus on the overall buying process rather than just the purchase decision. In more routine and day-to-day purchases consumers tend to skip some of this model's stages. Usually every of these stages happens, when purchasing something which differs from their routine buying behaviour. Buying the holiday trip could be one example when a consumer does the entire process like this. (Kotler, Bowen & Makens 2006, 217.) Purchasing a holiday trip via tour operator is now used as an example to explain every stage of this model thoroughly.

The purchasing process starts when the buyer recognizes the need. The need can arise by internal- or external stimuli. The internal stimuli mean that the buyer has previous experiences about a similar need, so the buyer is motivated and knows how to cope with the need due to previous experience. External stimuli are all the factors or sources coming from outside, which stimulate buyer's need recognition. External factors for buying a holiday trip could be tour operator's commercials and special offers or other people's recommendations about the tour operator and their trip selection, for example. This first stage is very important from the marketers' point of view. A tour operator should determine all the factors and situations that arouse consumer need recognition. They should do continuous customer research to find out what kinds of needs lead consumers purchase holidays and what leads them to choose some particular services. Due to these kinds of researches a tour operator is able to develop suitable marketing programs, which equate consumers' needs. (Kotler, Bowen & Makens 2006, 218.) According to Lumsdon (1997, 46), there will also be numerous inhibitors at the first stage of purchasing process. Customer can have concerns about choosing the holiday destination or the provider, or lack of time to focus on the process. These kinds of inhibitors can lead to the situations of passive search process or ending the process, which marketers are trying to avoid by good marketing skills and tools, for example.

When a consumer has recognized a certain need, he or she starts gathering information about the product or service. Information sources can be divided

into three different categories. Personal sources include other people, for example family, friends and acquaintances. Commercial sources include advertising, salespeople, dealers, packaging and displays. The last one is public sources, which include different channels of reviews and ratings about the company and its products or services. It is said that personal- and public sources are more important than commercials within hospitality and travel services. Despite a good marketing and advertising that the company does, consumers put more value on other people's feedback, ratings and satisfaction. Due to this, companies priority is to serve current customers well, which are becoming word-of-mouth sources for the possible new customers. Consumers should be asked how they heard about the company and its services, what information they got and how important they think different information sources are. (Kotler, Bowen & Makens 2006, 219-220.) Similar kinds of questions were also asked from the customers, who participated in this particular Thesis' research about tour operator Detur's services.

After searching information about possible product or service to purchase, the consumer starts to evaluate different alternatives, which would satisfy the certain need he or she has. The evaluation of alternatives is based on different attributes that the product or service has. For example attributes connected to the tour operator could be service quality, versatility of selection, location and destinations and price. Consumers' buying decisions depend on which attributes they consider relevant and important, which depends on the type of their need. The price has a strong value in situations, where consumer has some exact limit for purchasing a product or service, for example. Also the brand image acts a big role in evaluation of alternatives. The consumer is likely to have certain beliefs about certain products and services, due to earlier experiences or perceptions, for example. These beliefs and opinions help evaluation between different alternatives. So the consumer is likely to choose a service from which they have positive beliefs and feelings and which suits their need with its attributes. (Kotler, Bowen & Makens 2006, 220-221.)

The final purchase decision arises when the most preferred and suitable brand is found. The decision is based on consumer's own opinions and needs, but

also others' attitudes have a meaning. When purchasing a holiday trip, desires of people travelling with the buyer put a lot of weight to the decision. Also unexpected situations have an influence on the purchase intention. For example if the buyer faces unexpected expenses financially, the wanted holiday trip might turn out to be too expensive at that moment. After purchase decision has been made and in this case the buyer has been on a holiday and returned from there, the post-purchase behaviour starts. Both consumer and the marketer or company who provided the service participate in post-purchase behaviour. Basically the consumer will be either satisfied or dissatisfied with the purchase, which has an impact on the behaviour of both consumer and marketer. The larger the gap between consumer's expectations and the actual performance is, the greater the dissatisfaction is. For avoiding this, the seller must faithfully represent the product's performance so that the buyer is satisfied. Companies should make sure that the product or service equals to their promises and consumer's expectations, for ensuring the positive post-purchase behaviour. By understanding how buyers proceed through the whole purchasing process within its every different stage, companies can develop more effective marketing programs. (Kotler, Bowen & Makens 2006, 221-223.)

### **3.2 Customer segmentation**

*"Segmentation is subdividing markets, that is, categorizing potential customers into heterogeneous customer groups (segments) on the basis of clear criteria"* (Lahtinen & Isoviita 1994, 40).

Market segmentation is strongly related to the marketing planning process and selection of the target groups. Customers' buying behaviour, consumption habits, needs, values and expectations differ significantly and that is why the company cannot market its services or products to every single customer. It is more profitable and easier to create certain customer segments and focus on selected ones only from the company's point of view. A company can create various segment groups from targeted customers and then select the segments that are most suitable for their business purposes. It is crucial to find the suitable target groups, in order to be able to market the products with different kinds of marketing actions to different kinds of segments. (Lahtinen & Isoviita 1994, 40.)

There are three alternative approaches towards marketing that the company can use. The first one is undifferentiated marketing. In this approach the company does not segment its customers, so the same product or service is marketed to all potential customers. This kind of marketing style does not focus on the differing needs and habits of a customer. The second approach is segmented marketing. In this marketing the company has subdivided the potential customers into the certain, different segments. Differentiated product or service versions are marketed to different segments using different marketing actions. The third approach is single-segment concentration. This is used by companies who want to focus on one segment only and use their entire marketing effort to it. The segment is chosen by what the company feels is the strongest one. (Lahtinen & Isoviita 1994, 40-41.) The next figure shows how the segmentation, targeting and positioning can be divided into the six different steps.

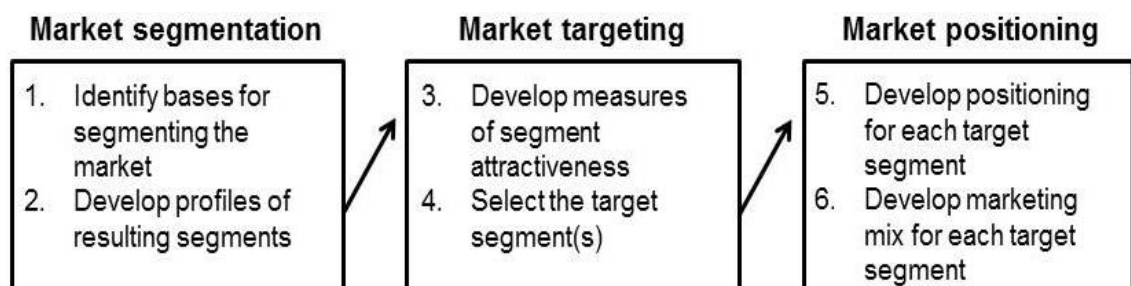


Figure 7. Steps in segmentation, targeting and positioning (Kotler, Bowen & Makens 2006, 263)

The figure 7 shows how segmentation, targeting and positioning can be divided into the six different steps. These steps help the company to create suitable marketing strategies for each customer segment. First of all, the company must identify the bases and needs for market segmentation. Identifying different kinds of segments in the beginning helps taking the marketing to a certain direction, for different customers and their needs. When the market segmentation is clear, the company can move on to the actual target markets. At the stage of targeting the company selects the actual target segments, for which their company is willing to target their markets. The last steps are about market positioning. After the target segments are chosen, the company must concentrate on the positioning

of each segment and their marketing strategies. By knowing the position and value of each segment, the company is ready to develop suitable marketing mix for each target segment. The company is able to analyse segmentation and make right decisions for target marketing and its positioning with the help of these steps, for example.

The next subchapter introduces a couple of researches about consumer typologies. The consumer typology and customer segmentation are the supporting factors to each others in this particular topic. The consumer typology helps segmentation in defining certain customer segments.

### **3.2.1 Consumer typologies**

There are different kinds of opinions and theories regarding consumer typologies of tourism. The most fundamental debate regarding tourism and its typologies is whether people are tourists or travellers. There is the idea that a tourist is someone who buys a holiday package from a tour operator and a traveller is someone who makes their own independent plans and arrangements for their vacation. (Swarbrooke & Horner 2007, 83.) With this statement it is thought that the tourist is part of a bigger mass-tourism, who is experiencing the destination in the same way like others using the same package holiday provided by tour operator. The traveller is perceived to be spontaneous and modern, when planning the whole vacation, flights, accommodation and activities themselves. This kind of thinking is rather narrow-minded, as tour operators and their packages and destinations have been developed and expanded much in recent years. It is also easy to explore the destination independently and spontaneously, even though a customer would use the package trip as a core service.

Tourism typologies were studied and analysed much in the 1970s and 1980s. Due to several researchers and their studies at that time, five distinctive consumer profiles were identified. These five types of people experience travel in different ways regardless of origin or destination. The first consumer profile is adventurers. People belonging to this group are independent, confident and they like to try and explore new destinations and cultures. The research revealed that adventurers are predominantly male and younger than the other

travellers. The second profile is worriers. Worriers experience considerable anxiety about travelling and they have low confidence about their ability to make travel decisions. Worriers are rather older than the other travellers and they travel the least of these five different groups. The third consumer profile is dreamers. Travelling has a great importance in dreamers' life, but their experiences are usually less remarkable than their dreams and ideas. Dreamers are usually aged 50 and over, according to these researches. The second last profile is economizers. Due to the research, travel experiences do not add meaning to economizers' lives. They think that it is not worth of paying extra for special amenities and services, even if they could afford them. The last consumer profile is indulgers. This consumer group is the opposite of economizers. Indulgers are generally wealthier than the other travellers and they are also willing to pay for additional comfort and special services when travelling. (Lumsdon 1997, 40-41.)

Some of the previous consumer profiles could be applied and linked to the customers of tour operator Detur Alanya, too. For example adventurers, who are very interested in new destinations, cultures and are able to explore the destination independently as well. Other profile matching to the customer segments of tour operator Detur Alanya is dreamers. Dreamers are usually middle-aged or seniors, who enjoy travelling and dreaming about new destinations. Despite dreaming, they usually end up travelling to the same destinations and less remarkable places than in their dreams. Detur Alanya has many of these kinds of regular customers, who are coming back to Alanya regularly. However classification for dreamers is not that simple, because travelling to the same destination, in this case Alanya, could be their actual dream, which satisfies them. The third profile is indulgers, which could be recognized from customers of tour operator Detur Alanya. Alanya is a perfect destination also for them who are willing to have luxurious holiday with special services. For example some of the hotels of Detur Alanya are very high-level with perfect locations and activities. It has to be considered that this kind of a classification was published a couple of decades ago, so some kind of criticism is good have towards it. The consumer typologies and –profiles have been changed and developed on a certain level from the earlier classifications, but some factors can still be seen as valid and

having remained the same. For example adventurers and indulgers could be seen as consumer typologies currently, too.

