jamk

The most important motivational factors in the context of the United Arab Emirates outbound travel to Lapland

Helping Lapland travel industry to prepare for the post pandemic time

Saara Santanen

jamk | **Jyväskylän ammattikorkeakoulu**
University of Applied Sciences

Santanen, Saara

The important motivational factors in the context of United Arab Emirates outbound travel to Lapland: Helping Lapland travel industry to prepare for the post pandemic time

Jyväskylä: JAMK University of Applied Sciences, May 2021, 69 pages.

The School of Business. Tourism and Hospitality Management. Master´s Degree.

Permission for web publication: Yes

Language of publication: English

Abstract

This thesis was conducted for Finnish Business Council UAE. The purpose of this thesis was two-fold with a primary focus on the push and pull factors in the context of the United Arab Emirates (UAE) travellers travelling to Lapland. Secondary focus was on helping Lapland travel market recover from the pandemic and prepare for the post pandemic time. The aim was to conduct such information about the UAE travellers travel motivations that could help the travel operators in Lapland to develop their products and overall strategy to better suite the UAE market. Research questions where "What are the most important push and pull factors in the context of the United Arab Emirates outbound travel to Lapland?" and "What are the main development targets in the Lapland travel industry to better meet the requirements of the UAE travellers?"

In the theory review phase of the thesis, the research problem was approached from the consumer behaviour point of view with an emphasis, specifically on travel motivations. The push and pull framework was used to identify the most important motivational factors in the context of the UAE outbound travel to Lapland. Qualitative research was carried out in this thesis, and focus group interviews with Emiratis and expatriates, semi-structured questionnaire with Emiratis and in-depth interviews with tourism professional were used as qualitative research methods.

The results showed three main push factors that relied heavily on one´s social needs and three main pull factors that were destination- driven. The results supported the earlier studies of travel behaviour where pushing factors were seen as primary importance and the pulling factors were of secondary importance. According to results, pulling factors are very reliant on the brand image of Lapland. By identifying these motivations, specific development targets were conducted, and the focus was on enlightening the UAE travellers about Lapland, developing the marketing, and identifying the main customer segments. The results showed that developing the travel market of Lapland has a significant role in the whole recovery of Finland. The results of this study can benefit Finnish Business Council in their participation in the dialogue on travel and several other industries between Finland and UAE.

Keywords/tags (subjects) consumer behaviour, travel motivations, push and pull framework, travel product development, travel market development, Lapland, United Arab Emirates outbound travel, post pandemic travel,

Miscellaneous (Confidential information)

Santanen, Saara

The important motivational factors in the context of United Arab Emirates outbound travel to Lapland: Helping Lapland travel industry to prepare for the post pandemic time

Jyväskylä: Jyväskylän ammattikorkeakoulu, May 2021, 69 pages.

Liiketoimintayksikkö, Matkailu- ja palveluliiketoiminnan johtamisen koulutusohjelma (YAMK)

Verkkojulkaisulupa myönnetty: Kyllä

Julkaisun kieli: Englanti

Tiivistelmä

Opinnäytetyön tilaajana toimi Finnish Business Council UAE. Työn tarkoituksena oli tutkia työntäviä ja vetäviä voimia, jotka vaikuttavat Arabiemiirikunnista tulevien matkustajien päätökseen matkustaa Lappiin. Näitä vetovoimatekijöitä tutkittiin, jotta voitaisiin tuottaa Lapin matkailutoimijoille sellaista tutkimustietoa, joka auttaisi heitä matkapalveluiden ja kokonaisstrategian kehittämisessä, jotta ne vastaisivat paremmin Arabiemiraattien matkailumarkkinoiden tarpeita. Opinnäytetyön tutkimuskysymykset käsittelivät edellämainittujen vetovoimatekijöiden sekä Lapin matkailumarkkinoiden tärkeimpien kehityskohteiden tunnistamista.

Opinnäytetyön teoreettinen viitekehys muodostui kulutuskäyttämisen tutkimisesta matkailumotivaatioiden näkökulmasta. "push and pull"-motivaatioteoriaa käytettiin vetovoimatekijöiden tunnistamisessa. Työ toteutettiin laadullisena tutkimuksena ja tutkimusmetodina käytettiin kohderyhmähaastatteluita emiraattien ja expatriottien kanssa, puolistrukturoituja kyselylomakehaastatteluita emiraattien kanssa sekä syvähaastatteluja matkailualan ammattilaisten kanssa.

