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Marketing research of tourism services proposals in Moscow for the Kainuu region

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<p>Nowadays tourism industry is one of the fastest growing industries in the world economy and is one of the most promising areas of business. Travel services are designed to meet specific needs: recreation, entertainment, cognitive activity etc. In addition, travel companies must have a reliable, objective and timely information to objectively assess their market opportunities and to choose the activities in which the achievement of their goals is made possible with minimal risk and maximum certainty</p> <p>The Kainuu region is one of the most promising regions to attract tourists from Russia, and in particular from Moscow. Kainuu is part of larger Eastern-Finnish cultural heritage. Tourism is a significant factor in the regional economics of Kainuu. It surprises with its diversity of all kinds of pastimes, starting from snowboarding, skiing, husky safaris, fishing and finishing with golf and ice sculptures. In order to understand what the most attractive aspects in the tour packages are, and to identify proposals on the tourist market in Moscow for the Kainuu region, this marketing research was conducted. The objective of the research is the market of tourist services in Moscow and the features of its functioning. The subject of research is to offer tourist services for the Moscow residents in Finland. The target audience of the research consists of thirty travel agencies in Moscow providing tours to Finland. During the work scientific literature, articles and publications on the topic were used, facilitating a competent and efficient research.</p>	
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PREFACE

We would like to express gratitude to our supervisor Al Natsheh Anas. Thank you for supporting and encouraging us during the process of the research.

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INTRODUCTION

Nowadays tourism industry is one of the fastest growing industries in the world economy and is one of the most promising areas of business. Tourism, as part of the service sector, is gaining momentum and from year to year it is one of the most promising areas. Today tourism is one of the three major export sectors of the global economy, giving primacy only to the oil industry and the automotive industry. According to the World Tourism Organization (WTO) forecast of the, the growth of the tourism industry will be irreversible in XXI century, and by 2020 the number of international tourist visits will be 1, 6 billion units. The Kainuu region in Finland, which extends from the Gulf of Bothnia to the Russian border in the east, is one of the most perspective regions of tourism growth, which offers numerous attractions for any kind of tourists' preferences.

Travel services are designed to meet specific needs: recreation, entertainment, cognitive activity. Moreover, the growth rates of consumption of tourist services indicates an improvement in both welfare and living standards. To reduce the degree of uncertainty and risks a travel company (tour operator, hotel, etc.) must have reliable, objective and timely information. This is ensured by the implementation of market research - a marketing function, which relates the information through the company with the markets, customers, competitors, and other elements of the environment of its functioning. A professional and competent marketing research allows tourism enterprises to objectively assess their market opportunities and to choose the activities in which the achievement of these goals is made possible with minimal risk and maximum certainty. In accordance with this, one of the leading touristic companies in Kainuu commissioned to carry out a research of Moscow Market and to obtain comprehensive information about the offer of tour packages for vacations in Finland, tourist preferences per season, and to identify the presence of specific proposals, and what they include. The purpose of the marketing research is to identify proposals for the tourist market in Moscow. The objective of the study is tourism market in Moscow and the features of its functioning. The subject of the research in accordance with the intended purpose and objectives is to offer tourist services to consumers in Moscow.

In order to provide the necessary data a study was conducted for well-known travel agencies in Moscow using the combined method of qualitative-quantitative methods. A questionnaire was chosen for collecting data. To obtain information about the types of services offered in different travel agencies, questionnaires (Appendix 1) were sent to more than forty travel agencies in Moscow, offering packages for the Kainuu Region and for Finland in general. Only twenty answers were received by email, therefore, ten agencies were called additionally and asked the same questions directly by phone.

Scientific literature, articles and publications on the topic were used during the work. The scientific novelty and practical significance of the results of the research consists in study of the market for the purpose of resetting and analysing the received information, which will allow to increase the demand and will contribute to the development of tourism in the country.

The thesis consists of an introduction, four chapters, conclusion and recommendations, sources and appendices.

1 DESCRIPTION OF THE KAINUU DISTRICT

1.1 General Information

Kainuu is located in the Oulu province and it borders on the regions of Northern Ostrobothnia, North Karelia and Northern Savonia. In the east it also borders on Russia.

The administrative centre and the largest municipality of Kainuu is the city of Kajaani. It is home for about 38 thousand people, representing more than a third of the population of the entire region.

Kainuu is made up of nine municipalities: Kajaani, Vaala, Paltamo, Ristijärvi, Sotkamo, Kuhmo, Suomussalmi, Hyrynsalmi, Puolanka (shown in Figure 1).

Culturally Kainuu is part of larger Eastern-Finnish cultural heritage. The Kainuu dialect is based on Savonian and Karelian dialects. Kainuu aboriginal inhabitants are Sami who used to live by hunting and fishing and did not seek to engage in land development.

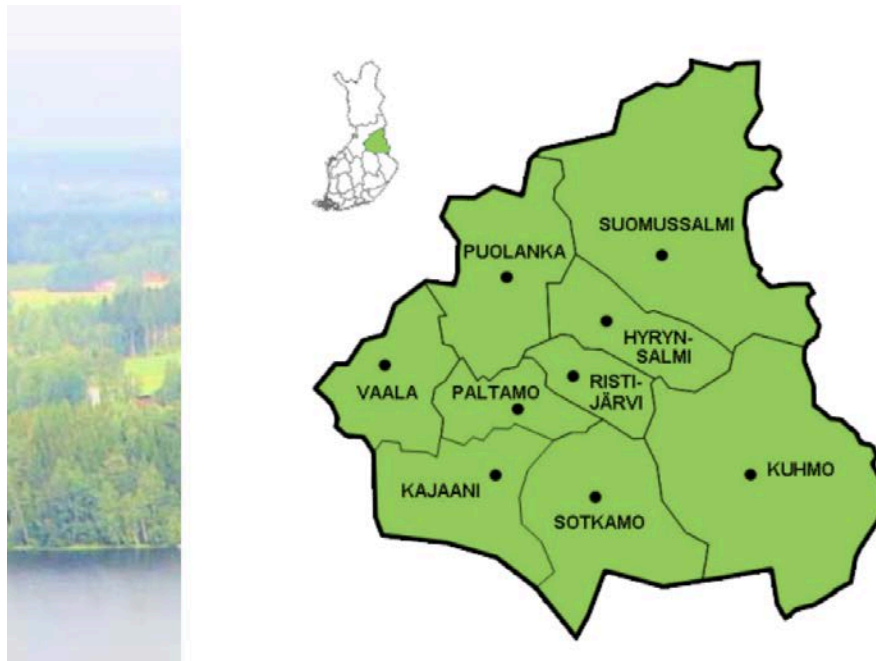


Figure 1. Nine municipalities of Kainuu

Tourism is a significant factor in the regional economics of Kainuu. The two most important seasons for the region's tourism are winter and summer. Around 9-10% of the annual tourism of the region comes from international tourism. The variation in this number depends on the recent economic downturn that has caused a drop in the Russian tourism in the Kainuu region in which the Russians are the single largest customer base. (Wikipedia, 2016)

1.2 Activities

This subchapter will cover the information about how tourists can spend their leisure time. Activities will be subdivided into two parts – available during the winter and the summer, moreover, some businesses provide both (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

Winter season

1. Skiing and Snowboarding

The Kainuu region has three major sports and ski resorts, which are Paljakka, Ukkohalla and Vuokatti. These resorts offer various sport possibilities for different seasons such as skiing, downhill skiing and hiking among others. In Vuokatti there are trails of varying difficulty. This village is considered to be the most modern and democratic ski resort in Finland. There are also other kinds of entertainment: restaurants, discos, nightclubs, shops and the Holiday Club Katinkulta water park. Ukkohalla is another ski resort where you can ski until the first of May. Since that day, the ski season is closed there. The resort has 15 slopes designed for different levels of skiers, from children's slopes to black runs. Moreover, there is a school of winter driving in Ukkohalla.

Ski Resort Paljakka is located in one of the most beautiful places in Finland, among the snowy hills of the «Paljakka» resort. According to scientific studies this is where snow is the purest.

2. Husky Safari

Husky Safari has been a family business since the end of 2014. It is a joint venture of Vuokatti Safari and Vuokatti Husky Ltd. Company, which are the most functional safari firms in Finland. There are also winter and summer activities in the service assortment. After the husky safari, tourists can have some warm drinks and eat snacks by the open fire. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

3. Skating

The IceWay skating track is open during the whole winter season in Vuokatti. This track is a two-way trail, 1.5 – 3 km long and it is situated near Katinkulta and Vuokatinmaa. Tourists can have all the needed equipment from the “GoVuokatti” company and Holiday Club Katinkulta.

4. Christmas village

Nearby Vuokatti there is a Christmas Village Joulupukki located three kilometres from the town of Kuhmo. After the Christmas holidays, Joulupukki turns into Kalevala Village - illustration of the worldwide famous Finnish epic, where you can see the crafts and lifestyle of those times, as well as theatrical performances based on poems collected by Elias Lönnrot. There are also festival performances for children (<http://www.openarium.ru>, 2016).

Summer Activities

In the summer time to replace the skis come hiking, horseback riding, cycling, canoeing and kayaking, quad riding and jeep tours, picking berries and mushrooms, golf.

1. Golf

There are three upscale golf courses in the Kainuu region – they are the Katinkulta, Kajaani and Paltamo fields. The golf season usually lasts from May to October. One of the Kainuu golf field advantages, is that the days are long –in summer you can play golf not only until late evening, but all night long as the sun does not completely set. The white nights period lasts from early June to late July. In early September, on the golf field, one can play in full daylight 14 hours a day.

Paltamo Golf Course is located on the shores of Lake Oulujärvi, the fourth largest in Finland. It is considered to be one of the most beautiful places in the country. Paltamo Golf Course is well equipped for beginners training.

Golf Club Katinkulta is in Vuokatti, Kainuu tourist's centre region, the famous Holiday Club Katinkulta resort. This is one of the most popular recreation centres in Scandinavia. The Golf Club Katinkulta has a driving range with free entry, there you can play without a Green Card permit or without being a member of a golf club. The club also features a shop and rental service with all the necessary equipment. Golf-lessons are offered here not only for adults, but also for children (<http://www.openarium.ru>, 2016).

2. Carting

When there is no snow on the slopes, guests can ride a car down the hill. The cars move only owing to gravity- they do not have an engine. There is also a lift on the western slope, which delivers racers from the starting point to the top of the hill. There are different prices for carting, starting from 15 euros for 4 laps and 30 euros for 10 laps. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

3. Cycling

There are extreme mountain cycling and bike traces for sports lovers. These sports are available not only for professionals, but also for beginners.

4. Forest orienteering

The Kainuu Sport Institute provides a huge area (about 45 km²) with special checkpoints for network orienteering. The map with these checkpoints can be purchased in the Sport Institute reception area of.

5. Hiking

Autumn is the best time to go hiking, because nature is most colourful then. Even inexperienced tourists can go hiking there. Professional tourists are offered to visit two national parks in the Kainuu region - Hiidenportti and Tiilikjärvi with vertical rocks and beautiful nature.

6. Fishing

There are many lakes in the Kainuu region, for example, Nuasjärvi and Särkinen lakes, where tourists can go fishing. According to Finnish law, there are some places, where you need a fishing licence. However, the licence does not cost much and can be purchased at fishing tackle stores, information point or online on the Finnish fishing website. Besides, there is the fishing management fee, which tourists should also pay.