Beside these previous classifications, one other research could be taken into consideration about consumer typologies. This research is more up-to-date and relevant compared to the researches made in the 70s and 80s and it could give more current perspectives about consumer classifications. The Conscious Consumer –research was carried out in Finland in the spring 2014. The research is about sustainable consumption in Finland, which introduces eight different types of sustainable consumers and their future scenarios. The research is more about people’s ordinary consumption motives and -habits, for example in grocery consumption. Especially ecological and responsible consumption culture was under examination. (Kuudes Kerros 2014.) Even though this research is not straight about travelling and consumer typologies of tourism, the eight consumer groups could be used for determining different consumer groups of tourism, too. Figure 8 shows the eight different groups of this research.



Figure 8. Eight consumer groups (Aineslahti 2014)

Every Finn belongs to one of these eight groups. There are different kinds of motives behind consumption, which determines the suitable group for each per-

son. For example someone insists on very good quality, another appreciates affordable prices and the third one wants unique experiences. The research reveals that majority of Finns puts lower value on responsibility than on other factors in consumption. (Aineslahti 2014.) If this research was considered as the research of tourism typologies, these eight groups would be very suitable for describing different tourist groups, too. For example the Dreamers are the ones, who are dreaming of the holiday based on their own feelings and doing the decisions by intuition. Other example is the Autocrat-tourists, who want to differentiate from other travellers by planning a unique trip on their own to some exotic destination, which differs from the ordinary and popular travelling destinations. Some of the segments of this particular research could be applied to the tour operator Detur Alanya's customers as well. The dreamer is definitely one customer segment, which can be found from them. The dreamers make holiday decisions due to feelings and intuition. Also the caretakers and the uncompromising customers fit to the segments of tour operator Detur Alanya. In this case the caretakers could be families with children, who are choosing the tour operator and the holiday destination according to the suitability for children and needs of family with kids. The main priority is to take care of desires of travelling company. The uncompromising customers demand quality and esthetics from the service provider and the destination. This customer segment is generally the same as indulgers of the other typology research introduced previously.

As the researches and their results show above, constant studies about consumer typologies and –profiles are important and vital to operate, in order to be able to define one's own customer segments. Knowing one's own customer segments, it is easier to develop, provide and market products and services for consumers. The segmentation in tourism is discussed more precisely in the next subchapter.

### **3.2.2 Segmentation in tourism**

Tourism company divides tourism markets to different, internally homogeneous segments. Segmentation is based on customers' needs and buying behaviour like in any company's segmentation process. Due to this, understanding and investigating of consumer behaviour is closely connected to the segmentation.



Every tourism company has customers with different needs, values and expectations, which the company has to serve in different ways and provide customized tourism services. There has to be differentiation in needs and buying behaviour between segments, in order to be able to reach them with different kinds of marketing solutions. Particularly different factors effecting consumers' buying behaviour are used as a base for segmentation. These factors are for example consumer's socio-economic status, demographical and regional factors, differences between buying behaviour, travelling motives and preferences, price, personality features and life cycle. (Albanese & Boedeker 2003, 133-134, 136.)

Customers' travelling motives help tourism companies to understand, why they are willing to travel. For example sun and warm climate are one of the motives especially for Finnish customers, due to their country's colder climate and long lasting winters. That is why Finnish tourists' travelling preferences are strongly related to the Southern Europe for example, especially to Spain and Greece. Using motives and preferences as a base for segmentation correlates customer-oriented tourism marketing, so the successful tourism company has to produce services that satisfy consumers' needs. Customers can be divided into regular customers and other customers, or active and passive service users, by analysing consumers' buying behaviour and a buying frequency. Analysing the buying behaviour the company gets important information that can be used in dividing marketing to versatile and specific segments. Also it helps using the competitiveness of tourism marketing. By analysing the buying behaviour, a company can plan different campaigns, which suit exact segment for example. (Albanese & Boedeker 2003, 137-138.)

Nowadays there are segmentation models, which are based on profitability of a specific customer. These models are popular and very useful from the service provider's point of view, due to the success of their marketing and overall business. The aim of customer experience management is to maximize company's profit by maximizing the value, which company generates to the customer. In the model, which is showed in the figure 9, customers can be divided into the four different segments, according to how profitable they are for the company

and on the other hand, how much attention they need. A company should think and create different policies and operations according to these different segments' goals. For example special offers and regular customer – cards are good for identifying different kinds of customers and activating certain segments. (Löytänä & Kortesus 2011, 129-130.)

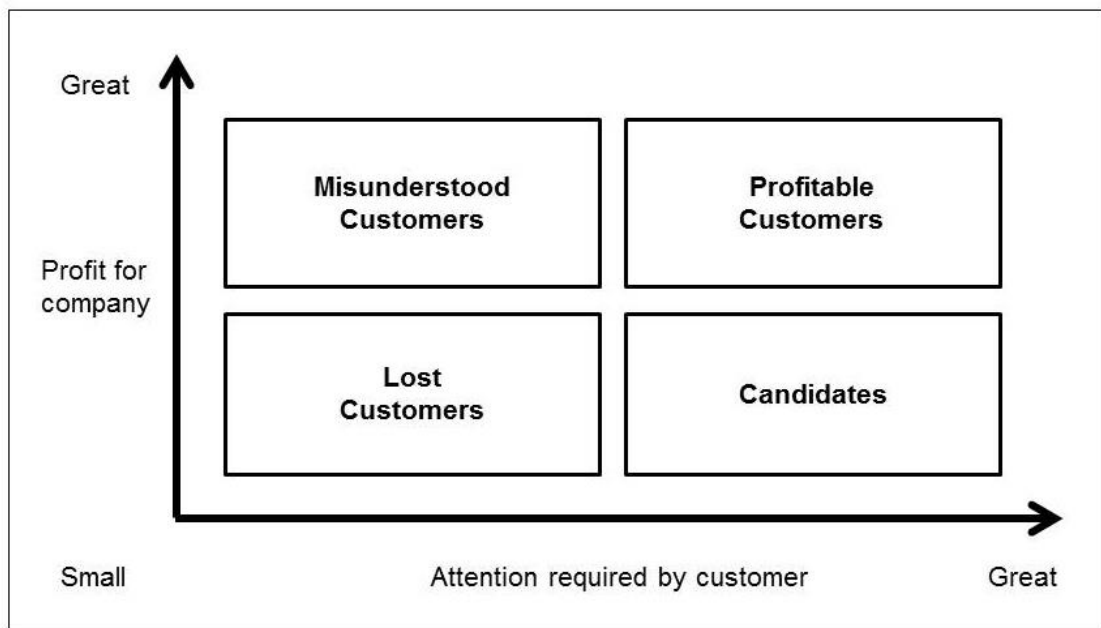


Figure 9. An example of customer segmentation for creating different kinds of experiences (Löytänä & Kortesus 2011, 131)

As it is seen from the figure 9, profitable customers are active and profitable. These customers bring much revenue and take little resources, so their profitability is great for the company. These customers are very important for the company; therefore service providers should always meet their expectations and do even more. A company should try to activate profitable customers all the time, in order to achieve more profit. Misunderstood customers are passive, but profitable for the company. The name of this group comes from the assumption, that because they are not actively in contact with the company, so they are unprofitable. This is a misunderstanding, because these customers give majority of their purchasing power for the company, but they are not that active than profitable customers. Misunderstood customers are also valuable for the company and it would be possible to move them to be profitable customers by acti-

vating them more. Lost customers are passive and unprofitable, due to this segmentation model. Lost ones only cause operating loss for the company and they cannot find a place from elsewhere. A company can try to find ways to move lost customers to misunderstood ones, but it would be quite a difficult process. There might be some particular reasons, why they are lost and cannot become profitable customers. The last group of this model is candidates. They are active, but unprofitable for the company. These customers are very actively in contact with the company, but they are not bringing money in. Candidates are using company's resources and time a lot, comparing to how little and at how low price they buy. This is one interesting way of segmenting customers, which gives comparison to the usual ways of segmentation. The model could be adapted to a tour operator's actions and segmentation too. (Löytänä & Korteso 2011, 130-132.)

If the price is used as a criterion for segmentation in tourism marketing, there are clear differences how much customers are willing to pay for certain tourism services. The quality and the good image of the tourism service could affect the buying decision and readiness for paying higher prices. A company has to find out how much different segments are ready to pay for quality and if there is a possibility for price differentiation in the market. Different kinds of life cycles and –periods have an effect on buying behaviour and company's segmentation, too, because buying behaviour varies throughout the life. For example buying behaviour of families with children is affected by children's needs and that differs a lot from seniors' needs. Tour operators can take these under consideration and provide suitable services for each segment. (Albanese & Boedeker 2003, 138.)

### **3.2.3 Segmentation in Detur's services**

Generally the buying behaviour of individual customers and different kinds of customer segments is differing a lot. Differences are emphasized when studying customers' buying behaviour of package tours as well. Researches about customers' buying behaviour are vital for the service providers, due to finding out the right and exact customer segments for the company.

BEFORE RESERVATION	DURING RESERVATION	DURING THE SERVICE USE	AFTER THE SERVICE USE
Use of media	Reservation method	Duration of the trip	Customer satisfaction
Use of brochures	Payment method	Additional purchasing	Personal communication
Information search	Cancellations	Type of the trip	
Buying frequency			

Figure 10. Examples of perspectives connected to package tours' selection process (Albanese & Boedeker 2003, 137)

The figure 10 demonstrates different ways of researching customers' buying behaviour when purchasing package tours. The overall buying process has been divided into the four different stages. The process categorization helps the company in customer segmentation and marketing to the different customer groups. The company must study customers' buying behaviour throughout the entire process, from the reservation stage to the service use and behaviour after the service use. Individual customers' behaviour can differ in each stage, which challenges the companies to provide suitable and functional services for each segment and their different needs. This thesis research is concentrating on all of these four stages of the process. Particularly behaviour during the service use and after the service use are researched, by collecting the feedback about the overall customer service, quality and the excursions provided by the tour operator Detur Alanya.

There are four different categories of tourism companies on the next page in the figure 11. These categories contain lists of their possible customer segments. The figure's most important part to consider is tour operator, due to the topic of this thesis. The rest of the categories are also good and interesting factors to view, due to their operations' involvement in the tour operator's actions.