Tutkimuksen tuloksena syntyi kolmen työntävän tekijän ja kolmen vetävän tekijän kokonaisuus. Useiden aikaisempien tutkimusten mukaisesti, myös tämä tutkimus osoitti, että työntävät voimat toimivat "push and pull" motivaatioteoriassa ensisijaisina tekijöinä ja vetävät voimat ovat kohdesidonnaisia, toissijaisiksi kutsuttuja tekijöitä. Tulosten valossa voitiin todeta, että vetävien tekijöiden merkitys on vahvasti riippuvainen Lapin brandi-imagosta. Näiden tekijöiden tunnistamisen myötä pystyttiin nimeämään Lapin matkailumarkkinan kolme olennaisinta kehityskohdetta, jotka keskittyivät tekemään Lappi tunnetummaksi Arabiemiraateista tulevien matkustajien keskuudessa, markkinoinnin kehittämiseen sekä tärkeimpien asiakassegmenttien tunnistamiseen. Finnish Business Council voi hyödyntää saatuja tuloksia keskusteluissaan sekä matkailualan että muiden alojen toimijoiden kanssa.

Keywords/tags (subjects) kulutuskäyttäytyminen, matkailumotiivit, matkailupalveluiden kehittäminen, Lapin matkailu, Arabiemiirikunnat, pandemian jälkeinen matkustus

Miscellaneous (Confidential information)

Contents

1   Introduction

According to Organization for Economic Cooperation and Development (OECD) (2020), tourism was already third largest export service in Finland in 2017. It has been growing steadily and international visitors have doubled since 2000. With a 2,7 % (5,4 billion €) share of Finland's gross domestic product (GDP) tourism is about the same size as lumber industry and bigger than food industry.

Between 2016 and 2019 the tourism in Finland was growing consistently and 2019 was referred to as record breaking year with over 3,9 % growth compared to previous year 2018. The growth of international overnight stays in Finland was stronger than the average in Europe. Year 2020 had a promising start but due to the global COVID-19 pandemic, the situation started to get worse in March 2020. From there on, there has been a substantial growth in unemployment rate in Finland and many companies, especially in the travel industry, are facing financial difficulties due to the unforeseen situation. According to estimates, it will take several years for the tourism in Finland to get back on it´s feet and reach the same numbers on inbound tourism as before the pandemic. (Finnish tourism in numbers 2021.)

Ministry of Economic Affairs and Employment of Finland has worked together with Visit Finland, Statistics Finland, and the Finnish Hospitality Association Mara to predict the future challenges in the tourism industry. The recovery of tourism demand depends on several factors and for an individual traveler, the most important factors will most likely be the sense of security and financial status while looking the situation on a bigger scale, travel restrictions and opening of flight routes will define the conditions for the recovery. The pandemic will most likely have permanent changes in people´s consumer and purchase behaviour. According to these operators, now would be an optimal time to develop tourism products and gain visibility in the international travel market. This would all be a preparation for the time when the travelling opens up again. It is expected that countries like Finland, who base their attractiveness on clean air and nature, security and high - class services, will gain a lot of interest and increase in tourism demand. (Finnish tourism in numbers 2021.)

In 2018, nearly 1,1 billion euros of whole tourism expenditure in Finland was directed to Lapland area. For the regional economy of Lapland, tourism plays a big role with a 6,9 percent GDP share

while Finland´s average is 2,5 percent. Lapland´s tourism sector covers 8 % of Finland´s total labor force. Over the last decade, tourism has been one of the fastest growing markets in Lapland. However, after 2020 and the global COVID-19 pandemic, there has been some severe consequences in the Lapland travel market as well as the whole global travel industry. The number of foreign tourists in Lapland has dropped down rapidly during the year 2020 as the data presented later in this study, will show. Even though the statistics show that the number of Finnish travellers has increased, it will not alone cover the losses due to the lack of foreign travellers. (Finnish tourism in numbers 2021.) Based on the data presented here, it can be argued that Lapland tourism industry has a big significance to the regional trade life of Lapland as well as Finnish society, and it´s recovery will play a big role in the whole recovery of Finland.

Due the need of travel services development and Lapland travel market recovery actions after Covid-19 this study was conducted for Finnish Business Council (FBC) to find ways to build a bridge between Finnish travel business and United Arab Emirates consumers. FBC role is to support and guide Finnish companies operating in the UAE market or wishing to enter it. After the pandemic started, FBC monitored closely the situation of Finnish travel market and specific concern was raised for the Lapland travel industry. Because of their role as a gateway between Finland and the UAE, they expressed a need for further investigation of the possibilities and requirements for outbound tourism from the UAE to Lapland. FBC is not directly the target company of this study and the idea is not to specifically improve or develop their operations, but the data conducted in this study will potentially benefit them in their operations as they participate in the dialogue on travel as well as several other industries between Finland and the UAE.