Lake Oulujärvi is very popular among fishing enthusiasts. This lake is in Northern Ostrobothnia. It has an area of 928 square kilometres and is located 122.7 meters above sea level of. It is the fourth largest lake in Finland. The lake has about 500 islands, one of the largest is Manamansalo. The lakeside is sinuous and covered with woods. There is an annual European championship on pike catching on a track. Fishing in the rapids is available all year around. The best season for fishing is the beginning of April, mid-May to mid-July, mid-August through September (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

7. Ball Games

Near Katinkulta and Sport Institute you can find courts and fields for football, basketball, volleyball, badminton, tennis and squash. All the necessary equipment can be found on the spot.

8. Horse Riding

The Kainuun Vaellustalli Company offers rides on Icelandic horses. During the ride you can enjoy beautiful landscapes. There is no limitation in previous experience, because all the participants receive basic training and guidance before the start. However, the company webpage is available only in Finnish, which negatively affects Russian customers (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

9. Observation of wild bears around Kuhmo

In summer, Kainuu offers an interesting and somewhat extreme form of recreation, guaranteeing unforgettable experiences. It proposed a whole program, which includes an overnight stay in a forest lodge, where bears could come at night. An experienced guide will keep you company, so there is no need to be scared. “Wild Brown Bear” and “Taiga Spirit” are the

two Finnish companies engaged in the business. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

10. Summer festivals

Summer in Kainuu is the ideal time to raising your cultural level get to know music. The fact is, that In summer Kainuu traditionally hosts several festivals throughout the region (<http://www.openarium.ru/>, 2016).

- In early July, Kajaani holds the "Word and Melody" Poetry Week. All week long, the city areas hold poetry reading, music can be heard from every stage and guides offer free walking tours for tourists to the capital region.
- Sommelo Festival is a festival of ethnic music in Kainuu. It starts in early July, and has already been held for eight years. The central scenario is at Kuhmo - a small, but very musical city.
- In mid-July the Kuhmo Chamber Music Festival is held. Due to this event for two weeks the small Finnish town becomes the musical capital of Europe. Both novice musicians and recognized masters of chamber music love to come here. .

National historic site in Kainuu

1. Kajaani Castle

1. Castle Kajaneborg is located in the Kajaani city, in the east of modern Finland. Kajaani is a small town on the Kajaani River, which gave the city its name. The castle is located on a small island; it was built in 1605 -1666 years. In the middle of the XVII century Kajaneborg reached its maximum size and power, but because of the distance from the main cities it was used as an exile prison. Famous prisoners of the fortress were the poet Johannes Messenius and historian Lars Vivalius. (<http://www.openarium.ru>, 2016).

Now Kajaneborg Castle is a major tourist attraction city of the Kajaani city. This is why the city authorities, as well as the museum's department of Finland did their best to carry out restoration works in the castle to increase the level of tourists' interest.

2. Church of the Transfiguration

Church of the Transfiguration of Christ was built in 1959 by architect Ilmari Ahonen. It shows the most ornamental Neo-Gothic style of the late 19th century. In the church, there are icons by Tuula Murtola and Petros Sasaki. Petros Sasaki's frescoes on the altar and in the hall painted in the Byzantine tradition are the inimitable masterpieces of Scandinavia. (<http://www.openarium.ru>, 2016).

3. Tar channel Ammykoski

Tar channel is one of the greatest reminders of the region's fishery. It is the only functioning tar channel in the world. It was constructed in the 1840s, decommissioned in 1915, and re-opened in 1984. The tar channel Ammykoski can be visited the whole year, but tar rowing demonstrations are conducted in the summer. (<http://www.openarium.ru>, 2016).

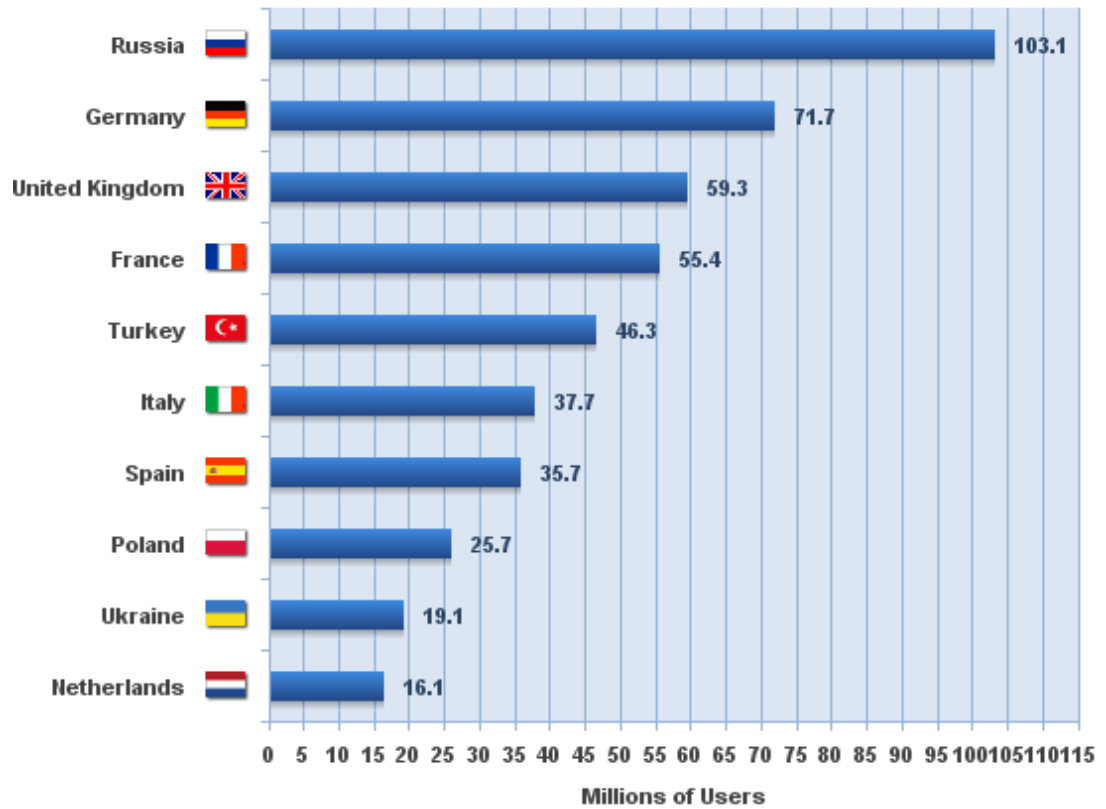
4. Kainuu Museum

The Kainuu region attracts tourists for many reasons. In addition to the beautiful northern culture, visitors can enjoy distinctive historical and cultural heritage of the residents. (<http://www.openarium.ru>, 2016).

1.3 Kainuu Social Media

Nowadays, people increasingly use Internet technology. According to recent research, among European countries Russia uses this technology most often. (Internet World Stats, 2015). This information is shown on Figure 2.

Internet Top 10 Countries in Europe November 30, 2015



Source: Internet World Stats - www.internetworldstats.com/stats4.htm
 Basis: 604,147,280 estimated Internet Users in Europe on Nov 2015
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Figure 2. Internet Top 10 Countries in Europe (Internet World Stats, 2015)

1. Kainuu's Webpage

Since 2014 Kainuu's Webpage has connection with Russian tourists. On the daily basis, the group administration is posting information about activities available in the resort and reports on the new in Kainuu. This information is shown in Figure 3.

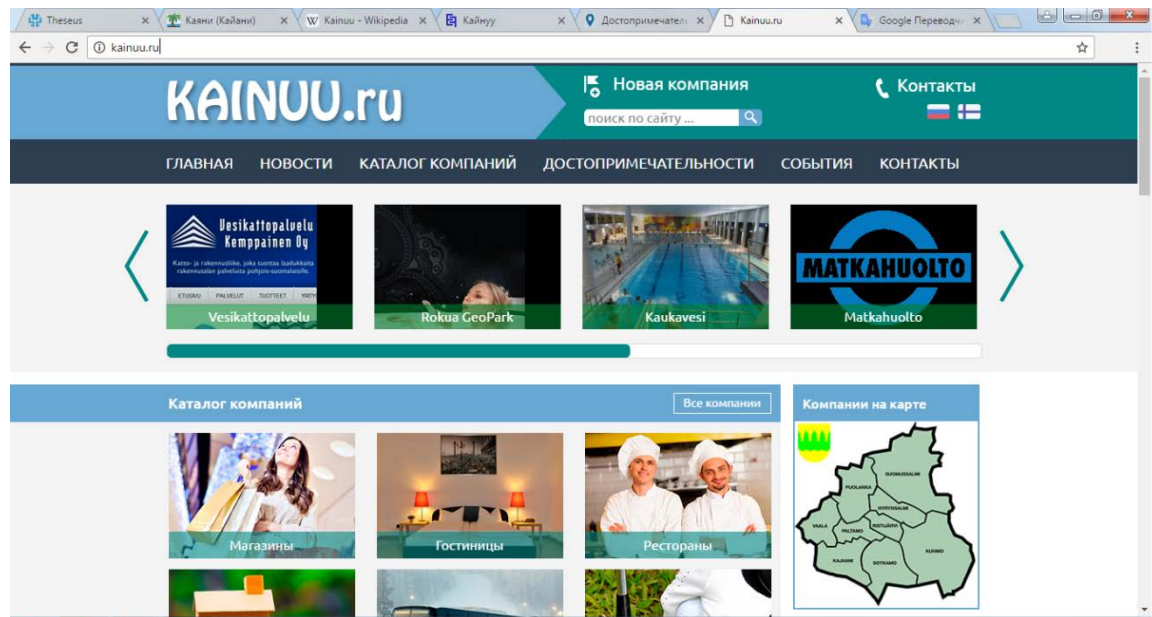


Figure 3. Webpage Kainuu' page (Webpage www.Kainuu.ru , 2016)

2. Kainuu in Facebook

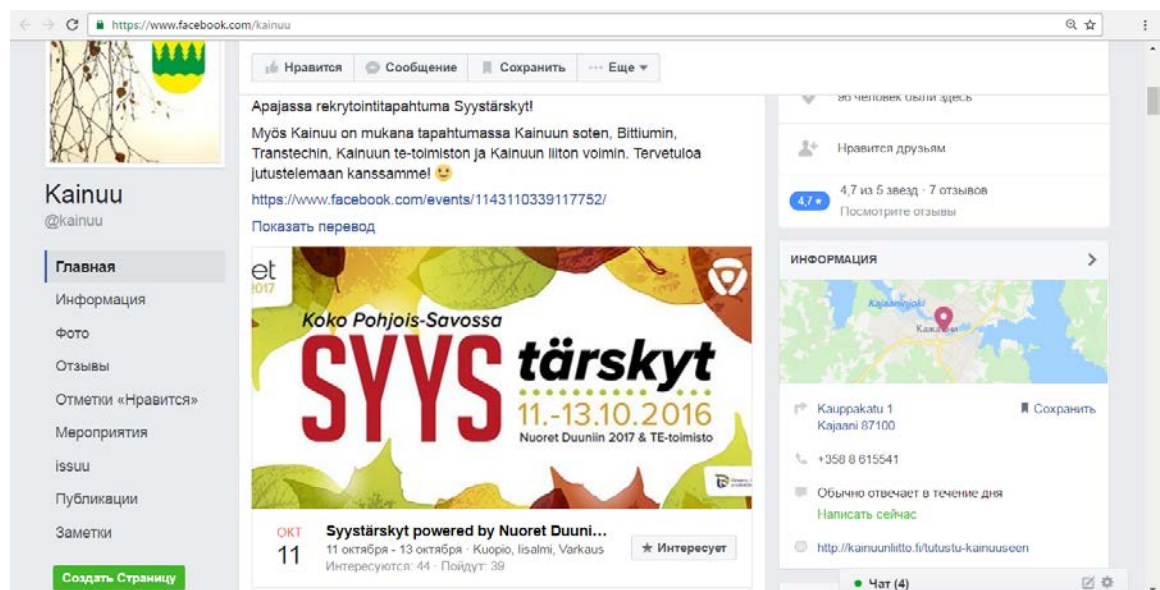


Figure 4. Facebook Kainuu' page (Facebook 2016)

Facebook is international social media. There is a Kainuu' web page, where the group administrator posts new articles about activities available in the resort and reports on the news in Kainuu. Besides, group participants can leave their comments or suggestions and ask questions or just start conversation in on special topics. The Kainuu Facebook page is shown in Figure 4.