HOTEL	TOUR OPERATOR	AIRLINE	TOURISM DESTINATION
Business travellers	Young under 35 years old	First class passengers	Local visitors
Leisure travellers	Families with kids	Tourist class passengers	Day-visitors
Group travellers	Senior travellers	Charter-groups	Domestic travellers
Individual travellers	Active vacationers	Domestic passengers	Foreign travellers
	Culture vacationers	International passengers	
	Sun vacationers		

Figure 11. Tourism companies' possible customer segments (Albanese & Boedeker 2003, 134)

The hotel-, airline- and tourism destination categories and their lists of segments can be observed through the connections to tour operator, in this case tour operator Detur's actions and customers. The hotels cooperating with tour operator Detur receive leisure-, group- and individual travellers via Detur. The customer segments, which are connected to the cooperating airline, as well as tour operator Detur are tourist class passengers and international passengers, for example. The customer segments that the actual tourism destination receives via tour operator Detur are day-visitors and foreign travellers. By the day-visitors it is meant that the customers are also visiting some smaller destinations during their overall holiday. For example places that are visited during the excursions of tour operator Detur Alanya find Detur's customers as day-visitors for them. The figure 11 shows, that the segments of these different categories have an influence on each others one way or another. All of the customer segments of tour operator belong to some of the customer segments of other tourism companies. These four different categories of tourism companies can be examined separately, but due to the topic of this particular thesis these different customer segments are related to the tour operator's segments as well. The next paragraph considers tour operator Detur's customer segmentation and marketing approach more precisely.

Tour operator Detur uses segmented marketing as a marketing approach. Segmented marketing is a vital and important approach especially for tour operator, in order to be able to serve different kinds of customers with different kinds of buying behaviour, consumption habits, needs, values and expectations for example. The figure 11 and its section of tour operator suits for tour operator Detur well. All the factors listed in the figure can be seen as tour operator Detur's segments, too. They provide different kinds of package tours that serve especially a certain segment and many of the additional services are segmented for a certain target group, too. Additional services, such as trips and activities in the destination are available for everyone and many of them are suitable for several customer segments, but they could also be targeted and compartmentalized for a certain segment to make the marketing clearer. As an example tour operator Detur provides Golf –package tours. Customer segments for marketing these tours are active vacationers, senior vacationers or couples without kids, for example. Other examples are Detur's round trips. These three different trips take customers to explore Turkey's historical and natural sights. Customer segments for marketing these trips are culture vacationers and senior vacationers, for example. Also hotels, as additional service have to be taken into account in customer segmentation. There is a whole hotel selection with different types of hotels, which are categorized due to different target groups and their needs. The selection consists of for example all inclusive-, golf-, five star-, family-, spa- and beach hotels. These different hotel categories clearly express for which segment they are suitable for. Day trips and activities in a certain holiday destination are not that strictly segmented for different target groups, due to their suitability for multiple customer segments. Despite this, for example some cultural or nature trips could interest more senior vacationers and some eventful activities could interest more younger travellers. Some trips are also customized more child-friendly and meeting the needs of families with children. (Detur 2014a.)

## **4 Research implementation**

This part introduces the actual research of the thesis. This thesis research is an empirical research, because its topic is connected to the real world and its investigation by using systematic gathering of information. The following subchapters consist of introducing sampling- and research methods used in this thesis research, as well as the main research questions. Introduction of methods is followed by collected data, data analysis and conclusions.

### **4.1 Sampling method**

There are many different kinds of choices for sampling method that the researcher can use. Researchable suitability and reliability of results determine the usage of a certain sampling method. Sampling in quantitative research is based on sampling method, which is based on statistical probability. There are lots of statistical sampling methods, but the population's quantity is their baseline from which the chosen sample is counted. The sampling method used in this thesis research is discretionary sample. The low rate of respondents and the challenge of reaching them supports discretionary sample, for example. In that case the researcher chooses people, who would be relatively easy to get to the sample group and who are assumed to have enough knowledge about the topic, in order to be able to answer the particular questions of the research. Even though discretionary sample is often said to be utilized in qualitative research, it is the best choice for this particular research. The research focuses on limited target group, so the sampling method based on probability would not help solving the research problem. The discretion of the sample should be remembered when analysing the results, so the researcher cannot make huge generalizations with the discretionary sample. (Mäntyneva, Heinonen & Wrange 2008, 41, 44-45.)

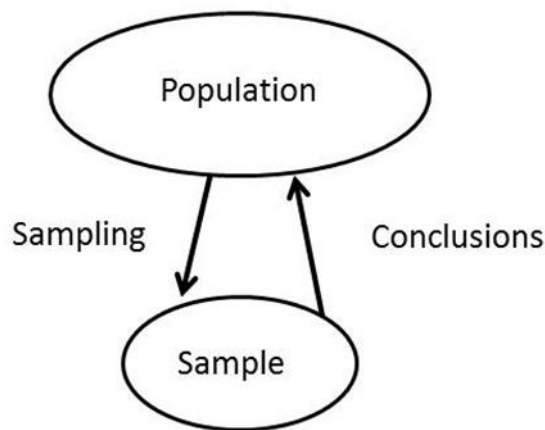


Figure 12. The relation between population and sample (Mäntyneva, Heinonen & Wrange 2008, 37)

The figure 12 tries to clarify the difference between the overall population and the smaller sample group. The population and target group of this thesis research is tour operator Detur's Finnish customers in Alanya. The smaller sample group is the Finnish tourists that are actually participating in the research by answering to the inquiry. The time and places of carrying out the inquiry limits the sampling too, so results of the research are not speaking for every Finnish customer visiting Alanya via Detur. The aim of the research is to get customer feedback and development ideas from the overall services, as well as the excursions and activities provided by tour operator Detur in Alanya. Due to this, the sample group has to be limited to the customers who have been participating in the excursions and activities provided by Detur Alanya.

#### **4.2 Research method and research questions**

The main research questions of this thesis are:

1. What are the factors which bring Finnish tourists to Alanya and what makes them to return to the same destination several times?
2. How could tour operator Detur develop their existing excursions and activities and is there a market niche for developing new activity ideas?

The research method used in the thesis is quantitative. A quantitative research includes collecting, transforming, presenting and analysing statistical data and



interpreting the results. The basic concepts in quantitative research are population, sample, measuring, observation units (single research objects e.g. person) and observation. (Mirola 2013.) The research of this thesis is carried out by questionnaires. The questionnaires are attached as appendices one and two to the end of this thesis report in English and in Finnish. The questionnaire is a semi-structured survey, which means that there are multiple choice questions as well as open-ended questions. For the open-ended questions people can answer freely with their own words, when multiple choice questions are closed-ended, where people can choose the most suitable option for their answer. There are also complementary and open-ended follow-up questions after some close-ended questions in the questionnaire. (Mäntyneva, Heinonen & Wrangé 2008, 55.)

The questionnaire of this thesis is divided into two categories, in order to the main research questions. In the first part questions are about basic information of the respondent, for example sex, age and travelling company. First part's questions try to find out the answers for the first main research question of this thesis. The second part of the questionnaire concentrates on tour operator Detur's excursions and activities. The questions try to find out their quality, suitability for different customer segments, as well as suitability for Detur's overall excursion selection. The aim is to get possible development ideas for existing excursions, as well as development suggestions for overall services of tour operator Detur in Alanya.

### **4.3 Time schedule and respondents**

The data collection of this thesis research happened in the destination by the author of the thesis. The research data was collected in Alanya in October 2014, on weeks 42 and 43. The author participated in four excursions of tour operator Detur, where the questionnaires were given to the Finnish customers. The questionnaires were given to all Finnish customers, who were willing to participate in this particular research. The research's total number of respondents was 70 people.

Here are the excursions, where surveys were given to the customers:

- Wed 15 Oct. Manavgat – river trip (11 respondents)
- Thu 16 Oct. Alanya Wonders – trip (23 respondents)
- Tue 21 Oct. Mediterranean boat trip (12 respondents)
- Thu 23 Oct. Alanya Wonders – trip (24 respondents)

Answering to the questionnaire happened in the bus at the end of each excursion, except on the Mediterranean boat trip, where guests were filling the surveys during the trip. From the total amount of respondents 48 were women and 21 were men. One person out of 70 did not mark the gender. The next table shows the age distribution of the respondents.

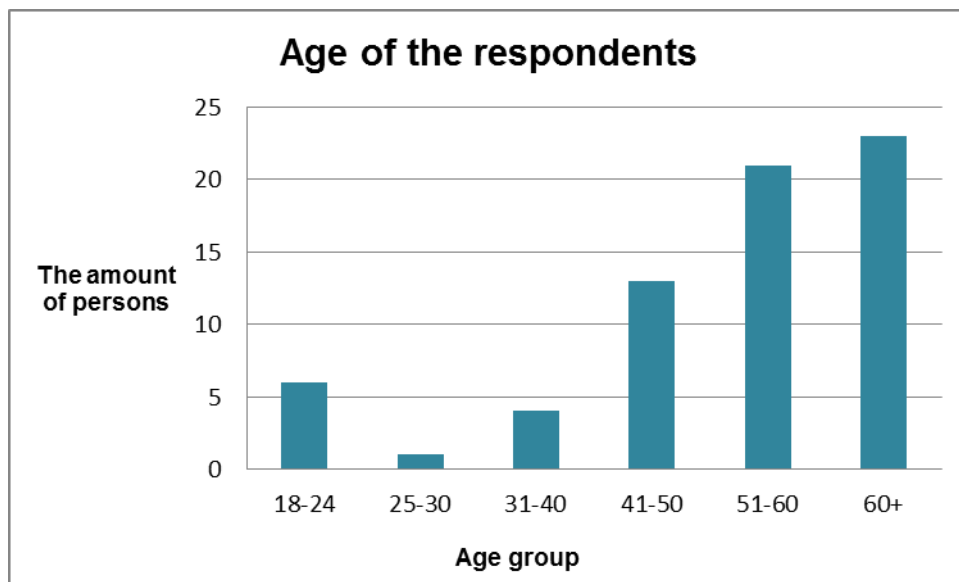


Figure 13. Division of age groups of the respondents.

The author of the thesis set the minimum age as 18 for participation in the research. Any of the age groups was not preferred over another, because the questionnaires were handed on excursions to every Finnish customer, who was willing to participate and was over 18 years old. As it is seen from the figure 13, majority of the people was over 50 years old. For example the time of the year and season could be one reason for this kind of age structure. There could have been more younger tourists during June and July, for example. Two persons of the respondents did not tell their age in the questionnaire.

## 5 Data analysis

The gathered data of the questionnaires is examined and analysed more precisely in this chapter. The basic information of travelling to Alanya and travelling with tour operator Detur are discussed first. The following subchapters concentrate on analysing the overall service quality, provided excursions and the open-ended answers of the respondents.