Timing for the study is ideal because the UAE will be hosting the World Exhibit EXPO 2020, starting from October 2021 and this will be a big opportunity for countries to present themselves in an international environment with over 190 participating countries. To take full advantage of this opportunity, this study aims to produce more specific and beneficial information about the UAE travelers to Lapland travel market so that they can develop their tourism products and overall strategy in the UAE travel market to better meet the requirements of its travelers. The UAE travellers have an above standard purchasing power, but only few safe travel destinations available at the moment. Finland is one of the safest countries in the light of covid cases and deaths so one could argue that Lapland would be an ideal travel destination for the UAE travellers. (Understanding EXPO 2020; World Health Organization 2020).

Talking about the target market of this study, the Arab world expenditure in international tourism was nearly 104 billion US$ in 2019. The growth has been consistent and compared to the 2004 expenditure of 23 billion US$, over the last ten years, the increase has been over 80 billion US$. (International tourism, expenditures for travel items (current US$)- Arab World 2019.) The UAE outbound tourism market was 6,9 billion US$ in 2018 and the same number is expected to rise to over 24 billion US$ by the year 2025. This rapid growth in the market is due to increase globalization and the UAE traveler´s disposable income, passion to explore and increase of efficient flight connections. (The United Arab Emirates outbound tourism market is predicted to surpass US 24$ billion by the year 2025 2019.)

Despite the rapid growth over the last few years, the Arab/Muslim world is still pretty unknown and for example Westerners still have stereotypical images towards it. To get the definitions right, Arab world is composed of many countries as well as is the Muslim world. There are a lot of Arab people who are not Muslim and wise versa. And in the case of the UAE, about 10 % of the population are locals, also known as Emiratis, and the rest 90 % of the population consists of people from other countries, also known as expatriates, who usually come to UAE for work. In order to learn more about this rapidly growing tourism market and it´s needs, wider academic discussion in the hospitality, tourism and leisure field about this specific market is required. This discussion will not only benefit the hospitality industry but has a direct impact on business and cross-cultural learning and understanding as well. (Reisinger & Moufakkir 2015.)

According to the estimates presented earlier, the Finnish travel market should focus on developing their tourism products and gaining visibility internationally. According to discussions with several tourism professionals in the Lapland area and Finnish Business Council UAE, it was agreed that this is the right time to develop the market and prepare it for the future and the changes the pandemic will have in the travel market all over the world. Travelling has always been a big part of consumers holiday plans but due the pandemic travelling was predicted to drop between 20 to 30 % during 2020 compared to a year before. (Change in international tourist arrival due to the coronavirus (COVID-19) pandemic worldwide from 2019 to 2020 2021.)

Based on the Oxford University mental health study 1 of 3 COVID-19 patients suffers from mental health issues and 17% of them of anxiety. (Link between the COVID-19 patients and subsequent mental health and neurological conditions found 2021 2021.) Based on the chat and phoneline workers in MIELI RY in Finland working remotely, lack of travels, fear of spreading the diseases to elderly and being in solitary are the biggest factors in building anxiety. (Haukka 2021; Malmberg 2021.) It is safe to say travelling brings a lot of positive impacts on people's lives – on many levels and none of the less in mental health wise - and free and safe travels are one of the key elements of the "new normal" after pandemic.

During these discussions above, tourism professionals in Lapland stated that they are taking this time to focus more on developing new tourism packages and developing the overall strategy for when the international travel opens up again. It was argued during these discussions that besides the negative impacts of the pandemic, there has been some positive ones as well. The crisis has forced people to innovative thinking, and this has led to new ideas and new kind of thinking when it comes to developing the market. (Travel - Safe escapes? The new normal in work and travel 2020.)

The purpose and the research questions of the study

The purpose of this study is two-fold with a primary purpose of studying the push and pull factors in the context of the UAE travelers travelling to Lapland. By identifying these factors, it is possible to gain better understanding of what makes the UAE residents want to travel and what do they look for when they travel. Secondary purpose of this study is helping Lapland travel market recover from the pandemic by giving them information, that could potentially help grow visibility and strengthen their presence in the UAE travel market. In addition to the push and pull factors, the aim is also to gain a clear vision of the main development targets in the Lapland travel market.

Based on the aim of this study, the research questions are "What are the most important push and pull factors in the context of the United Arab Emirates outbound travel to Lapland?" and "What are the main development targets in the Lapland travel industry in order to better meet the requirements of the UAE travellers?" This study approaches the research problem from the consumer behaviour point of view with an emphasis, specifically on motivations. Push and pull framework is widely used in travel, hospitality and leisure field because of its simplicity and intuitive

approach. It is often used in profiling visitors in the purpose of marketing segmentation (Crohen, Prayag & Moital 2014, 11). Crompton and McKay (1997, 426-427) highlight the importance of identifying tourists' motivations behind travel decisions in order for the destination marketers to understand the tourists decision-making process better and to be able to create better suited products and services.