1.4 Transport

The main transport hub in Kainuu is its capital, Kajaani. There is an airport, railway station and bus station. Many Russians are traveling by car. There are many cars in winter with Russian registration plates from Moscow, the Moscow region and other regions of Russia. The alternative way, which Russians use when traveling to Finland is to rent a minibus (approximately for 15 - 20 people). Also, travellers can rent a car on holiday for their journey. However, a variety of transportation options are available for tourists. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

Plane

Kajaani can be reached by plane from Helsinki (daily flights). From the airport (it is 8 km from the centre of Kajaani) there is a bus, which is bound to flights, fare - 4.50 €; a taxi will cost 20 €. From the airport, there is also a direct bus connection to Kuhmo. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

Train

The train station is situated in Kajaani. Russians can reach Kajaani from Moscow and take a transfer to VR train from Kouvola to Kajaani. (VR-Ytymä Oy).

Every day from Kajaani a train goes to Helsinki (6.5 hours, costs 71.10 €), it passes through the Kuopio and Oulu. (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

Bus

Every workday about eight buses depart from Kajaani to Kuhmo (1 hour, 15 minutes, 19 €) and to the other cities of the region. On weekends, there are fewer departures.

However, despite all its popularity, Finland is not fully disclosed to Russian tourists (and many tourists have no idea of the wide range of services and activities it can offer). The next chapter will be a more detailed disclosure of the Russian consumer buying behaviour research topic (<http://e-finland.ru/travel/regions/kayinuu.html>, 2016).

2 THEORETICAL BACKGROUND. MARKETING RESEARCH.

Marketing research - is the process of searching, collecting, processing and preparation of information to make operational and strategic decisions in a business system. In Philip Kotler and Kevin Lane Keller's "Marketing management" book by. — 14th edition, the authors suggest going through all steps of conducting effective marketing research. (Figure 5).

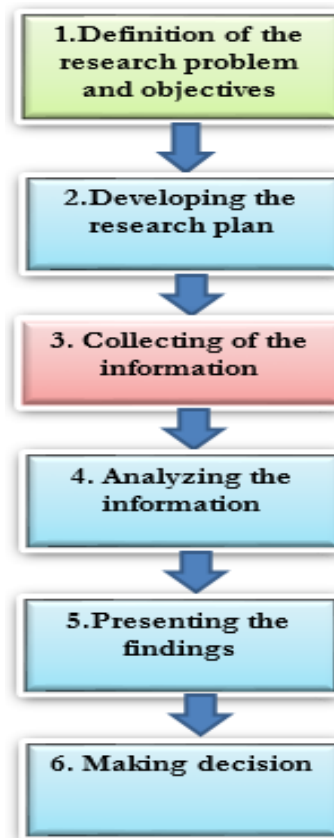


Figure 5. Steps of marketing research process.

2.1 Definition of the research problem and objectives

As shown in Figure 5, first, research problem and objectives should be defined. In our research the problem is to get actual information about the tourist services market of in Moscow and proposals for the Kainuu region in Finland. Particularly, found out what kind of packages and offers are suggested for Moscow residence, what is included in these packages and with which price.

2.2 Developing the research plan

The next step is to develop the research plan. Before conducting the research sources of data, approaches of research, research instruments, sampling plan, and contact methods should be chosen. ("Marketing management" by Philip Kotler and Kevin Lane Keller, 14th ed., page 100).

2.2.1 Sources of data

Sources of gathering information for the research are divided into: desk (secondary data) and field (primary data). Both primary (compilation of questionnaires and telephone interviews) and secondary (information on the Internet about the Kainuu region, about the existing-tours, examined existing researches about tourism) sourced were used.

2.2.2 Research approaches and instruments

The next step in developing the research plan is choosing right the research approaches." Marketers collect primary data in five main ways: through observation, focus groups, surveys, behavioural data, and experiments" ("Marketing management" by Philip Kotler and Kevin Lane Keller, 14th ed., page 101). Depending on the used tools (methods used) in collecting field (primary) data research can be divided into quantitative and qualitative. Frequently, practical realization of market research requires an integrated approach – combining quantitative and qualitative techniques.

To get an idea and to gather information about the types of services offered in different travel agencies, we used the combination of quantitative and qualitative research methods by choosing questionnaire as a research instrument (Appendix 1). Questionnaires were sent to more than forty travel agencies in Moscow, which offer packages for the Kainuu Region and for Finland. Only twenty answers were received by email, therefore ten agencies were called additionally and asked the same questions directly by phone.

In the questionnaire were used both closed-end (multiple-choice questions), and open-end (completely unstructured questions) were used. Close-end questions are easier to interpret and tabulate, while open-end questions provide more expanded information. And as long as

agencies might have undiscovered options and service packages, many questions were left open-ended, which additionally allowed to obtain more interesting information. ("Marketing management" by Philip Kotler and Kevin Lane Keller, 14th ed., page 105)

Interviews (as a form of survey) are divided into direct personal contacts (individual conversations (in-depth interviews) and group discussions (focus groups) and indirect contacts: (Post; Telephone; Self-techniques (panel research)). Interviews allow receiving real facts and the knowledge of respondents, their attitudes and opinions and to become aware of their behaviour (past, present or intentions), classification variables (demographic and socio-demographic).

2.2.3 Sampling plan

After the selection of the research instrument, the sampling plan should be drawn up. Answers for three simple questions should be given. The questions are: Sampling unit: Whom should we survey? Sample size: How many people should we survey? Sampling procedure: How should we choose the respondents? ("Marketing management" by Philip Kotler and Kevin Lane Keller, 14th ed., page 107)

This was the easiest part of the research, because from the beginning of the research it was clear that the objects of research were travel agencies. There was a specified research problem - to identify the proposal for a package tour to Finland, but in practice it turned out that many agencies offer combined packages in Sweden and Norway (packages include also the neighbouring countries for Finland), therefore forty travel agencies were selected, among which answers were received by the mail from twenty, and ten agencies were called additionally and were asked the same questions by telephone.

Additionally, the last three steps of marketing research: analysing the information, presentation of the findings and making decisions are more completely described and disclosed in the following chapters (Chapter 4 and Chapter 5).

3 RUSSIAN CONSUMERS

3.1 Russian consumer buying behaviour

Russia is the largest country in the world. Its area is 17 098.242 thousand square km. The state is in Eastern Europe and northern Asia. From north to south the country stretches for over 4,000 km; from west to east – for almost 10,000 km. Russia borders on 16 countries. In the south-east - on North Korea (DPRK), in the south on China, Mongolia, Kazakhstan, Azerbaijan and Georgia; in the south-west - on Ukraine, in the west on Belarus, Latvia, Estonia, Finland and Norway; the Kaliningrad Region borders on Lithuania and Poland. (<http://www.advantour.com/russia/general.htm>, 2016)

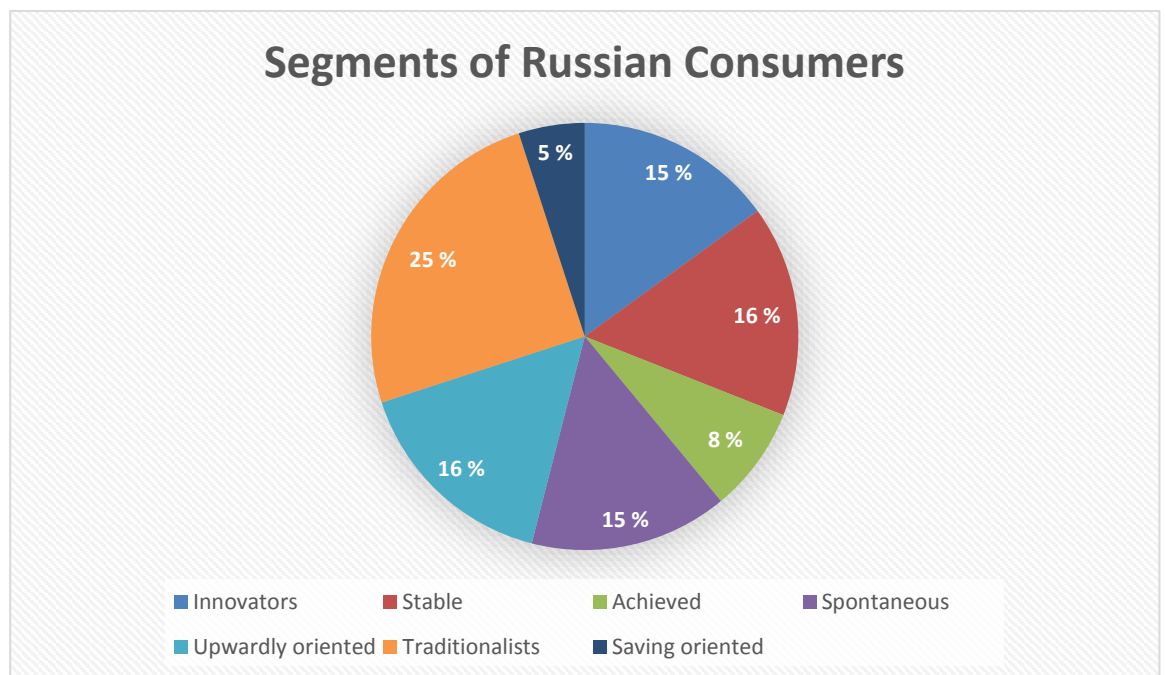


Figure 6. Segments of Russian consumers (GFK Research, 2014)

Moreover, according to information published on The Russian Federal State Statistics Service, the population of the Russian Federation counts 146, 5 million people as of 1 January 2016, of which the population of Moscow is 12 million people. (<http://www.gks.ru/dbscripts/cbsd/dbinet.cgi>, 2016). The culture and values of the Russian nation have been formed over several millenniums and vary a lot and are separated

from the world culture. Many aspects of the lives of Russians, and in particular, the Muscovites, are incomprehensible and alien to other nations. Therefore, before proceeding with the study, it is necessary to dwell in more detail on the character of Russians as consumers.

There are several segments of Russian consumers, according to the study conducted by GfK-Rus Omnibus “Changes in Russians consumer behaviour. Typology of Russian consumers since the beginning of the 21st century to the present day.