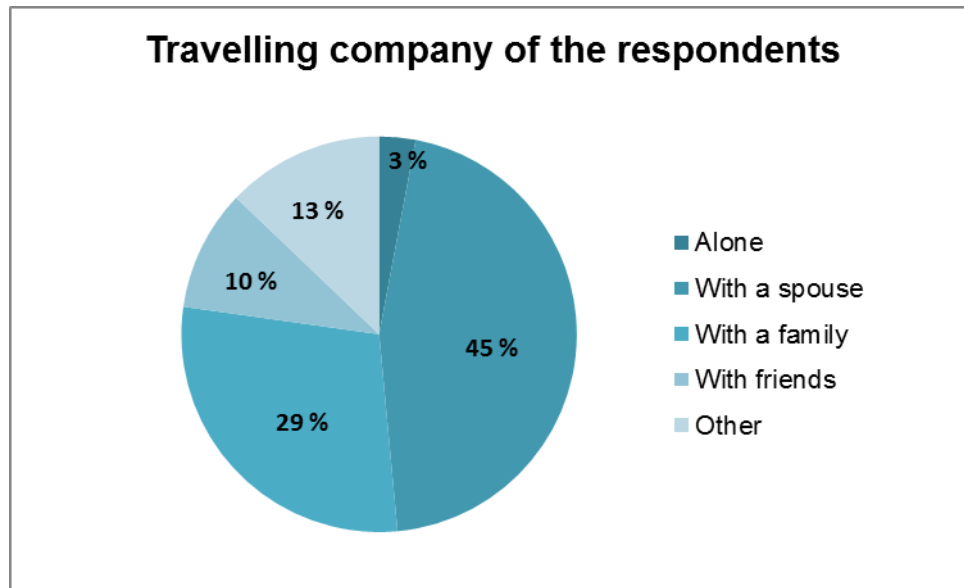


Table 1. Travelling company of the respondents.

The table 1 shows the distribution of travelling company of the respondents. Altogether over 70% was travelling with a spouse or with family. The distribution like this was expected, due to the division of age groups. Majority of the respondents was senior couples and families with children or other relatives. People who stated the travelling company as "other" were travelling with a bigger group. Almost all of them belonged to the group of male choir Kiurunlalu.

The fifth question of the survey was about the total amount of holidays spent in Alanya and the next question how many times they have been in Alanya via tour operator Detur. For over three in five of the respondents it was the first holiday trip to Alanya. Only one fifth had been there for two to four times and only 16 percent had been there for over four times. The amount of using tour operator Detur's services and holiday packages followed the same kind of distribution as the overall holidays spent in Alanya. Almost three in four of the respondents

were using tour operator Detur for the first time for holiday to Alanya. Only one fifth had been using tour operator Detur two to four times and only six percent of the respondents had been using Detur’s services over four times. So this holiday, using of tour operator Detur and participations in the excursions in Alanya was the first time for the majority of the respondents. This means that majority of the respondents did not have any previous experiences of the destination or the tour operator Detur, to which to compare this holiday and experiences in question. Due to this, majority of the answers of the surveys are mainly based on first impressions of the destination and the tour operator Detur. Respondents may have visited other holiday destinations and used other tour operators’ services, to which they may have compared Alanya and tour operator Detur. These kinds of issues have possible influence on people’s answers and collected data of the research in question.

The table 2 summarises the answers of the fourth question of the survey. The question asked to mark the three most important factors of the holiday in Alanya, Turkey.

<b>THE FACTOR</b>	<b>THE AMOUNT OF ANSWERS</b>
<b>Warm and sunny weather</b>	<b>69</b>
<b>Beaches</b>	<b>33</b>
<b>Cheap price level</b>	<b>23</b>
Food / food culture	20
History and sights	18
Local culture	13

Table 2. The most important factors of the holiday in Alanya.

Altogether there were 11 different factors that the respondents could choose from. There are six most popular answers of the respondents in the table 2 shown above. As it is seen from the table, 69 out of 70 respondents chose the warm and sunny weather as an important factor of the holiday in Alanya. The

second most popular factor was beaches and the third one was cheap price level. Also food and local culture, as well as history and sights were considered as important factors of the holiday in Alanya. The three most popular and common answers of the respondents are quite clear and even obvious, when talking about Finnish tourists travelling to Alanya. Generally speaking Finnish tourists are travelling to the warm destinations for having sunny beach-holidays, and the cost-effectiveness, as well as quality-price ratio are important factors to consider, too. The price level of the destination and the overall holiday package could be very important for families travelling with children, for example. The weather, beaches and price level seem to be the most important factors, but the Turkish culture and –cuisine, as well as spectacular sights are attracting Finnish tourists for having a holiday in Alanya, too. All of these positive factors of the destination are the ones which bring Finnish tourists to Alanya and possibly make them to return to the same destination several times. The positive factors of tour operator Detur are discussed in the next chapter. This question was structured to choose the three most important factors in order of importance from one to three (1-3). Majority of the respondents was just ticking the three factors and did not mark them in order of importance with numbers. Due to this, the author had to change the style of analysing the results of this question. The most popular factors are the ones, which got the most answers by ticking the alternative, not in order of importance with numbers.

### **5.1 Service quality and excursion analysis of tour operator Detur**

This subchapter concentrates to discuss and analyse respondents' answers about general service quality, as well as the quality of excursions of tour operator Detur Alanya. The questions of this section are mainly multiple choice questions, where the respondent could rate the particular issue from one to five.

The seventh question of the survey was about how different kinds of factors influenced the respondent, when choosing tour operator Detur's holiday to Alanya, Turkey. The rating of the answers was from one to five. The meanings of the numbers were as followed:

1=No significance, 2=Slight significance, 3=Fair significance, 4=Important and 5=Very important.

	MEAN VALUE	MODE
Earlier experiences of Detur	2.5	1
Recommendations from others	2.5	1
Reputation of the tour operator	3.1	3
Easiness of booking	3.8	4
Straight flights from home town	4.4	5
Versatile services (e.g. hotel and trip selection)	3.5	4
Quality of the service	3.7	4
Price	3.9	5

Table 3. The influence of different factors on buying decision.

The table 3 shows the influence of different factors on respondents' buying decision and how much they were actually affecting it. The mean value means the average grade of the factor, which has been calculated from the total number of the answers. The mode is the most common value, which appeared in the total number of the respondents' answers. As it is seen from the table 3, these two sections are fairly similar, due to each factors' grades. However in some cases the mode, the most common value, is smaller than the overall average value, or other way round. When examining the first two factors in the table, it is seen that the most common value given was one. Even the mean values were calculated as 2.5, it could be assumed that the earlier experiences of Detur and recommendations from others did not have significance for most of the respondents. The most common values of the first two factors can be explained and examined through the respondents' answers for question five and six. These questions asked how many times the customer has been on holiday in Alanya and how many times they have been there via tour operator Detur. Majority of the respondents was in Alanya for the first time and also using tour operator

Detur for the first time. This could explain the most common value for the first factor. Earlier experiences of Detur did not have significance, because majority of the respondents did not have earlier experiences. Other respondents, who had been in Alanya more than once and using tour operator Detur more than once were probably affecting the most common value of the second factor. Recommendations from others did not have significance for these respondents, because they had their own earlier experiences. Experiences could be seen as positive, as they were travelling again to Alanya via tour operator Detur. Also the author of the thesis has some personal experiences and knowledge about this particular issue. According to the knowledge the tour operator Detur Alanya has regular customers, and that is why the recommendations from others do not affect anymore. Reputation of the tour operator has fair significance for all of the respondents, according to the mean value and the mode value. The easiness of booking and the quality of service were rated as important factors equally among the respondents. Straight flights from the home town and the price got quite similar grades in both of the sections. These factors' mean values were differing with 0.5 points and the mode values were the greatest five in both. Therefore majority of the respondents are experiencing these two factors as very important and are appreciating them, according to the research. The tour operator's versatility of services is fairly significant for the respondents, according to the average value. However the most common value for the factor was calculated as important. The summary of the seventh question and its answers is that flights from the home town, price, quality and versatility of the services are important factors for the respondents of this survey. Especially flights and price were affecting the buying decisions of the customers. Based on the answers of the respondents, it is assumed that the tour operator Detur has good and appreciated selection of flights from different towns and the pricing of the holiday packages are fairly cost-effective.

The table 4 consists of statement pairs about the tour operator Detur and their services. It is similar to the question in the survey, where respondents were asked to circle one option per each statement, which describes Detur and their services the best. The rating of the statements were from one to five, where number one stands for the lowest grade and number five stands for the highest

grade. This table shows mean values of respondents' answers, which are marked with the red colour.

Poorly known company	1	2	3	4	5	Well-known company
Bad reputation	1	2	3	4	5	Good reputation
Booking is difficult	1	2	3	4	5	Booking is easy
Lacking professional skills	1	2	3	4	5	High-level professional skills
Lacking service	1	2	3	4	5	High-level service
Narrow holiday selection	1	2	3	4	5	Versatile holiday selection
Bad quality-price ratio	1	2	3	4	5	Excellent quality-price ratio
Narrow trip selection in the destination	1	2	3	4	5	Versatile trip selection in the destination

Table 4. The average grades of tour operator Detur and their services.

It is seen from the table 4, the tour operator Detur, their overall services and this specific destination, Alanya, got very good evaluation from the respondents of this particular research. The table 4 above shows that the mean values of each statement pair's answers are number four. Each statement got the second best grade, which is very important and valuable feedback to the company. This means that the overall business and customer service are in right direction and functioning very well. The most common values of each statement were the same grade as mean values, except in two statement pairs. The most common value that appeared in the statement concerning booking of the trip was number five. This means that the majority of the respondents find the booking of Detur's trips very easy. This is important information, when planning marketing and possible modifying reservation channels of tour operator Detur. Company's current reservation channels are clear and pleasant to use from the customers' point of view. The other mode value, which differed from the mean value, concerned the statement about holiday selection. The most common value in holiday selection was number three. This grade is the centremost from the options "narrow" and "versatile". This is a bit difficult statement to analyse, because it could mean several different kinds of holiday selections and the respondents could have thought this from different points of view. The holiday selection of



tour operator Detur could be thought as selection of countries, different destinations in the countries, selection of flights and departure towns or selection of holidays by the time of season, for example. It is a fact that tour operator Detur does not operate to as many countries as some other tour operators, but on the other hand Detur is an excellent choice for holidays in Turkey and its several interesting destinations, because they are specialized particularly in that.

The author of the thesis combined ninth and eleventh questions of the survey to the same table for data analysing. Those two questions concerned about the tour operator Detur's excursions provided in Alanya. In the ninth question respondents were asked to mark all the excursions that they have participated during the current holiday or earlier holiday in Alanya. The eleventh question asked respondents to tell their opinion about how well all the different excursions suit different kinds of customer segments. The customer segments in this particular question were young people, couples, families with children and seniors. The rating of suitability was as followed:

0=No experience, 1=Not suitable, 2=Slightly suitable, 3=Fairly suitable, 4=Suits well and 5=Suits very well.