As seen from the diagram, Traditionalists are the biggest segment. It is a group of people with low consumer potential that focus on traditional values. They are supporters of traditional, proven products, but they pay little attention to quality. They do not pursue novelty and the advertised goods. They are not supporters of active recreation and sports. This is a group of elderly people - 74% older than 40 years (56%) and 60% above 50 years of age (40%). 76% of this group – are pensioners and workers. 52% of the group belong to the lower social classes DE, another 27% - to the lower middle class C2.

One of the identified segments are Innovators. Innovators are a group of people with a high consumption potential, focused on the all-new, as well as on the reliability, product quality, health care, and leisure. The most important factors for them are innovation (they try new foods more often than others do, they buy goods over the Internet), as well as leisure and entertainment (going to concerts, theatres, sports facilities, they like the cuisine of other countries, while on vacation they like adventure and strong impressions. In addition, health factors, status factors (brand, quality products, proven and favourite brand) are very important to them. The majority enjoy visiting shopping malls, usually for a specific purpose rather than for spontaneous purchases. For this group, the atmosphere in the shop is more important than the system of discounts. They are loyal to advertising and often buy products that are advertised. This segment is quite young - 41% under the age of 30 years, at least 20% over 50 years, against 40% for the entire sample. They have the highest average per capita income and the highest average income at 27% versus 14% for the entire sample. More than half of this group (55%) are members of social classes A, B and C1 versus 37% for the entire sample. Innovators are more typical in megacities - 25% against 15% of the sample. There are more of them in the North-West Federal District (23%) and Moscow: 28%. Innovators are more educated - 24% against 15% of the sample have a higher education.

“Achieved” is a group of people with a high consumption potential, who mainly implemented their consumer ambitions. They are oriented toward reliability, product quality, and health care. In connection with the sense of self-realization, they prefer traditional quality products and do not pursue novelty. This group is distinguished by the desire for self-expression. Among them, the largest proportion of those who are fed up with advertising. They do not like acting under pressure. They try not to take risks. Most of them are adults - 76% aged over 40 years compared with 56% on average for the sample. They have an average income and above all represent social classes B and C2. Their share is higher in the Urals, the Volga region, Siberia and the Far East.

A Stable is a segment of consumers with consumer potential slightly above average and the usual consumer behaviour. They pay attention to the reliability and quality of goods, but at the same time choose the cheaper ones. Furthermore, they are not interested in novelties. They are more inclined to buy known, proven products. They prefer proven brands, organic and healthy food. Do not rush to novelty and to advertised goods. Activities and Sports – are not a priority for them. This group is dominated by women - 74% (54% of the sample). According to social status they are housewives, employees and workers.

Spontaneous – is a group of people with an average consumer potential that do not have explicit consumer preferences, and therefore their consumer behaviour is spontaneous and impulsive. The most expressed determinant of their behaviour as consumers is the time factor. Of all the groups, they are most inclined to spontaneous purchases, the second highest propensity for active rest after the "Innovators", when purchasing they tend to pay attention to special offers. They tend to use flyers with price lists. This group is quite young - 70% are younger than 40 years (44% of the sample). A third of businessmen, entrepreneurs, business owners are concentrated in this group. 35% have the highest and higher than average incomes. They are represented in the South, the Urals, Siberia and the Far East.

Next group - the upwardly oriented - is a group of people with not too high consumer potential, but more oriented to prestigious consumption. They have high commitment to innovations, the idea of which they often receive through advertising. More important is the prestige, not the reliability and quality of the goods. They mostly buy advertised and new products. They do not always have enough time. Reliability and quality are unimportant for them. They are moderate supporters of active recreation, they are rather "Party People"

(theatre, concerts). This group is more typical for megacities. Their numbers are significantly higher in Moscow, Central and North Caucasian Federal District. Their income is above average. The group is dominated by employees and students. The proportion of people of retirement age is quite low - 16%. 43% belong to social classes B and C1. On the other hand, more than a third of social class C2 is concentrated in this group.

And finally, a group of people with the lowest consumer potential and the lowest income - Saving-Oriented group, they are seeking to purchase goods at the lowest prices. They are not inclined to health care. The price of goods is more important than the quality and novelty. 76% - are people aged over 40 years (56%), and over 50 - 65% (40%). Per capita income is below average. Education level is below the average for the sample. 50% - are pensioners. Half of this group belong to the lower social classes DE, 25% - to the lower middle class C2.

The GfK-Rus research company summed up the 15-year era of the Russian consumer society, and for the first time released a survey of basic research, which GfK-Rus has conducted over the past 15 years. ([http://www.gfk.com/fileadmin/user_upload/dyna_content/RU/Documents/Press Releases/2016/GfK_RussianConsumer_2015_Report.pdf](http://www.gfk.com/fileadmin/user_upload/dyna_content/RU/Documents/Press_Releases/2016/GfK_RussianConsumer_2015_Report.pdf), 2016)

According to the study, the modern Russian consumer has formed over the last 15 years. In the year 2000 ended the first Russian crisis and the economy began to recover, which lasted until the second economic crisis of 2008-2009. This crisis had quite painful impact on Russian macroeconomics, but to a lesser extent hurt Russian consumers. It ended relatively quickly and moved to the next rise in -2013. During these 15 years, the Russian consumer has changed cardinally. First of all their buying power increased almost three times, compared to the previous periods. The next recession, devaluation of the ruble, reduction of incomes and increase in prices sufficiently strongly affected the consumer sentiment and behaviour of the Russians in 2015. The change of the ruble, for example, was regularly monitored by 43% of Russians. In the 4th quarter of 2015 the crisis personally affected almost half of the population. First of all, in response to the worsening economic situation, the Russian consumer, either gives up or postpones a major purchase, as evidenced by, for example, the fall of the car market and the market of electrical goods. In the first place, Russians are ready to give up jewellery, furniture, decoration, entertainment and travel expenses. Based on these data, we can conclude that the threat of losing their customers exists not on-

ly for many sectors of the Russian economy, but, in general for the global economy. From April to October 2015, the percentage of consumers who felt the effects of the negative trends in the economy rose by eight percent. Savings that are very characteristic of Russians have become an urgent topic for them. According to the Intelligent Research for Growth (IRG) study, 49% of citizens admitted to the deterioration of their own financial situation. 69% of respondents agreed that they limited their spendings. It is the middle class that has suffered most, the very stratum of society the well-being of which has significantly improved over the past decade and whose share in the total population of the country is around 20%. "It used to be expensive to take holidays in Russia and relatively cheaper - in Europe", - according to the press-secretary of the Russian Union of Travel Industry Irina Tyurina. "Now a holiday in Russia has become expensive, and a holiday in Europe - is very expensive." The reservations statistics shows that after the bankruptcy of several major tour operators, many Russians are sceptical about early booking of tickets and vouchers. The number of travellers who organize their holidays themselves has significantly increased. (<http://inosmi.ru/world/20141126/224496921.html>, 2016)

3.2 Russians as Tourists

For years, residents of many European countries called Russians the worst tourists. Our tourists were considered the most outrageous and rude, they were accused of greed, drunkenness and unwillingness to comply with the laws of a foreign country. So much so it reached the point, that European travel companies began to offer a new service - "tours without a Russian." However, there is an explanation for such behaviour of Russian tourists. Foreign countries opened for our travellers only recently. Seeing a totally different country with different views on life and lifestyle, former Soviet citizens simply did not know how to behave.

Some were amazed by the system "all inclusive" system and wanted to try all the cocktails in the local bars, others - bought fake brands and cheap jewellery in immense quantities. This behaviour is more common in countries such as Turkey or Egypt, where you can buy a relatively inexpensive "all inclusive" package. On the contrary, according to the observations of tour operators, Europe is preferred by more intellectual Russians, who know foreign lan-

guages and are interested in the world history and culture. Tourists choose to travel to Europe every year. For example, a quarter of the tourists who visited recently visited Italy, Finland, France, Germany, Greece, Spain, and the UK - are Russians. However, Russian tourists are the most desirable for travel companies. And this is due to the incredible generosity of the Russian people, and the amount of money they spend on vacation. Russians are not only relaxing, but also buying up everything from villas, hotels, beaches, ports and airfields to football clubs and electricity and gas companies.

In the first quarter of 2015 the Russians travel abroad rate declined by 40%, according to statistics published on the official Federal Tourism Agency (Federal Agency for Tourism) website.

Compared to the first quarter of 2014, when 3.2 million Russian citizens preferred to spend their holiday abroad, in the same period of the year 2015 only 1.9 million Russians left the country. Earlier, traditionally popular Spain, Italy and Greece lost 41, 31 and 29% of the Russian tourist traffic, respectively. Turkey lost a third of holidaymakers from Russia, Egypt a quarter. Cyprus was less affected - the reduction was only 10%, Montenegro and Croatia - 8% and 3% respectively. Other EU countries (Austria, Germany, France and the Czech Republic) lost 50 to 30%. Russian tourists going abroad, exported annually about 50 billion dollars. (<http://www.tpp-inform.ru/news/podderzhka-predprinimatelstva/20711/2016>). This summer most Russians prefer to relax at home. "Tourists will go to local resorts -. Sochi, Anapa, the Crimea, as well as rivers and lakes of Russia. According to DaTravel.com experts, the Russians are not going to reduce the travel duration and the average plan to rest 14-15 days.

"This summer, tourists do not refuse to travel, and with fewer opportunities travel abroad try to make the maximum of their vacation. They are taking loans, but the still prefer to go on vacation, "- says Larissa Akhanova, the representative of "Tez Tour".

According to an expert, while last season Russians had a seven day holiday this summer – the average figure rose to ten. In addition, tourists were more likely to book hotels of high category - 20 percent of the increased demand for four-and five-star hotels. The average check of their summer vacation, according to Akhanova, is still low: about 30 thousand rubles per person.

According to the BSI group tour, the most popular domestic budget line - is travel around the Golden Ring (Especially for Muscovites): tour price starts from 9.9 thousand rubles. To go to the Crimea can cost 13.8 thousand (including flights and accommodation), to Karelia - for 17.6 thousand.

However, Finland as one of Russia's neighbours has always been one of the most visited countries by Russian tourists. Finland has entered the top three on the number of requests in the New Year holiday destinations among Russians. According to a study conducted by "Yandex" search system in 2013, every tenth search request about the New Year the place where the user is going to spend their holiday.

As previously described in the chapter, it depends on consumer behaviour, and often on the fear and reluctance to try something new. The next chapter will be a more detailed disclosure of the research topic, and a wide variety of suggestions provided by one region of Finland - Kainuu.

4 RESEARCH RESULTS

And finally, we can go forward to the next step of the effective marketing research (as was mentioned in Chapter 2 of this research), particularly, to analysing the received information.

4.1 Analysing the information

This chapter provides information on the results of research. The first research was made by questionnaire. It was sent out to 40 questionnaires, 20 were collected. All 20 were filled in. The questionnaires are presented in Appendix 2. The second analysis is a telephone interview, which 10 companies attended. The results are presented in Appendix 3. Full transcription of the interview is shown in Appendix 4. The majority of respondents were managers of major travel agencies in Moscow. The survey was attended by the following 30 companies. Detailed information about the companies is presented in Appendix 2.

The survey Results of proposals of tourist services in Kainuu. The findings include the results of two studies: questioning, which was attended by 20 travel agencies and a telephone interview, which was attended by 10 travel agencies.

1. The popularity of regions

After analysing the tours to Finland that are offered by the leading tour operators in Moscow, it can be said that the most popular categories are tours cruises tours and ferries, which provide not only a visit to Finland but also other Nordic countries. All companies offer short trips with the visit of the main centres of Finland (Helsinki, Tampere, Rovaniemi, Turku, New Valaam, the Saimaa Canal). And long-term trips with the possibility of a trip to rent cottages and visit ski resorts and go fishing and hunting. Husky tours are very popular as well as tours to Lapland to visit the Finish Santa Claus “Joulupukki.” In this work 20 travel agencies providing tours to Finland were reviewed. Among them are three large companies that have a network of offices from 10 to 120 in Moscow, as well as small companies with the number of offices from 1 to 5.

In the following picture are represented the Finnish regions and the percentage of their popularity amongst Russian tourists and touristic agencies in Moscow.

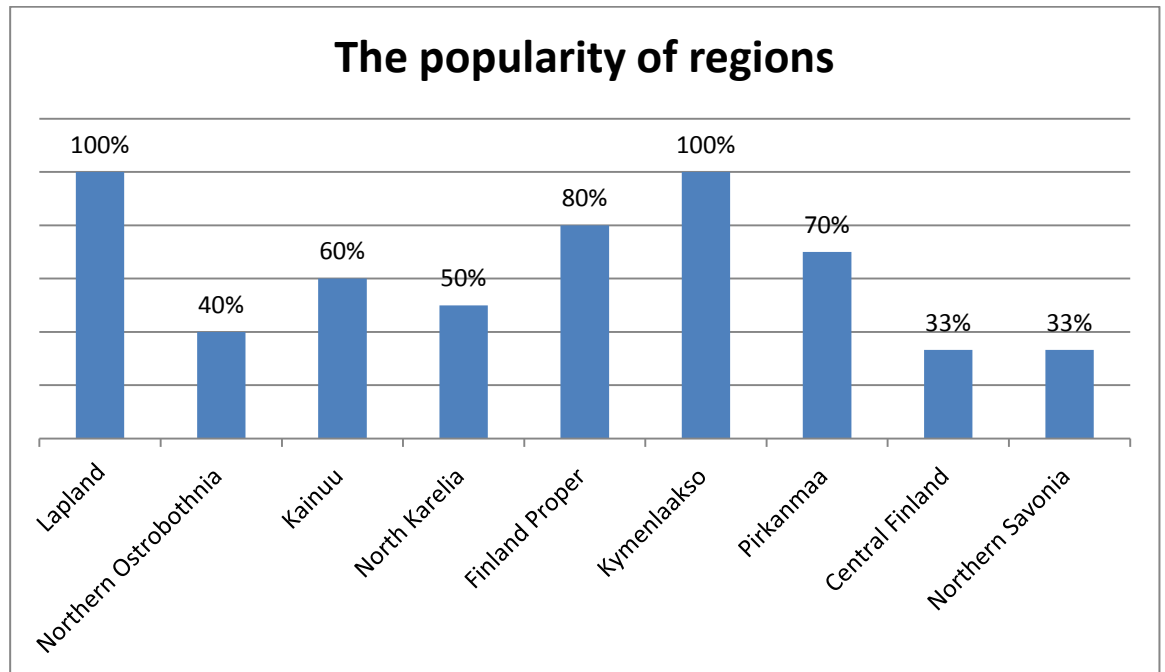


Figure 7. The regions of Finland divided by popularity in Moscow

Figure 7 shows the number of agencies that propose one or the other region. From Figure 7 it is obvious, that the most popular regions are Lapland and Kymenlaakso, followed by the regions of Finland Proper and Pirkanmaa. Kainuu is number five by popularity amongst Russian tourists.

Many of the investigated companies offer a wide range of tours to Finland: rent cottages, cruises (boat), visiting the cities of Finland, ski trips, hunting, fishing, teaching, visiting festivals in Finland, auto tourism. During the telephone interview additional question was asked (10 travel agents): Which activities are popular in each region? The following table 1 are represented the most popular activities divided by regions.

Table 1. The most popular regions of Finland for Russian tourists (Moscow)

Regions	The most famous activities
Lapland	Christmas tours Winter Sports Fishing (professional / amateurish)
Northern Ostrobothnia	Winter Sports Camping Fishing (professional / amateurish)
Kainuu	Winter Sports Husky-Trip Golf Camping Fishing (professional / amateurish)
North Karelia	Fishing (professional / amateurish) Camping Hunting
Finland Proper	Culture (music, theatre, movies)
Kymenlaakso	Culture (music, theatre, movies) Shopping tour Fishing (professional / amateurish)
Pirkanmaa	Culture (music, theatre, movies) Shopping tour
Central Finland	Fishing (professional / amateurish) Camping Hunting Winter Sports
Northern Savonia	Winter Sports Camping Fishing (professional / amateurish)

Ski resort

Vuokatti –is a ski resort located 40 km from the Kajaani airport, Finland. Private ski resort, 13 runs, equipped trails for both beginners and professionals, the presence of children's track and tunnel for snowboarders. Vuokatti has the reputation of the most popular resort in Finland.

City tours

Bus and train tours to Finland from Moscow. It takes less than a day to get to Helsinki, Tampere and Espoo - the largest and richest cities in Finland. The prices for last-minute trips to Finland from Moscow by train are very low. Any wealthy person can afford this trip. Therefore, tours to Finland from Moscow are very popular. For many Russians, tours to Finland from Moscow are very comfortable. After all, the trip does not take a long time, and can easily be taken even with small children.

Fishing tours to Finland

Fishing tours in Finland are offered at affordable prices in different regions of the country. Helsinki, Michelli, Rourke, Rovaniemi, Himos, Vuokatti Tahhko, Imatra, Levi, Kotka, Lahti, Coley, Lappeenranta and other areas offer first-class fishing in the unique conditions of flora and fauna.

Shop tour to Finland

The most convenient city to visit by Russian tourists is Kotka. It is closest to the border and has a developed shopping infrastructure: plenty of shops, shopping centres and supermarkets. Another city, convenient for Russian tourists to shop in is Lappeenranta.

Excursion tours to Finland

Most attractive city to visit - Helsinki, the capital of Finland.

- The city of Tampere - the second largest and most attractive to stay.
- Threshold - a beautiful city in which the Finns love to relax.

- The city of Turku – the oldest and the scientific and cultural centre of the country.
- The city of Imatra is located near the border with Russia. It attracts tourists with its shops and shopping centres.
- Kotka - ideal for visiting the city, if you want to explore the wildlife and plenty of fresh air to inhale.
- Lappeenranta - popular with Russian tourists. Located just 200 kilometres from St. Petersburg, it was the first to meet guests from Russia.

One-day tours

Comfortable tourist buses carry tourists to sightseeing trips. They pass the border fast enough and the journey is informative and comfortable. Day tours to Finland – are a great opportunity to run through branded stores and buy cheap goods.

Ferry tours to Finland

Obligatory stop in the journey - Helsinki

Kids Christmas tours to Finland

One of the most sought after destinations in the New Year for the whole family travel - Lapland (Finland), tours to Santa Claus.

2. The list of proposals on the kinds of tourism

The list of tourism proposals in Finland is presented in Figure 8. The most popular kinds are Wellness, Excursion-Informative, Sports and event tourism. Beach, Education and Exotic kinds are not in demand in Finland.

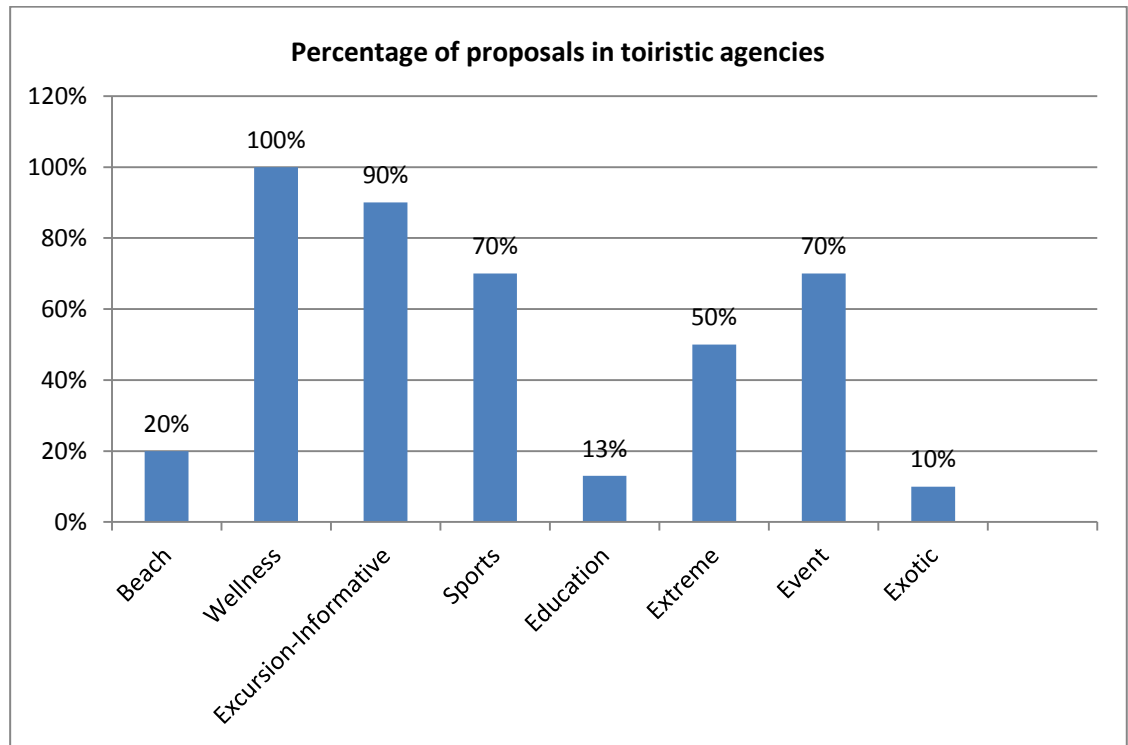


Figure 8. The list of proposals on the kinds of tourism and the percentage of their proposals in Moscow touristic agencies

From figure 9 and 10, it is evident, that winter activities are more popular. The most popular ones are husky safaris, snowboarding, winter driving, fishing, winter swimming and golf. Another interesting fact is that golf is one of the most popular pastimes in Finland for Russian tourists.

3. The period of a year when tourists are visiting Kainuu

It is clear from the research, that the most popular time to visit Finland is winter. The respondents could choose from one to five variants simultaneously. Figure 10 graphically illustrates that 66% (20 of 30) come to rest on a winter vacation. The second popular season is summer – 46% (14 of 30). Next is spring (by decreasing), then autumn.