THE EXCURSION	THE AMOUNT OF PARTICIPANTS	MEAN VALUE OF SUITABILITY
Hamam - Turkish sauna	26	4
Jeep safari (also night safari)	1	2
Alanya Wonders - trip	50	3
Mediterranean boat trip	16	4
Manavgat - river trip	15	4
Turkish night	8	3
Pamukkale trip	2	4
Best of Alanya - tour	9	4
Village trip	6	4
Kale-hill - tour	16	4

Table 5. Participation of the respondents and suitability of the excursions.

As the table 5 shows, five of the excursions were more popular than the other excursions among the respondents of this research. Alanya Wonders trip and Hamam were the most attended excursions by the respondents. Only one respondent had participated in the Jeep safari and only two persons had participated in the Pamukkale trip. Some criticism has to be taken under consideration when analysing the participation of the respondents. The actual research implementation by handing the surveys to the customers happened at the particular period of time at some specific excursions. Due to this, the number of participants is naturally bigger on those excursions, where the surveys were filled out. For example, if the author had given the surveys to the customers during the Pamukkale trip, the number of the participants would be probably higher. The other section of the table 5 shows the mean values of the suitability of each excursion. Those numbers are average grades from all of the grades that the respondents gave. The main purpose of this question was to evaluate each excursion, due to their suitability for every customer segment, which were young people, couples, families with children and seniors. As it is seen from the table, majority of the excursions got the mean value of four. Number four stands for "suits well" in this particular rating, so majority of the excursions suit well every customer segment from the respondents' points of view. Jeep safari, Alanya Wonders trip and the Turkish night got the lowest grades number two or three. A couple of reasons mentioned for lower grades were that those trips are not necessarily suitable for children or seniors. The results of this certain question can be slightly criticized as well. Some of the respondents did not give any grade for some excursions, even though they had been participating in the particular excursion. Some respondents gave grades for the excursions, even though they had not been participating in those excursions. This means that some of the ratings were given just by the image that the excursion gives, not by the real experience. There were also some empty answers and ratings as number zero (no experience), which are not calculated to the mean values of the excursions.

The last multiple choice question to analyse is the question about what kind of excursions the respondents participated. There were four statement pairs about the transportation, guidance, customer service and the content of the trip. The

rating of the statements was from one to five, where number one stands for the lowest grade and number five stands for the highest grade.

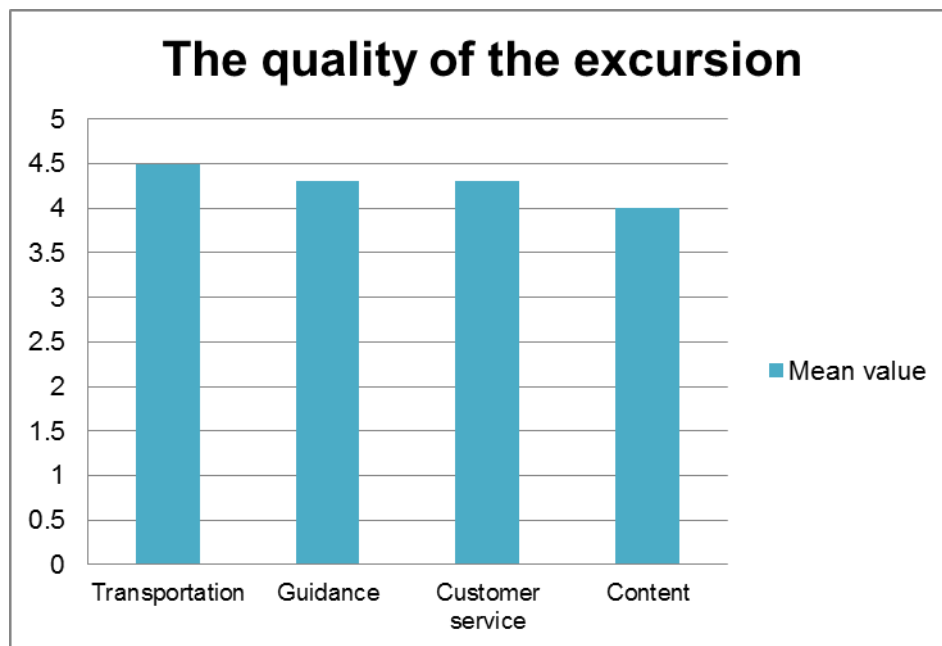


Table 6. The average grades of quality and service of the excursion.

As the table 6 shows, respondents were very satisfied with the excursions they participated in. The transportation of the excursions got the highest mean value 4.5, which means that it was generally faultless and very functional. The guidance of the excursions and the general customer service got the mean value 4.3 and the contents of the excursions got mean value four. It means that generally speaking these factors were high-level and the contents of the excursions were interesting from the customers' point of view. This question and its answers show that the excursions provided by the tour operator Detur are interesting and liked among the customers. Also the service was very fluent from the customers' point of view. The next chapter of this thesis reports the open-ended answers of the respondents, which give feedback of the overall service and excursions more precisely.

## 5.2 Open-ended answers

This chapter consists of respondents' open-ended answers. The feedbacks contain general opinions about the tour operator Detur's overall services and their quality, as well as opinions and development suggestions for the excursions.

sions. The total amount of different kinds of open-ended feedbacks was 72 and some same feedbacks were repeated in the surveys by different customers. The author chose to report the most important feedbacks, which would be valuable information for the company in question, from the overall data gathered. The next subchapter summarizes the most important feedbacks of the excursions and the subchapter followed by it concentrates on the feedback about the overall services and hotels, for example. The introductions of each excursion are in the chapter 1.4, on the pages 10 and 11.

All the open-ended answers were written in Finnish, so the author of the thesis has translated them into English to this report. Otherwise the feedbacks are reported here as the respondents were writing them into the surveys. The positive feedback is reported with plus (+) and the negative feedback or development suggestions are reported with minus (-).

### **5.2.1 Feedback from the excursions**

#### **Manavgat – river trip (11 respondents in total)**

- + Joyful and relaxed excursion
- + The most interesting things were sights, program/entertainment for children and the information about Turkey given in the bus by the guide
- I missed program/entertainment for adults; something other than just drinking and sunbathing
- The condition of the toilets could be better on the boat trips
- A quiet background music would be nice in the bus

#### **Alanya Wonders – trips (47 respondents in total)**

- + Good package; several sights at the same time
- + Functional arrangements and good guide
- + The most interesting things were sights; the Dim -stalactite cave and the Sapadere-canyon

- + The most interesting thing was the information about Turkey, history and local people's lifestyles
- The bus/transportation was late and the pick up could be more efficient
- The guide did not tell the exact place of picking up to the excursion
- The guide did not participate, but waited aside, could have been more productive
- A peek to the orchard was modest/small-scale
- I missed more leisure time in the destination
- I missed better lunch and the lunch break could have been more peaceful
- Difficult excursion for the seniors or disabled persons, because it contains lot of climbing and stairs

The sights of this particular excursion were praised in many of the feedbacks. Especially the stalactite cave and the canyon got several positive comments from the respondents. Many of the customers stated that they missed and would like to have more time in the destination. The time at the sights was too short. Also several respondents gave feedback about the lunch; it could have been better in their opinion. Majority of the respondents, who participated to the Alanya Wonders trip gave feedback about its poor suitability for the seniors or disabled persons. The feedbacks stated that it is a difficult excursion for elderly people, due to the climbing and the amount of stairs. Many of them suggested, that this should be mentioned when booking the excursion.

#### **Mediterranean boat trip (12 respondents in total)**

- + Customer service has been appropriate and friendly
- + The most interesting things were landscapes, swimming and sun, as well as exploring Turkish nature and culture
- The lunch could have been better and there could have been several different lunch-options

- I missed more information about the history
- The doors/locks of the toilets were broken
- They would not need to play the music all the time, because people's music taste is so different, so it is hard to please everyone

“The excursions were good, but little pushing and intruding happened on the Best of Alanya – tour (optician-, jewel-, carpet- and leather shops). The cooperation of Detur and these shops came out too clearly. Highlight purchasing and excellence of certain shops less.”

“We would like to have music/concerts and possible art events, which do not have to be too high-level. There are many pensioners like us in Finland.”

## **5.2.2 Miscellaneous feedback**

### **Tour operator Detur Alanya:**

- + Good, reliable and competitive tour operator
- + Detur is operating well; they have good service, functional arrangements and good translators
- + Convenient timetables and price level
- + Detur's trip was easy to book and guides are helpful and flexible
- + Local Turkish guide spoke good Finnish
- + Straight flights from home towns is a good and very important thing for the customers
- + Alanya is an easy destination; everything is within walking distance
- + Friendly people, sea, sun and nature got us come back to Alanya

- We would like to have two or three weeks' trips also from Jyväskylä
- Seniors and disabled people are in trouble on the excursions, which include lot of walking in difficult terrain/environment
- Excursions have too tight timetables; people do not make it to every excursion they would like to participate
- We were waiting transportation bus to leave from the airport for a very long time at the night time, even though everyone was on the bus already
- A stop-over during the airport transportation was unnecessary at the night time

**Hotels:**

- One key of the hotel room complicates the holiday, when there are more than one person in the same room
- Three-star hotel in Alanya equals to one-star hotel elsewhere
- Checking in to the hotel should be more fluent, especially for the bigger groups, we were queueing for the hotel room for about two hours early in the morning
- One receptionist is not enough when bigger group is checking in to the hotel
- The reception of Sultan Sipahi – hotel was very lousy at the night time; the hotel must be taken off from the hotel selection
- A night flight is not good; we got to the bed at six o'clock in the morning, due to the lousy arrangements
- The quality and service of the hotels must be supervised, e.g. Azalea

**Guides:**

- Guides cannot push and over sell the excursions to the customers – preferably only appropriate information

- When customer gives feedback, problem solving must happen immediately – it did not happen
- The guide-schedules should always be up to date in the hotel books
- If Finnish guide has promised to visit the hotel, it should really happen – excuses do not work

As the overall data analysis chapter shows, lots of information and feedback was received from the different divisions of the questionnaire. The close-ended – as well as open-ended – questions enabled very diverse data to analyse. Especially the open-ended questions are valuable in this empirical research, due to the respondents' ability to give important feedback with their own words. As it is seen, lot of information, feedback and development suggestions of different themes were received through them. The next chapter considers validity and reliability of this particular research, as well as some criticism and possible obstacles met during the process. Development recommendations, based on the feedback of the respondents, are discussed after criticism analysis.

### **5.3 Validity and reliability**

The validity of the research means how well the research method measures the actual factor or research problem set. The validity of the research is good, when the theoretical and the operational definitions are equivalent. The evaluation of validity can be done through the consideration of research method and its indicators equalized to the actual phenomenon researched. The overall research process must be described as precisely as possible in the report, when aiming at high validity. The choices must be justified and interpretation of the results should be proportioned to the theoretical context. The term of reliability is especially related to the quantitative research, which this particular thesis research is, too. Reliability means ability of research method and its indicators to reach reliable results. (Mäntyneva, Heinonen & Wrange 2008, 34.)

This empirical thesis research succeeded in its aims to receive valid and valuable customer feedback and development suggestions for tour operator Detur Alanya by the Finnish customers. The actual research implementation and data



collection by the questionnaires happened at the end of the summer season 2014. Due to the schedule of research implementation and the actual publication of this thesis report, the tour operator Detur Alanya is able to implement and benefit from this thesis' results already in the next summer season 2015. The results of the research reveal many development suggestions for the general services, as well as for the excursions provided, which could be taken under consideration and introduced by the tour operator Detur Alanya.

The reliability towards the overall research process, collected data and the results of the research is very high and secure. The author of the thesis carried out the whole process independently and the implementation of the research by surveys happened in cooperation with tour operator Detur Alanya and its personnel. The data collection and the results of the thesis research are reliable, due to the author's supervising and operating in the destination. The author carried out the data collection by questionnaires in Alanya, during the actual excursions provided by Detur. Participating in the excursions and handing the questionnaires to the customers enabled receiving every single survey back. Supervising and operating personally ensured the high answer percentages and it made the customers interested in the research.

The author of the thesis has also taken a certain kind of criticism under consideration, when carrying out and analysing this particular empirical research. Some criticism occurred towards this research during the actual research implementation and data analysing later on. First of all, for getting more accurate and valid results, more people could have participated in the research by filling out the survey. The results would have been wider, more useful and more accurate for analysing, if the amount of respondents had been bigger. However the amount of respondents is good, if it is compared to the time period and places, where the inquiries were implemented. The other things to consider are the time and places, where the author carried out the research by surveys. The time period could not have been wider in this case, due to the limitation of two weeks in the destination. However there could have been more excursions, in which the surveys were given to the customers to fill out. A lot of information was received from those particular excursions, where the inquiry was carried out. More infor-

mation from the other excursions could have been received as well, if the author had been able to participate in some of them, too. However, the author was able to gather valid and accurate data from these particular excursions, as well as from the general services and their quality, which enabled this whole thesis research.

Some criticism can be put towards respondents' answers, too. For example, some of the respondents were filling out the survey as a couple. Both of the genders and ages were ticked to the survey and the other answers were considered together. This was not a huge problem when analysing the results, but more accurate data would have been received, if every person had filled out his or her own survey. Also some of the questions were answered partly wrong, which distorts the analysis a bit. Majority of the respondents did not mark the factors in order of importance from one to three (1-3) in question number four. Due to this, the author had to change the style of analysing the results, that the most popular factors were the ones, which got the most answers by ticking the alternative. Some of the respondents did not answer to every part in the questions seven and eight, so the answers and their analyses were not as accurate, as it would be with the exact answers in every part. Also the question number 11 and its answers caused confusion when analysing the results. Some respondents did not give grade to the excursion even though they had been participating in the excursion in question, whereas some respondents gave grades for the excursion, although they had not participated in the excursion in question. These answers distort the results at some level, because they were based on the image of the excursion and not the actual experience.

Despite these small issues in the answers and their analyses, the researcher was able to collect enough valid and accurate data for the research in question.

#### **5.4 Recommendations for tour operator Detur Alanya**

All in all, the tour operator Detur Alanya got positive feedback and high ratings from the respondents of this empirical research. According to the results, tour operator Detur's services, their quality and diversity is very good and rated as high-level on average. The general customer service, guiding, excursions and

their quality satisfied majority of the respondents. The quality-price ratio was an important factor, which was also stated as excellent and functional in the case of tour operator Detur. Majority of the respondents were using tour operator Detur's services for the first time and also having a holiday for the first time in Alanya. This means that most of the answers and ratings were based on first impressions, which were flattering due to their positivity. Alanya is a suitable and interesting holiday destination for all the different customer segments, according to the results. The destination covers versatile activities and sights for different kinds of desires that the customers can have.

Generally the feedbacks and the answers of the respondents did not contain any major problems or development suggestions about the overall services or provided excursions. Of course this is a very positive result for the company in question, because it means that the basis and all the basic services are functional and in good condition. However, the research revealed several smaller details about the services, which could be taken under consideration and possible development.

Many of the respondents were wishing more time on the excursions' destinations. The common opinion was that the schedule was too tight and there was not that much time to enjoy and experience the destination in its entirety. For example the Pamukkale trip and the time in there was said to be way too short, compared to the travelling time. Also timetable between different excursions was criticized. Some of the customers could not participate in every excursion they wished, due to tight or overlapping timetables. One common feedback from the Alanya Wonders excursion concerned difficulties of seniors or disabled persons. Majority of the respondents suggested that the amount of stairs, climbing and walking should be mentioned when booking the excursion. This would prevent the difficulties and disappointments on the excursion, when customers would know it in advance. Some of the respondents were wondering about the suitability of normal- and night jeep safari, as well as hamam for children. Also one wish connected to children was suitable Turkish Night for kids. All in all the excursions seem to be child-friendly and suitable for families with kids. However, the purpose of these feedbacks and suggestions was maybe to get more

entertainment and recognition for children on the excursions. In some cases and excursions the quality of lunch was criticized as well. The lunch was not equivalent to the desires or images that the customers had. Perhaps this is more about customers' taste and opinions and not the bad quality of food. The meals of the excursions are probably supervised by the tour operator currently, as well as in the future.

The actions of guides and other personnel of the cooperation companies were slightly criticized too. Many of the respondents felt that guides are pushing and trying to sell the excursions too much, as well as personnel of cooperating companies (e.g. carpet- and jewel shops). Some of the customers got irritated by this, so that could be taken under consideration for improving customer service. The customers come always first; it should be ensured that they get the service and help right away at the hotel or in some other issues. Some of the respondents gave feedback that a guide did not start to solve the problem immediately, or that there was not Finnish guide available at the hotel like promised. The hotel selection, quality and service of the hotels got much reclamation from the respondents. The major problem seemed to be the lack of personnel and good service at the hotels. Especially the receptions and check-in situations caused problems for the customers. The check-in took way too much time in some hotels, where the bigger amount of customers came at the same time. Also quality of the overall hotels and their customer service was criticized in some cases. It is obvious that the personnel of the hotels are not working straight for the tour operator Detur, but they are in cooperation with the company in question. The problems, as the amount of personnel in busy times or the quality of customer service and accommodation should be discussed between the tour operator and the hotels. The hotel selection and the actual hotels are supervised by the tour operator Detur, for ensuring the suitability and quality of the hotels for the company. These particular feedbacks concerning the hotels and their services are recommended to discuss through with the personnel of the hotels.

The tour operator Detur's flight and airport options are huge advantage. The straight flights from several towns in Finland to Antalya airport are liked and very important to the customers, when choosing a holiday package. Majority of

the respondents stated this as very important thing, so Detur should definitely continue providing straight flights from these towns. The tour operator Detur starts providing straight flights also to Gazipaşa airport in the spring 2015, which will delight customers and ease the travelling to Alanya even more.

## **6 Conclusions**

This was an empirical thesis research about tour operator Detur Alanya's overall services, excursions, their quality and possibilities for development. The research concentrated on tour operator Detur's Finnish customers in a certain holiday destination, Alanya. The aim of the thesis was to find out the reasons, which made Finnish tourists choose tour operator Detur's services and Alanya as a holiday destination. The aim was to study customer satisfaction and the factors, which have an influence on the level of satisfaction. The second aim of the thesis was to get development suggestions for the overall services of tour operator Detur, as well as for the excursions and activities provided in Alanya.

The theoretical part of this thesis supports and clarifies the actual research part of the thesis for the reader. The theory tries to open the topic with its versatile subject matter and lead to the research part fluently and logically. For example the theoretical chapters about consumer behaviour and customer segmentation are giving the base for this topic and for the research. The main topics of the theory part, like customer segmentation, are implemented in the research part and also applied in the inquiry of this thesis research. The main purpose of this study was not to find out tour operator Detur Alanya's customer segments, so the customer segments were introduced more generously in the research part and in the inquiry, as young people, couples, families with children and seniors. However the theoretical chapter 4.2 and its subchapters about customer segmentation support the research part of this thesis. The theoretical part introduced segmentation from different point of views, which could be applied to tour operator Detur Alanya's customers as well. The author of the thesis found out that the segmentation research introduced on the pages 31-32 and in the figure 8 could be applied to this particular company and its customers at least partly.

For example customer segments as dreamers, caretakers and uncompromising customers would be suitable for referring Detur's customers. The theoretical subject of consumer behaviour is very vital in this thesis research as well. The consumer motivation and purchasing process were as subtopics of consumer behaviour in the report. All of these matters are connected to the research part of the thesis, as well as in the inquiry, which tried to find out tour operator Detur Alanya's customers' buying behaviour and the purchasing processes of holiday packages. The main idea was to find out the reasons for choosing this particular tour operator and its services for the exact destination. The buying behaviour can be explained through buyer's values, attitudes, needs and lifestyle in a large extent. This can be seen in the theoretical part, as well as in the actual research part and the research data gathered.

Anyway, the main purpose of the study was to receive development ideas for the overall services and the excursions provided by the tour operator Detur Alanya. The theoretical part of the thesis equates to the research part very well in this matter. The theory about customer service development explains different development stages and ways to success for the companies generally, while the research part of the thesis introduces the actual and realistic development ideas for the tour operator Detur Alanya. The development suggestions were received through the respondents' opinions and feedback, which was the main aim for the research. This way the ideas are received straight from the people, who are evaluating the services through their own experiences. Due to this, the respondents were able to give constructive feedback for the company. The development of the services is strongly connected to the competition of the business as well. Service development is very important from the competition's point of view nowadays, because the competition is very tough especially in the tourism industry. Continuous development of services increases competition, but also competitive advantages for the company. Differentiating, creativity and possible unique services are advantages for the company, which help them to stay competitive in the industry.

As a conclusion it can be stated, that the objectives and aims of this thesis research were accomplished. The main research questions of this thesis got the

answers needed from the data, which was gathered from the Finnish customers by the inquiries. The tour operator Detur Alanya received accurate and valuable information, as well as the development suggestions for the overall services and the excursions from the respondents participating in this research. The results of the general service quality of the tour operator Detur were very positive. The research and its results did not reveal any major problems or heavy development demands, but several smaller details, reclamations and development suggestions were received. These reclamations were concerning fluency of the excursions, as well as suitability to the different customer segments, for example. Other reclamations were concerning the quality of the hotels and their services, as well as actions of the guides and fluency of their services.