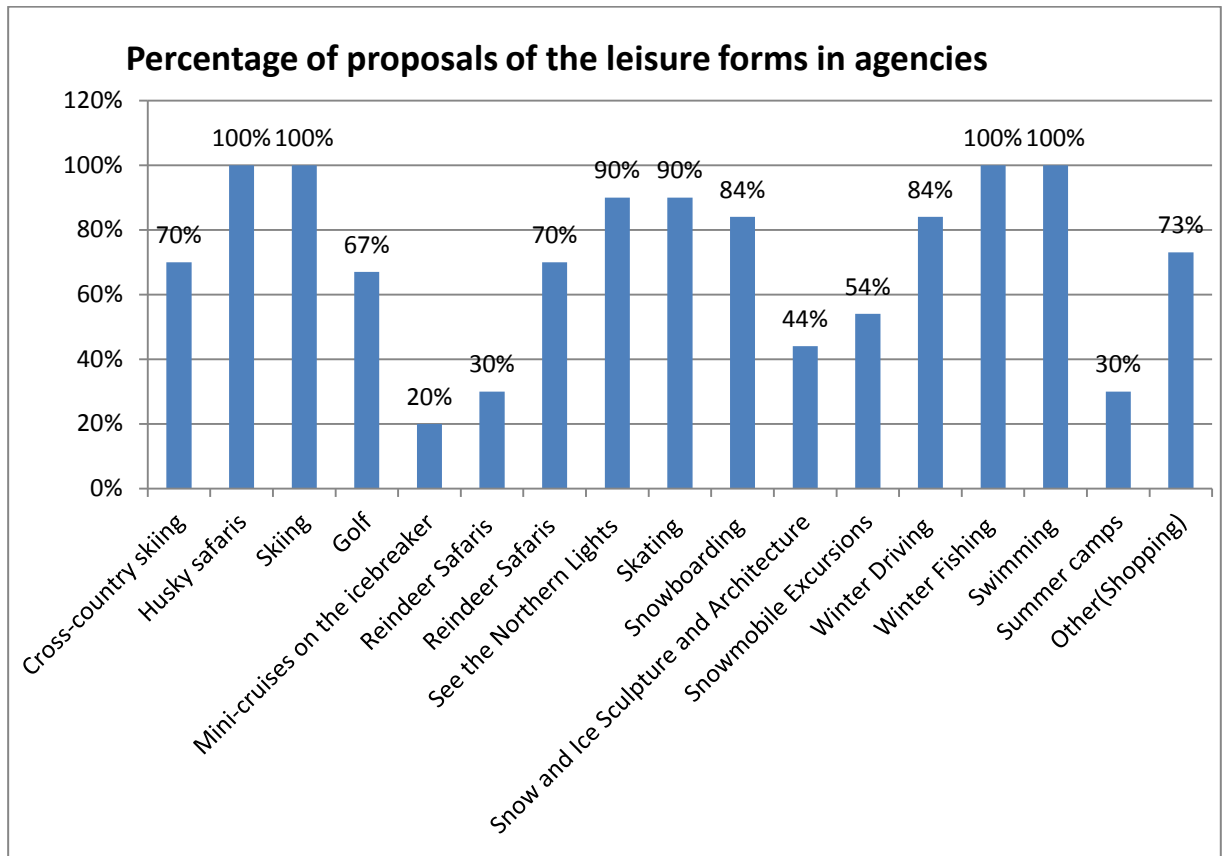


Figure 9. The list of proposals for the forms of leisure and their percentage in Moscow agencies

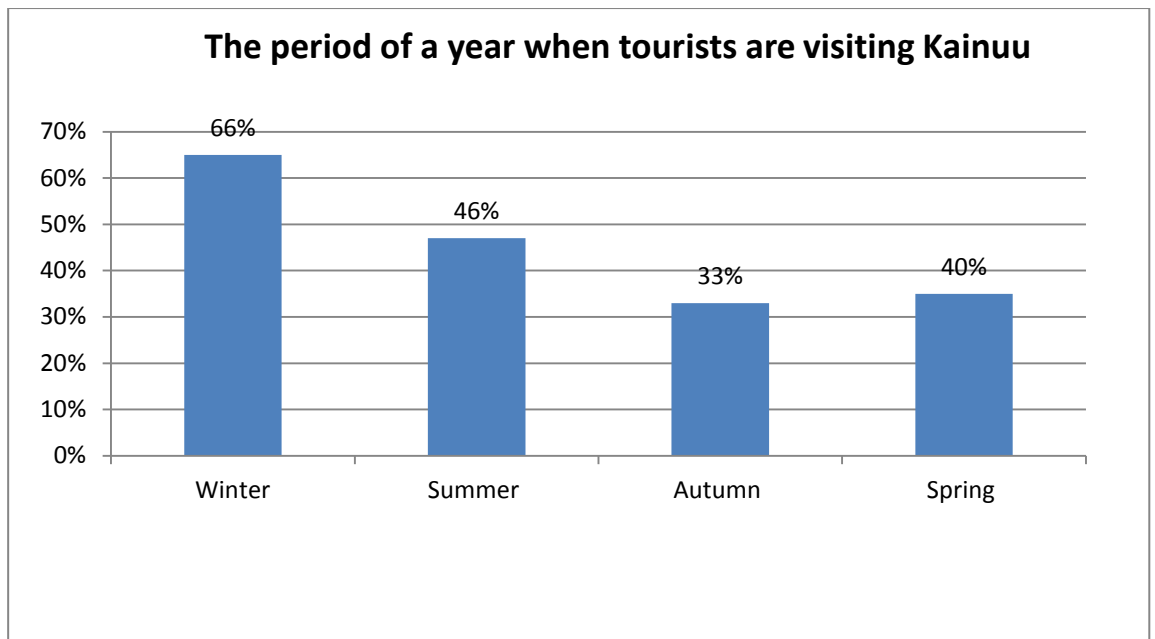


Figure 10. The period of the year when tourists are visiting Kainuu

4. The type of accommodation which Russians choose in Finland

The next question was related to the placement of Moscow tourists in Finland. In connection with the crisis in Russia, the price factor plays the core role in Moscow tourist 'decision making process, due to the high currency exchange rate. Tourists cannot buy a lot, because prices and services are too expensive. Tourists are not able to find a place, because affordable accommodation is not available. Finland should solve these issues to find a clue for attracting Moscow tourists.

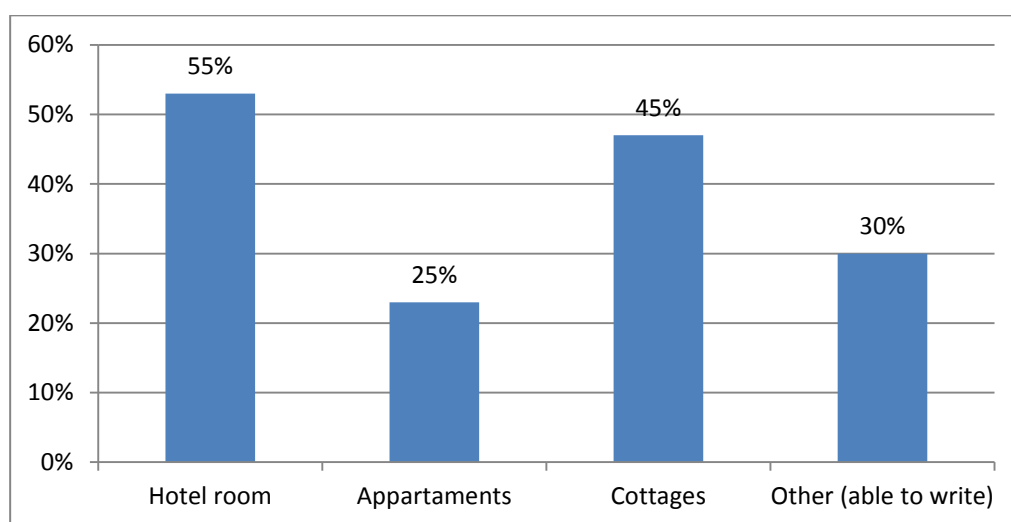


Figure 11. The type of an accommodation, which Russians choose in Finland

Almost 55% (11 of 30) of the respondents rent a cottage while visiting Finland. The Russians prefer to travel in large groups, because it is cheaper, considering accommodation services.

The rest of the Moscow tourists prefer to rent rooms in hotels. This is 45% (9 of 30) of the respondents. Apartments are preferable only for 25% (5 of 30), because they are expensive. The remaining 30% (6 of 30) prefer a different location. This could be staying with friends or relatives.

5. Content of the standard tour package and external services included in the package

The basic range of services is a set of services, which is formed from the basic services in the tour. Depending on the purpose of travel and destination, a basic service package includes

accommodation services; catering services; transportation services (transport); software services.

Many of the services offered (packets) are identical. There are two types of tours. Complete package in the major cities of Finland (transfers, accommodation (in hotel), visa, insurance), in addition to this, optional excursions can be ordered in hotels on request. According to the survey a standard services package offered by travel agencies has been revealed. It includes, booking and sale of tickets, assistance in obtaining visas and passports, selection of hotels or rental cottages, travel and life insurance, and in addition, insurance against theft and cancellation expenses is offered for extra payment.

Only three companies sell tickets separately from tour packages. Hotel reservations are provided separately by four companies. Assistance in registration of international passports is provided by ten agencies. Help with visas separately from the tour package is provided by fifteen agencies. Seven companies provide credit or instalment. Medical insurance is provided by twelve companies. Insurance against cancellation expenses is provided by twelve companies. Insurance against theft is provided by five agencies.

The second version of the package is individually based on customers' preferences. Basically, it is proposed to rent a cottage (in the desired region from 800 € -2200 € depending on the stars) or Spa Hotels (120-150 € per night), the price of admission varies depending on the selected transport (150 - € 400 on. e way), visa - 75 €, insurance 8 € per week per person. Services include tours (bus 25 €).

According to the survey, the average cost of the tour per person for seven nights, regardless of the region, ranges from 700€ to1500€. The average cost of a trip is about € 1,000 for an adult. Additionally, it is possible to include in the tour the rent of yacht / boat, hunting and fishing, various leisure activities and entertainment.

Additional services are an important component of the tour, which includes all services that can be provided to the consumer at his request and according to their interests at an extra cost. However, the wide range of additional services in one tour allows tourism enterprises to make the standard tour more personal and, thus, better meet the individual needs of each client. Additional services in the representation are in Figure 12.

Moscow tourists express great demand in the following services:

- Developing an individual excursion route – 70%. Many Moscow tourists wish to combine relaxation with a real immersion in the foreign cuisine, culture and customs. Therefore, they are trying to build their routes with the help of travel agency.
- Paperwork (passports / visas) – 77%. Due to the high level of employment and the tempo of the city, many Moscow tourists do not want to waste their time collecting documents for getting visa or passport.
- Hiring (rental) cars, yachts, private jets, helicopters – 74%. Reserving a vehicle for the trip anywhere in the world is an actual service for Moscow tourists. Many of them do not know a foreign language or do not want to spend their time searching the rental transport services before and after arrival.
- A holiday on credit or in instalments, the monetary and credit services – 57%. Relax in the credit or in instalments is in demand due to the crises in the country.
- Additional insurance – 50%. Since many people travel to Finland for an active holiday, additional insurance is in demand.
- Additional recreational activities – 47%. These include activities such as balloon flights, fireworks, live music, horseback riding and others.
- Checking the client in his office by the travel manager during work time – 37%. As well as the paperwork, “leaving-manager” is a popular service for tourists in Moscow.