These kinds of results are strengthening the value of this particular research and the feeling that the research was accomplished appropriately and successfully. This research and its results can be seen as helpful and valuable information to the tour operator in question. With the results of this research the tour operator Detur Alanya is able to develop their already functional and high-level services even better and customized for their customers. This particular thesis research was strengthening the fact, that the tour operator Detur is a very competitive tour operator among all the others, even though it is a smaller company and operating more small-scaled than some other tour operators. Detur has kept very strong position especially in the Turkish markets, due to its Turkish origin and operations specialized in destinations in Turkey. The tour operator Detur is an excellent option for the travellers who desire unique experiences in the destinations of Turkey, because they know what, where, and when to offer and how to succeed in providing special experiences for different kinds of customer segments.

## Figures

Figure 1. Elements of good service (Lahtinen & Isoviita 2001, 50), p. 13

Figure 2. The elements affecting image of service quality (Lahtinen & Isoviita 2001, 55), p. 16

Figure 3. The factors affecting buyers' buying decisions (Bergström & Leppänen 2003, 97), p. 20

Figure 4. Model of buyer behaviour (Kotler, Bowen & Makens 2006, 198), p. 22

Figure 5. Factors influencing behaviour (Kotler, Bowen & Makens 2006, 199), p. 23

Figure 6. Buyer decision process (Kotler, Bowen & Makens 2006, 218), p. 24

Figure 7. Steps in segmentation, targeting and positioning (Kotler, Bowen & Makens 2006, 263), p. 28

Figure 8. Eight consumer groups (Aineslahti 2014), p. 31

Figure 9. An example of customer segmentation for creating different kinds of experiences (Löytänä & Korteso 2011, 131), p. 34

Figure 10. Examples of perspectives connected to package tours' selection process (Albanese & Boedeker 2003, 137), p. 36

Figure 11. Tourism companies' possible customer segments (Albanese & Boedeker 2003, 134), p. 37

Figure 12. The relation between population and sample (Mäntyneva, Heinonen & Wrange 2008, 37), p. 40

Figure 13. Division of age groups of the respondents, p. 42



## **Tables**

Table 1. Travelling company of the respondents, p. 43

Table 2. The most important factors of the holiday in Alanya, p. 44

Table 3. The influence of different factors on buying decision, p. 46

Table 4. The average grades of tour operator Detur and their services, p. 48

Table 5. Participation of the respondents and suitability of the excursions, p. 49

Table 6. The average grades of quality and service of the excursion, p. 51

## References

- Aineslahti, J. 2014. Consumer Behaviour. Lecture Notes. Saimaa University of Applied Sciences. Unit of Tourism and Hospitality.
- Albanese, P. & Boedeker, M. 2003. Matkailumarkkinointi. Edita Prima Oy. Helsinki.
- Bergström, S. & Leppänen A. 2003. Yrityksen asiakasmarkkinointi. Edita Prima Oy. Helsinki.
- BYT agent 2010-2015. Travel Agents and Tour Operators. <http://www.budgetyourtrip.com/tour-operator>. Accessed on 8 March 2015.
- Chron Small Business 2015. What Does the Term "Service Culture" Mean & How Do Companies Develop a Service Culture?. <http://smallbusiness.chron.com/term-service-culture-mean-companies-develop-service-culture-74446.html>. Accessed on 11 January 2015.
- Detur 2014a. <http://www.detur.fi/>. Accessed on 27 September 2014.
- Detur 2014b. Alanya. <http://www.detur.fi/lomamatkat/turkki/alanya>. Accessed on 15 September 2014.
- Detur Alanya 2014. Lomalaisen viikko-ohjelma. Pdf-file.
- Detur 2014c. Lentosarjat. <http://www.detur.fi/Matkatoimisto/Lentosarjat>. Accessed on 3 December 2014.
- Detur 2014d. Lomakohdeopas Alanya. [http://www.detur.fi/Files/ALANYA\\_2014.pdf](http://www.detur.fi/Files/ALANYA_2014.pdf). Accessed on 14 September 2014.
- Detur 2014e. Matkatoimisto Detur Finland. <http://www.detur.fi/matkatoimisto>. Accessed on 14 September 2014.
- Detur Group 2014a. Detur Finland Oy. <http://www.deturgroup.com/detur-finland-oy-65.html?s=1>. Accessed on 2 December 2014.
- Detur Group 2014b. History. <http://www.deturgroup.com/history-4.html>. Accessed on 2 December 2014.
- Ikkunapaikka 2014. October 2014. The new deal of the Finnish business travel. <http://www.ikkunapaikka.fi/en/news/october-2014>. Accessed on 3 December 2014.
- Kotler, P., Bowen, J. & Makens, J. 2006. Marketing for Hospitality and Tourism. Pearson Education, Inc. United States of America.

Kuudes Kerros 2014. Tutkimus: kuluttajien motiivit ymmärretty väärin. <http://www.kuudes.fi/ajankohtaista/kuluttajien-motiivit-ymmarretty-vaarin/>. Accessed on 13 January 2015.

Lahtinen, J. & Isoviita, A. 1994. Customer Relationship Marketing. Avaintulos Oy & Jukka Lahtinen. Kokkola.

Lahtinen, J. & Isoviita, A. 2001. Asiakaspalvelun ja markkinoinnin perusteet. Avaintulos Oy & Jukka Lahtinen. Jyväskylä.

Lumsdon, L. 1997. Tourism Marketing. International Thomson Business Press. United Kingdom.

Löytänä, J. & Korteso, K. 2011. Asiakaskokemus palvelubisneksestä kokemusbisnekseen. Talentum Media Oy. Helsinki.

Matkalehti 1-2/2014. Alanyan aarteet vievät mukanaan. p. 13.

Mirola, T. 2013. Research Methods. Lecture Notes. Saimaa University of Applied Sciences. Unit of Tourism and Hospitality.

My Destination 2014. Alanya (Alaiye) Guide. <http://www.mydestination.com/antalya/regionalinfo/6174175/alanya-%28alaiye%29>. Accessed on 3 December 2014.

Mäntyneva, M., Heinonen, J. & Wrangle, K. 2008. Markkinointitutkimus. WSOY Oppimateriaalit Oy. Helsinki.

Schiffman, L., Kanuk, L. & Wisenblit, J. 2010. Consumer Behavior. Prentice Hall. United States of America.

Swarbrooke, J. & Horner, S. 2007. Consumer Behaviour in Tourism. Second Edition. Elsevier Ltd. Great Britain.

The Kahle Way 2014. Who is Responsible for "Customer Service" in Your Company? Everyone!. <http://www.davekahle.com/profiles/customerservice.html>. Accessed on 7 November 2014.

The Marketing Donut 2009-2014. Developing a customer service programme. <http://www.marketingdonut.co.uk/marketing/customer-care/developing-a-customer-service-programme>. Accessed on 8 November 2014.



## THE QUESTIONNAIRE OF CUSTOMER SATISFACTION

Dear guest,

this customer satisfaction –questionnaire is about tour operator Detur’s services in Alanya, Turkey. Our aim is to find out the reasons for Alanya’s popularity among the Finnish tourists. Another aim is to examine the service quality and possible service development of tour operator Detur.

I am Meeri Uusitalo, a student of Saimaa University of Applied Sciences. I am doing the research about customer satisfaction and service development as my Bachelor’s Thesis. I do my Bachelor’s Thesis in cooperation with tour operator Detur. The aim of this inquiry is to get constructive feedback and possible development ideas from the Finnish customers of tour operator Detur.

I kindly ask you to answer each questions of this questionnaire. There are 13 questions in total. Answering to the questions is easy and it takes approximately 5-10 minutes. All the answers are handled confidentially and they are used only for this thesis’ research.

Every answer is important, due to the success of my Bachelor’s thesis. Thank you very much for your answers!

Best Regards,

Meeri Uusitalo  
student  
Saimaa University of Applied Sciences  
meeri.uusitalo@student.saimia.fi

1. Gender? Female  Male

2. Age? 18-24  25-30  31-40  41-50  51-60  over 60

3. Who are you travelling with?

Alone

With friends

With a spouse

Other, who? \_\_\_\_\_

With a family

4. What are the three most important factors of your holiday in Alanya, Turkey? Choose in order of importance from one to three (1-3).

Warm and sunny weather

Activities (swimming, diving, paragliding, minigolf etc.)

Beaches

Cheap price level

Nature

Shopping

Local culture

Nightlife

Food/food culture

Something else,

History and sights

what? \_\_\_\_\_

5. How many times have you been on holiday in Alanya, Turkey?

Once  2-4 times  Over 4 times

If you answered more than once, which factors made you to come for a holiday to Alanya again?

---



---



---

6. How many times have you been on holiday in Alanya via tour operator Detur?

Once  2-4 times  Over 4 times

If you answered more than once, which factors made you to use tour operator Detur's services again?

---



---



---

CONTINUES →

**7. Which were the factors that affected you the most, when you chose tour operator Detur's holiday to Alanya, Turkey? Circle the most suitable option.**

1=no significance, 2=slight significance, 3=fair significance, 4=important, 5=very important

Earlier experiences of Detur	1	2	3	4	5
Recommendations from others	1	2	3	4	5
Reputation of the tour operator	1	2	3	4	5
Easiness of booking	1	2	3	4	5
Straight flights from home city	1	2	3	4	5
Versatile services (e.g. hotel- and trip selection)	1	2	3	4	5
Quality of the service	1	2	3	4	5
Price	1	2	3	4	5

**8. Here are some statement pairs about the tour operator Detur and their services. Circle one option from every statement, which describes tour operator Detur the best in your opinion.**

Poorly known company	1	2	3	4	5	Well-known company
Bad reputation	1	2	3	4	5	Good reputation
Booking is difficult	1	2	3	4	5	Booking is easy
Lacking professional skills	1	2	3	4	5	High-level professional skills
Lacking service	1	2	3	4	5	High-level service
Narrow holiday selection	1	2	3	4	5	Versatile holiday selection
Bad quality-price ratio	1	2	3	4	5	Excellent quality-price ratio
Narrow trip selection in the destination	1	2	3	4	5	Versatile trip selection in the destination

**9. Mark the excursions provided by the tour operator Detur that you have participated during your current holiday or earlier holiday in Alanya, Turkey.**

- |   |   |
|---|---|
| <input type="checkbox"/> Hamam - Turkish sauna                          | <input type="checkbox"/> Turkish Night        |
| <input type="checkbox"/> Jeep-safari (also night safari)                | <input type="checkbox"/> Pamukkale trip       |
| <input type="checkbox"/> Alanya Wonders –trip<br>(e.g. Sapadere Canyon) | <input type="checkbox"/> Best of Alanya -tour |
| <input type="checkbox"/> Mediterranean's boat trip                      | <input type="checkbox"/> Village trip         |
| <input type="checkbox"/> Manavgat - river trip                          | <input type="checkbox"/> Kale-hill -tour      |