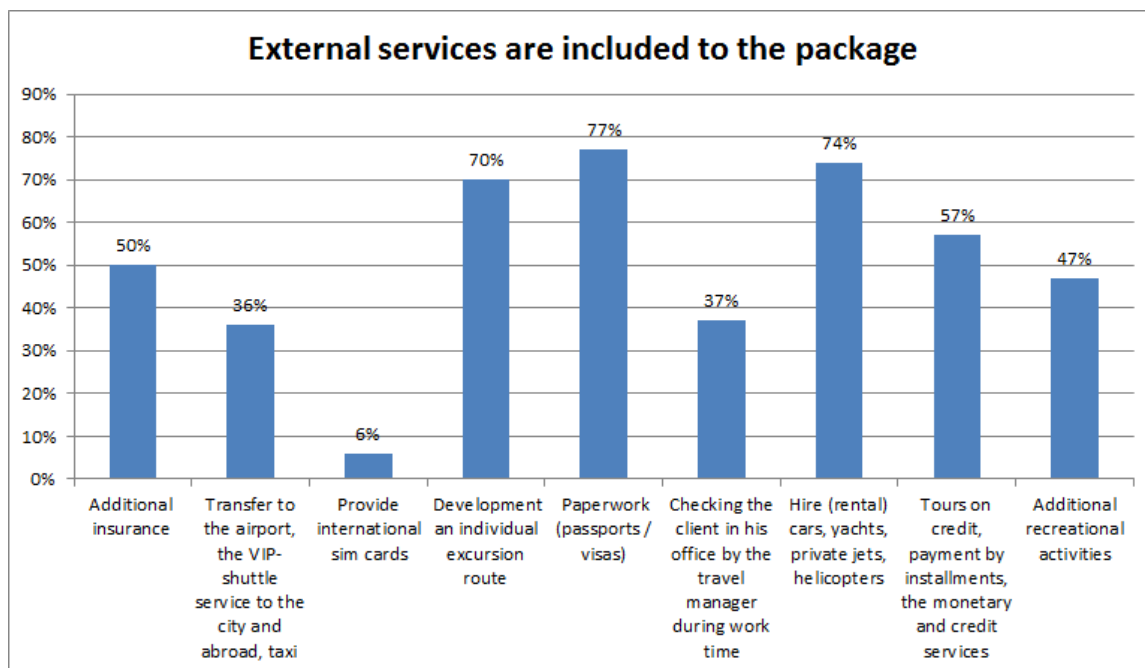


Figure 12. External services are included in the package

- Information about costs for the most popular activities and costs for standard tour package for person for 7 nights for 2015.

The market offers a wide range of tour packages for holidays in Finland, both family and individual. For every taste: sports recreation, entertainment, recreation, sightseeing, children, etc. Depending on the package, prices range between 700 -1500 euros per person.

The cheapest tours – last minute tours in Helsinki for the weekend. More expensive tours include a wider range of services and individual offers.

Table 2 shows the cost of the activities that are in demand among the Moscow tourists.

Table 2. Costs for the most popular activities

Activities	Costs for the most popular activities
<i>Fishing</i>	<p>Number of selling licences is limited (4 -22 / per day) depending on the lake.</p> <p>Every fisherman from 18 to 64 years must purchase a state fishing licence 1.05.-30.09</p> <p>License daily (24 hours, beginning 18:00) - € 40 - 85 people.</p> <p>Three-hour license is from € 30/per person.</p> <p>Fishing guide services: 1 hour day € 105, Sunday and holidays € 120</p> <p>Rental equipment:</p>

Activities	Costs for the most popular activities
	Fishing tackle for fishing in the rapids (net, wading pants, jacket, fishing tackle) € 85 night Spinning net + 10 + lures tackle lost € 70 night Fly fishing rod flies 10 + net + € 70-night lost gear Fishing Rod + worms (25 pcs) € 30 Day
<i>Boat rental</i>	Rowboat 50chas €, € 105 a day 110 days Rowboat + 2.5 HP motor € 40 an hour, € 95 day 135 day + fuel paid independently Powerboat motor 15 HP € 70 € 140den hour 160 day + fuel hunter
<i>Hunting</i>	Length: 1 - 7 days Group size: 2 - 10 people Accommodation and Breakfast for property hunters Price: 300 € / 1 day / 1 person. Additional charges: - Rental gear - 20 € per night spinning - Rental of weapons - 25 € per day (0.7 euro each cartridge) - Translator on the hunt - 25 € an hour (100 € per day) License: Hunting map licensed firearms 20 €. Finnish hunting cards - 35 €.
<i>Husky Trip</i>	2 hours from 70-140 €-adult 2 hours from 36-85 €-children
<i>Winter holidays in Finland</i>	A trip on the icebreaker: 6-7 hours 5 people 600 € Cost of the excursion to Santa Claus 80 € Excursion to the Village Shaman -80 €

7. Tour package is popular in your agency

The study found, that the popular are “hot tours” or last minute tours - 57% and New Year's tours - 63% for 2015 year.

8. Special offers and discounts

From the research, it became clear that Moscow Travel agencies offer discounts to regular customers from 10% to 25%. Also, there are proposals of hot tours. In addition, there are special offers (free visas, free excursions).

For instance, the Meridian Tour company, to mark its anniversary, held actions for corporate clients, offering Tours and drawing a free voucher.

9. The impact of the crisis on demand

The crisis has affected tourism in Kainuu in 2015. "Mutual sanctions by EU and Russia cost billions of dollars of losses in Finland. The volume of mutual trade turnover fell by 15-20%.

According to the Customs Service, trade turnover in 2015 compared to 2014 fell by 42.6%, including imports from Russia on 41.35% Finnish export - by 45.6%. Service Industry has been significantly damaged, especially tourism business. Russian tourists have brought the economy of around € 2 billion each year. (Website APRIORI 2016)

From the study it was found out that the demand felt due to the high currency exchange rates well as the instability of the domestic economy in Moscow. This makes it possible that the major travel agencies were reduced and smaller ones have been closed.

5 CONCLUSIONS AND RECOMMENDATIONS

The aim of the research was to get actual information about the market of tourist services in Moscow and proposals for the Kainuu region in Finland, particularly, to find out what kind of packages and offered to Moscow residence, what is included in these packages and at what price. The study was carried out by using combined methods of marketing research - qualitative and quantitative. The questionnaire was chosen to be used in the research. They were sent to more than forty travel agencies in Moscow. Only twenty answers were received by email, therefore ten agencies were called additionally and asked the same questions directly by phone. And after the data collection the information was properly analysed and the main research problems and results were received.

Based on the data obtained from the study, the following conclusions were drawn. It was found out that the most popular in the first place are the Lapland and Kymenlaakso regions, followed by Finland Proper, Pirkanmaa. Kainuu is in the fifth place in popularity. Many of the offered services/packages are identical. Pursuant to the survey, a standard package, depending on the purpose of travel and destination, includes: booking and sale of tickets, assistance in obtaining visas and passports, selection of hotels or rental cottages, travel and life insurance, and in addition, is offered insurance against theft and cancellation expenses is offered for extra payment. The second version of the package is individually based on the preferences of customers. Basically, it is proposed to rent a cottage (in the desired region from 800 € -2200 € depending on the number of stars) or Spa Hotels (120-150 € per night), the price of admission varies depending on the selected transport (150 - € 400 one way), visa - 75 €, insurance 8 € per week per person. The average cost of the tour per person for seven nights, regardless of the region, ranges between 700€ - 1500€. The average cost of a trip is about € 1,000 for an adult. Additionally, it is possible to include in the tour the rent of yacht / boat, hunting and fishing, various leisure activities and entertainment.

The most popular kinds are Wellness, Excursion-Informative, Sports and event tourism. It is suggested to pay more attention to these kinds of tourism. Also, it was found out that more popular is the winter season and winter activities. They are husky safaris, snowboarding,

winter driving, fishing, winter swimming and golf. Another interesting fact is that golf is one of the most popular pastimes in Finland for Russian tourists.

The other finding is the lack of accommodation options in the hot season. And, what is more important, very expensive accommodation prices in the hot season (Winter). It can be proposed to pay special attention to this point.

Another discovered fact was that Russians prefer to travel in large groups, because it is cheaper, considering accommodation services.

The study, also found that “hot tours” or last minute tours - 57% and New Year's tours - 63% for 2015 year are popular.

The study revealed the problems of tourism development in the Kainuu region. It is the high cost of tickets both air and railway, low awareness of the region and low popularity in Moscow.

The following recommendations have been developed:

- Increase the number of tourist destinations offered;
- Include excursion programs in the total cost of the tour;
- Offer new resorts within a tourist destination;
- Organize Children and youth leisure;
- Organize honeymoon for newlyweds;
- Develop corporate (group) tourism projects for large companies;
- Provide discounts with advance reservation;
- Provide an advertising campaign to promote in the network and to increase awareness about the region and its potential.

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LIST OF APPENDICES

APPENDIX 1	QUESTIONNAIRE IN ENGLISH AND RUSSIAN
APPENDIX 2	THE RESEARCH RESULTS

QUESTIONNAIRE/Бланк анкеты

The survey will be used as a study for a graduate student at the University of Applied Sciences in Kajaani.

1. Название и контактные турагентства / Name of the tour agency and contacts

2. Количество офисов в Москве / What is number of offices in Moscow

3. В какие округа (места, курорты, города)? / In which regions?

- Lapland
- Northern Ostrobothnia
- Kainuu
- North Karelia
- Finland Proper
- Kymenlaakso
- Pirkanmaa
- Central Finland
- Northern Savonia

4. Какие виды туризма? / Which types of tourism?

- | | |
|--|--|
| <input type="checkbox"/> Пляжный | <input type="checkbox"/> Beach |
| <input type="checkbox"/> Оздоровительный | <input type="checkbox"/> Wellness |
| <input type="checkbox"/> Экскурсионно-Познавательный | <input type="checkbox"/> Excursion-Informative |
| <input type="checkbox"/> Спортивный | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Образовательный | <input type="checkbox"/> Education |
| <input type="checkbox"/> Экстремальный | <input type="checkbox"/> Extreme |
| <input type="checkbox"/> Событийный | <input type="checkbox"/> Event |
| <input type="checkbox"/> Экзотический | <input type="checkbox"/> Exotic |

5. Какие услуги вы представляете для поездки в Финляндию и средние цены на 1 человека? / Which services do you provide for a trip to Finland, and what is the average price of 1 person?

- Cross-country skiing / _____
- Husky safaris / _____
- Skiing / _____
- Golf / _____
- Mini-cruises on the icebreaker/ _____
- Reindeer Safaris / _____
- See the Northern Lights / _____
- Skating / _____
- Snowboarding / _____
- Snow and Ice Sculpture and Architecture / _____
- Snowmobile Excursions / _____
- Snowshoeing / _____
- Winter Driving / _____
- Winter fishing / _____
- Swimming / _____
- Summer camps/ _____
- Other/ _____

6. Какой вид размещения выбирают, при посещении? / Which type of accommodation do choose, when visiting?

- Hotel room
- Rent an apartment
- Rent a cottage
- Do not rent, because just travel through
- Other (able to write)

7. В какое время года продается больше путевок? / What time of year is good to sell more trips?

- New Year holidays / Christmas
- Spring (March - April)
- Summer (May - July)
- Fall (August - October)

8. Что включено в стандартный турпакет? / What is included in the standard tour package?

Билеты/Tickets

- Продажа авиабилетов отдельно от турпакета/ Selling tickets separate from tour package
- Продажа ж/д-билетов /Sale e-tickets
- Бронирование гостиниц отдельно от турпакета /Hotel reservations separately from the tour package

Помощь в оформлении документов / Assistance with documents

- Помощь в оформлении загранпаспорта /Assistance in registration passport
- Помощь в оформлении виз отдельно от турпакета /Assistance with visas separately from the tour package

Оплата / Payment

- Предоставляется кредит или рассрочка /Available credit or installment

Страхование / Insurance

- Медицинское /Medical
- От невыезда /rom his own recognizance
- От кражи/ From Theft

Проживание / Accommodation

- Номер в гостинице /Hotel room
- Аренда коттеджа /Rent a cottage

Питание / Food

- ОВ (Only Bed)
- ВВ (только завтрак)
- НВ (Half Board)
- FB (Half Board plus)
- AI (All Inclusive)

9. Средняя стоимость стандартного пакета на 1 человека на 7 ночей? / The average price for standard tour package for person for 7 nights?