Have you participated to some other trip of tour operator Detur, which one? \_\_\_\_\_

CONTINUES →

**10. What kind of excursion or excursions they were in your opinion? Circle one option from every statement, which describes the excursion the best in your opinion.**

Problems in the transportation	1	2	3	4	5	Faultless transportation
Lacking guidance on the trip	1	2	3	4	5	High-level guidance on the trip
Lacking customer service on the trip	1	2	3	4	5	High-level customer service on the trip
Boring content of the trip	1	2	3	4	5	Interesting content of the trip

The most interesting thing on the trip was: \_\_\_\_\_

Things that you missed on the trip were: \_\_\_\_\_

**11. Are the tour operator Detur's excursions in question suitable for every customer segment? The customer segments are young people, couples, families with children and seniors.**

0=no experience, 1=not suitable, 2=slightly suitable, 3=fairly suitable, 4=suits well, 5=suits very well

Hamam – Turkish sauna	0	1	2	3	4	5
Jeep-safari (also night safari)	0	1	2	3	4	5
Alanya Wonders -trip (e.g. Sapadere Canyon)	0	1	2	3	4	5
Mediterranean's boat trip	0	1	2	3	4	5
Manavgat - river trip	0	1	2	3	4	5
Turkish Night	0	1	2	3	4	5
Pamukkale trip	0	1	2	3	4	5
Best of Alanya -tour	0	1	2	3	4	5
Village trip	0	1	2	3	4	5
Kale-hill -tour	0	1	2	3	4	5

**12. If some of the Detur's excursions is not suitable for a certain customer segment in your opinion, could you tell which excursion and which customer segment are in question. Please explain your opinion.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**13. In the next sections you can give feedback to the tour operator Detur. It is very important to receive development ideas straight from the customers, due to improving services.**

Improvement- and development suggestions for customer services in general: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Improvement- and development suggestions for trips and trip selection: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**THANK YOU FOR YOUR ANSWERS!**



## ASIAKASTYYTYVÄISYYSKYSELY

Arvoisa asiakas,

tämä on asiakastyytyväisyyskysely matkanjärjestäjä Deturin palveluista Turkin Alanyassa. Pyrimme kyselylomakkeen avulla selvittämään Alanyan suosiota suomalaisten matkailijoiden keskuudessa, sekä matkanjärjestäjä Deturin palvelujen laatua ja niiden mahdollista kehittämistä.

Olen Meeri Uusitalo ja opiskelen Saimaan ammattikorkeakoulussa. Teen opinnäytetyönäni asiakastyytyväisyys- ja palvelun kehitys -tutkimuksen yhteistyössä matkanjärjestäjä Deturin kanssa. Tämän kyselyn tavoitteena on saada rakentavaa palautetta ja mahdollisia kehitysehdotuksia kyseisen yrityksen suomalaisilta asiakkailta.

Pyydän Teitä vastaamaan tämän kyselylomakkeen jokaiseen kysymykseen, joita on yhteensä 13. Kyselyyn vastaaminen on helppoa ja se vie Teiltä aikaa noin 5-10 minuuttia. Vastaukset käsitellään luottamuksellisesti ja niitä käytetään vain tämän opinnäytetyön tutkimukseen.

Jokainen vastaus on tärkeä opinnäytetyöni onnistumisen kannalta. Kiitos vastauksistanne jo etukäteen!

Ystävällisin terveisin,

Meeri Uusitalo  
opiskelija  
Saimaan ammattikorkeakoulu  
meeri.uusitalo@student.saimia.fi



1. Sukupuoli? nainen  mies

2. Ikä? 18-24  25-30  31-40  41-50  51-60  yli 60

3. Matkaseurueenne?

- yksin  ystävien kanssa  
 puolison kanssa  muu seurue, mikä? \_\_\_\_\_  
 perheen kanssa

4. Mitkä ovat kolme tärkeintä tekijää lomallanne Turkin Alanyassa? (Valitse numeroimalla tärkeysjärjestykseen 1-3).

- |  |   |
|--|---|
| <input type="checkbox"/> lämmin ja aurinkoinen sää | <input type="checkbox"/> aktiviteetit (uiminen, sukellus, liitovarjoilu, minigolf jne.) |
| <input type="checkbox"/> uimarannat                | <input type="checkbox"/> edullinen hintataso  |
| <input type="checkbox"/> luonto                    | <input type="checkbox"/> shoppailu  |
| <input type="checkbox"/> paikallinen kulttuuri     | <input type="checkbox"/> yöelämä  |
| <input type="checkbox"/> ruoka/ruokakulttuuri      | <input type="checkbox"/> jokin muu, mikä? _____   |
| <input type="checkbox"/> historia ja nähtävyydet   |   |

5. Kuinka monta kertaa olette olleet lomalla Turkin Alanyassa?

yhden kerran  2-4 kertaa  yli 4 kertaa

Jos vastasitte enemmän kuin yhden kerran, mitkä tekijät saivat teidät tulemaan lomalle Alanyaan uudestaan?

---



---



---

6. Kuinka monta kertaa olette olleet Turkin Alanyassa matkanjärjestäjä Deturin järjestämällä lomalla?

yhden kerran  2-4 kertaa  yli 4 kertaa

Jos vastasitte enemmän kuin yhden kerran, mitkä tekijät saivat teidät käyttämään Deturia matkanjärjestäjänä uudestaan?

---



---



---

JATKUU →

7. Mitkä asiat vaikuttivat eniten valitessanne matkanjärjestäjä Deturin lomamatkan Turkin Alanyaan? Ympyröi sopivin vaihtoehto.

1=ei merkitystä, 2=vähäinen merkitys, 3=kohtalainen merkitys, 4=tärkeää, 5=erittäin tärkeää

aikaisemmat kokemukset Deturista	1	2	3	4	5
muiden ihmisten suositukset	1	2	3	4	5
matkanjärjestäjän maine	1	2	3	4	5
varaamisen helppous	1	2	3	4	5
suorat lennot kotipaikkakunnalta	1	2	3	4	5
monipuoliset palvelut (esim. hotelli- ja retkitarjonta)	1	2	3	4	5
palvelun laatu	1	2	3	4	5
hintaa	1	2	3	4	5

8. Seuraavaksi näette väittämäpareja matkanjärjestäjä Deturista ja heidän palveluistaan. Ympyröikää yksi vaihtoehto kustakin väittämästä, joka kuvaa matkanjärjestäjä Deturia mielestänne parhaiten.

huonosti tunnettu yritys	1	2	3	4	5	hyvin tunnettu yritys
huono maine	1	2	3	4	5	hyvä maine
matkanvaraus vaikeaa	1	2	3	4	5	matkanvaraus helppoa
puutteellinen ammattitaito	1	2	3	4	5	korkeatasoinen ammattitaito
puutteellinen palvelu	1	2	3	4	5	korkeatasoinen palvelu
suppea matkatarjonta	1	2	3	4	5	monipuolinen matkatarjonta
huono hinta-laatu -suhde	1	2	3	4	5	erinomainen hinta-laatu -suhde
suppea retkitarjonta kohteessa	1	2	3	4	5	monipuolinen retkitarjonta kohteessa

9. Rastita matkanjärjestäjä Deturin tarjoamat retket, joille olette osallistuneet kuluvalle lomallanne tai aiemmassa lomallanne Turkin Alanyassa.

- |  |  |
|--|--|
| <input type="checkbox"/> Hamam – turkkilainen sauna                      | <input type="checkbox"/> Turkkilainen ilta       |
| <input type="checkbox"/> Jeppisafari (myös yöjeppi)                      | <input type="checkbox"/> Pamukkale-retki         |
| <input type="checkbox"/> Alanyan ihmeet -retki<br>(mm. Sapadere-kanjoni) | <input type="checkbox"/> Best of Alanya -kierros |
| <input type="checkbox"/> Välimeren veneretki                             | <input type="checkbox"/> Kyläretki               |
| <input type="checkbox"/> Manavgatin jokiristeily                         | <input type="checkbox"/> Kale-kukkula -kierros   |

Oletteko osallistuneet jollekin muulle matkanjärjestäjä Deturin retkelle, mille? \_\_\_\_\_

JATKUU →

**10. Millainen retki tai retket mielestänne olivat? Ympyröikää yksi vaihtoehto kustakin väittämästä, joka kuvaa retkeä mielestänne parhaiten.**

ongelmia retkikuljetuksessa	1	2	3	4	5	moitteeton retkikuljetus
puutteellinen retkiopastus	1	2	3	4	5	korkeatasoinen retkiopastus
puutteellinen asiakaspalvelu retkellä	1	2	3	4	5	korkeatasoinen asiakaspalvelu retkellä
tylsä retkisisältö	1	2	3	4	5	mielenkiintoinen retkisisältö

Mielenkiintoisinta retkessä: \_\_\_\_\_

Retkessä jäin kaipaamaan: \_\_\_\_\_

**11. Sopivatko kyseiset, matkanjärjestäjä Deturin tarjoamat retket mielestänne kaikille kohderyhmille? Kohderyhminä toimivat nuoret, pariskunnat, lapsiperheet ja seniorit.**

0=ei kokemusta, 1=ei sovi, 2=sopii vähäisesti, 3=sopii kohtalaisesti, 4=sopii hyvin, 5=sopii erittäin hyvin

Hamam – turkkilainen sauna	0	1	2	3	4	5
Jeeppisafari (myös yöjeeppi)	0	1	2	3	4	5
Alanyan ihmeet -retki (mm. Sapadere-kanjoni)	0	1	2	3	4	5
Välimeren veneretki	0	1	2	3	4	5
Manavgatin jokiristeily	0	1	2	3	4	5
Turkkilainen ilta	0	1	2	3	4	5
Pamukkale-retki	0	1	2	3	4	5
Best of Alanya -kierros	0	1	2	3	4	5
Kyläretki	0	1	2	3	4	5
Kale-kukkula -kierros	0	1	2	3	4	5

**12. Jos jokin Deturin retkistä ei mielestänne sovellu jollekin tietylle kohderyhmälle, kertokaa mikä retki ja kohderyhmä ovat kyseessä. Perustelkaa mielipiteenne.**

\_\_\_\_\_

\_\_\_\_\_

**13. Seuraavissa kohdissa voitte antaa vapaasti palautetta matkanjärjestäjä Deturille. Yritykselle on tärkeää vastaanottaa parannus- ja kehitysideoita suoraan asiakkailta palvelujen parantamiseksi.**

Parannus- ja kehitysehdotuksia yleiseen asiakaspalveluun: \_\_\_\_\_

\_\_\_\_\_

Parannus- ja kehitysehdotuksia retkiin ja retkitarjontaan: \_\_\_\_\_

\_\_\_\_\_

**KIITOS VASTAUKSISTANNE!**