- 350 – 700
- 700 – 1000
- 1000 – 1500
- 1500 – 2000
- 2000 – 3000
- 3000 - 3500

**10. Какие дополнительные услуги входят в пакет и их средняя стоимость? /
What kind of external services are included to the package and their average
costs?**

- Дополнительная страховка/ General insurance
- Трансфер в аэропорт, VIP-трансфер по городу или за рубежом, заказ такси
/Transfer to the airport, the VIP-shuttle service to the city and abroad, taxi
- Предоставление международных сим-карт/ Provide international sim cards
- Разработка индивидуального экскурсионного маршрута /Development an individual
excursion route
- Оформление документов (паспортов/виз) /Paperwork (passports / visas)
- Выезд менеджера в офис клиента в рабочее время/ Checking the client in his office by
the travel manager during work time
- Аренда (прокат) авто, яхт, частных самолетов, вертолетов /Hire (rental) cars, yachts,
private jets, helicopters
- Туры в кредит, оплата в рассрочку, валютно-кредитные услуги/ Tours on credit, pay-
ment by installments, the monetary and credit services
- Дополнительные развлекательные мероприятия /Additional recreational activities
- Other_____

**11. Какой турпакет популярен в вашем турагентстве? / Which tour package is popu-
lar in your agency?**

12. Есть ли акции/скидки? / Do you have special offers and discounts?

**13. Повлиял ли кризис в России на покупку путевок в Финляндию? / The impact
the crisis in the Russian on tourism to Finland?**

THE RESEARCH RESULTS

Question № 1. Name of the tour agency and contacts.

№	Name of the tour agency	Contacts
1	Intertour	Moscow, Komsomolskaya pl., 44 +7(499) 975-41-96, (499) 975-42-94, (495) 607-88-13 info@intertour.ru
2	Scantravel	Moscow, Pogodinskaya str., 5, office I +7 (495) 788 04 42; (499) 754 99 62 info@scan.travel
3	1001tur	Moscow, 7 Ashcheulov lane house, 96 +7(495)7251001 info@1001tur.ru
4	Megapolus Tours	Moscow, Gnezdnikovsky Lane, 9/8 +7 (495) 120-16-2 Info@megapolus-tours.ru
5	Sunrise Tour	Moscow, str. Sheremet'evskya, 16 +7(495)933-77-33 info@sunrise-tour.ru
6	Jazztour	Moscow, 107140, St. Upper Krasnoselskaya, 3/ 1 +7 (495) 775-76-76 sales@jazztour.ru
7	Viking Travel	Moscow, 123104, Small Palashëvsky per., 6, floor 589 +7 (495)2 49-22-49 +7 (812)449-03-70 msk@viking-travel.ru
8	DSBW-TOURS	Moscow, 125170, Small Maslovka, 6 8- 495 781 00 10 scand@dsbw.ru
9	Milenium Voyage	Moscow, St. Upper Krasnoselskaya, 22 +7(499) 638-35-25 info@mvoyage.ru
10	Aturis	Moscow, 9 Ashcheulov lane house, 2, office 21 (3rd floor) +7 (495) 988-64-94, (495) 607-10-16 barulina@aturis.ru
11	Kariatida	Moscow, Color Blvd, 2, office 37 +7(495)632-00-96 order@karitatida.com
12	Veditours	Moscow: Location: Leningradsky Prospekt, 7, office 237 +7 (495) 506-00-85, +7 (495) 946-18-18, +7 (495) 946-18-70 mail@veditours.ru
13	Vip Geo	Moscow, 1nd street Zvenigorod, 37 Hot line 8-800-100-21-62 info@vipgeo.ru

14	Kraski Mira	Moscow, Lower Kislovskiy per., 3, office 29 +7 (495) 788-0902 info@kraskimira.ru
15	FIN Eurotrip	Moscow, 2nd street Zvenigorod, 13, p. 1, office 16 +7 (495) 740-99-69, (495) 7409979 info@finneuro.ru
16	PAC GROUP	Moscow, Sadovaya-Kudrinskaya, 3 (27 agencies in Moscow) +7 (800) 200 50 32 fit@pac.ru
17	Holiday M	Moscow, Leningradsky Prospekt, 15 +7 (495) 221-71-19, (965) 442-52-16 info@holiday.ru
18	Nataly Tours	Moscow, Sadovaya-Kudrinskaya, d.25, et.7 +7 (495)792-56-09 helpme@natalie-tours.ru, bron@natalie-tours.ru
19	Biblio Globus	Moscow, Lubyanka str, 2 +7 (495)504-2555 m.belova@bgoperator.com, Margarita
20	Ross Tour	Moscow, Tihvinskaya str. 4 (29 offices in Moscow) +7(495) 640-55-44 mira33@rosstour.ru
21	Delighta	Moscow, Tverskaya Zastava Square, 55 +7 (495) 215-22-29 info@delighta.ru
22	Fjord Travel	Moscow, Str. Vanguard, 3, retail and office centre "Saturn" +7(495)648-74-70 info@ftravel.ru
23	Active Tour	Moscow, 1st Tverskaya-Yamskaya, 25 +7 (495)215-19-39 info@vottravel.ru
24	Vand	Moscow, Pokrovka Street, 3 +7 (495) 780-36-60 info@vand.ru
25	Bontour	Moscow, 2st Tverskaya-Yamskaya, 3 +7 (495) 640-62-24 mail@bontour.com
26	Onlinetours	Moscow, Timur Frunze Str, 20, 3, 1st Floor (entrance from Zubov directions) +7 (495) 133-49-78 info@onlinetours.ru
27	Nissa-tour	Moscow, Fedorova str, 7-67 +7(495)974-77-44 info@nissa-tour.ru
28	Piramida tour	Moscow, Tverskaya Zastava Square, 3, office 322 +7 (495) 545-0624 ok@pyramidatour.ru,
29	Planet Tour (Planeta -P)	Moscow, Arkhangelsk per., 3, office 44 +7 (495) 660-37-10 info@planeta-p.ru

30	Germes Travel	Moscow, Boat street 6k216 +7 (495) 943-00-09, +7 (495) 204-15-04 info@germes-travel.ru
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Question 2. Number of offices in Moscow.

№	Name of the tour agency	Quantity
1	Intertour	2
2	Scantravel	5
3	1001tur	96
4	Megapolus Tours	1
5	Sunrise Tour	16
6	Jazztour	1
7	Viking Travel	1
8	DSBW-TOURS	7
9	Milenium Voyag	1
10	Aturis	1
11	Kariatida	2
12	Veditours	2
13	Vip Geo	1
14	Kraski Mira	1
15	FIN Eurotrip	1
16	PAC GROUP	27
17	Holiday M	1
18	Natalu Tours	24
19	Biblio Globus	8
20	Ross Tour	29
21	Delighta	1
22	Fjord Travel	3

23	Active Tour	1
24	Vand	5
25	Bontour	1
26	Onlinetours	2
27	Nissa-tour	1
28	Piramida tour	1
29	Planeta -P	1
30	Germes Travel	2

Question 3. Regions of Finland that are provided in tours.

Nº	Regions	Quantity of agencies, which offer these regions	Percentage, %
1	Lapland	30	100
2	Northern Ostrobothnia	12	40
3	Kainuu	18	60
4	North Karelia	15	50
5	Finland Proper	24	80
6	Kymenlaakso	30	100
7	Central Finland	10	33,3
8	Pirkanmaa	21	70
9	Northern Savonia	10	33,3

Question 4. Types of tourism that are provided for a trip to Finland.

Nº	Types of tourism	Quantity of agencies, which offer these particular tourism type	Percentage, %
1	Beach	6	20
2	Wellness	30	100
3	Excursion-Informative	27	90

4	Sports	21	70
5	Education	4	13,3
6	Extreme	15	50
7	Event	21	70
8	Exotic	3	10

Question 5. Which services are provided for a trip to Finland, and the average price of 1 person.

Nº	Types of activities(services)	Quantity of agencies, which offer these particular service	Percentage, %
1	Cross-country skiing	21	70
2	Husky safaris	30	100
3	Skiing	30	100
4	Golf	20	66,6
5	Mini-cruises on the icebreaker	6	20
6	Reindeer Safaris	9	30
7	See the Northern Lights	21	70
8	Skating	27	90
9	Snowboarding	27	90
10	Snow and Ice Sculpture and Architecture	25	83.3
11	Snowmobile Excursions	13	43.3
12	Snowshoeing	16	53.3
13	Winter Driving	25	83.3
14	Winter Fishing	30	100
15	Swimming	30	100
16	Summer camps	9	30
17	Other(Shopping)	22	73.3

Question 6. Which types of accommodation do choose, when visiting?

Nº	Types of accommodation	Quantity of agencies	Percentage, %
1	Hotel rooms	16	53,3
2	Rent of an apartment	7	23,3
3	Rent of a cottage	14	46,6
4	Do not rent, because they just travel through	9	30

Question 7. In which season are sold more trips.

Nº	Season	Quantity of agencies	Percentage, %
1	December-February (Winter)	20	66,6
2	March-may (Spring)	14	46,6
3	June-August (Summer)	10	33,3
4	September-November(Autumn)	12	40

Question 8. Content of the standard tour package.

Composition of the tour package	Quantity of agencies	Percentage, %
Tickets		
Sale of tickets separately from tour package	3	10
Sailing of railway tickets	3	10
Hotel reservations separately from the tour package	4	13,3
Help with documents		
Assistance in registration of international pass-ports	10	33,3
Help with visas separately from the tour package	15	50
Payment		
Provided credit or installment	7	23,3
Insurance		

Medical	12	40
Insurance against cancellation expenses	12	40
Insurance against theft	5	16,6
Accommodation		
Room in the hotel	16	53,3
Rent of a cottage	14	46,6
Nutrition		
OB (Only Bed)	30	100
BB (only breakfast)	30	100
HB (Half Board)	30	100
FB (Half Board plus)	30	100
AI (All Inclusive)	30	100

Question 9. The average price for standard tour package for person for 7 nights.

№	Price interval (euro)	Quantity of agencies	Percentage, %
1	350 – 700	1	3.3
2	701 – 1000	3	10
3	1001 – 1500	7	23.3
4	1501 – 2000	15	50
5	2001 – 3000	24	80
6	3001 – 3500	12	40

By asking additional questions, it was found out, that the average price for standard package was not fixed. And price mostly depends on the type of accommodation and chosen type of tickets.

Question 10. What kind of external services are included to the package and their average costs?

№	Additional services	Quantity of agencies	Percentage, %
1	Additional insurance	15	50
2	Transfer to the airport, the VIP-city shuttle	11	36,6

	and abroad, taxi		
3	Provide international sim-cards	2	6,6
4	Development of individual tour route	21	70
5	Paperwork (passports / visas)	23	76,6
6	Checking the client in his office during working hours.	11	36,6
7	Hire (rental) cars, yachts, private jets, helicopters	22	73,3
8	Personal interpreter or guide, personal hairdresser or makeup artist	9	30
9	Tours on credit, payment by installments, the monetary and credit services	17	56,6
10	Additional recreational activities	14	46,6