Structure of the thesis

This study consists of two parts that support each other: the research and the theoretical framework. First, the introduction explains the research problem and the purpose for this study. After the introduction, chapter two introduces the theoretical framework, including further examination of the target markets of this study Lapland as well as the United Arab Emirates. Chapter two also describes the key-information and other relevant information about the market from the research problem viewpoint, as one of the key-information of the study was the lack of previous research on the United Arab Emirates outbound travel market from the push and pull factors point of view. Chapter three describes the research methods used and the precise processes of the research. The findings of the study are presented in chapter four and they are further examined and compared to earlier studies and findings in chapter five´s discussion with possible follow-up studies.

2 Towards understanding travel behaviour and motivations behind it

The theoretical framework of this study is based on two different bodies: explaining the chosen point of examination by introducing the main theories used in this study. This study approaches the research problem by aiming to explain the motivations behind leisure travel behaviour and the push and pull framework being the specific motivation framework used in analyzing the results of this study. These are followed by closer examination of both target market in question in this study, Lapland and the UAE travel market.

2.1 The consumer psychology of tourism, hospitality and leisure (CPTHL)

Consumer psychology aims to understand people´s consuming activities, how do they engage with them and how are they affected by them. For the most parts, consumer psychology is focused on the cognitive processes and the behaviour behind people´s consuming of products and services. Consumer psychology is interdisciplinary subject area that studies many different fields of research such as psychology, marketing, advertising, economics, sociology and anthropology. (Jansson-Boyd 2010, 1.)

The field of consumer research focuses on consumer psychology and behaviour. The reason that this field is of special interest to many different groups from politician makers and consumer regulators to private companies, is the fact that the knowledge of how consumers feel, think, and behave is the key to understanding and being able to influence consumer behaviour and control the specific consumer environment in question. Tourism, hospitality, and leisure sectors together form a specific body of research, the consumer psychology of tourism, hospitality and leisure (CPTHL). First it is important to understand the three different dimensions in the CPTHL research that are illustrated in Figure 1. (Crouch, Perdue, Immermans & Uysal 2004, 2.)
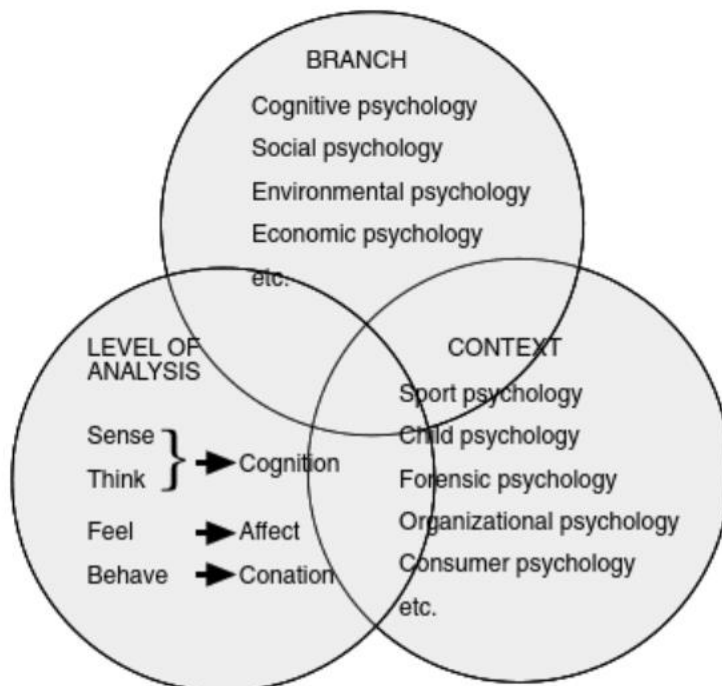

Figure 1: Dimensions of psychology (Crouch et al. 2004, 2.)

The principal psychologic branches form one dimension and it constitutes of cognitive, environmental, social, and economic psychology. Cognitive psychology studies perceptions, memories, language and thinking while environmental psychology focuses on the relationship between individual and the physical environment. Social psychology addresses the influence of other individuals and groups to individual's behaviour while economic psychology deals with consumer decisions, and choices. Second dimension consists of different levels of analysis by differentiating how individuals' sense, think, feel, and behave. Sensing and thinking are seen as a part of cognition. Something that requires understanding both the physiology and biology in order to understand how the human body and brain works and thinking is seen as one of the main human cognitive skills next to learning, intelligence and reasoning. The role of affect is highlighted when trying to understand human feelings. In this context, psychology addresses such things as motivations, beliefs, and attitudes. To understand the human behaviour, psychology examines the influence of such things as intensions, decision making and satisfaction. Third dimension consists of different contexts of the study. Depending on the field of interest, the context can be anything from sport or child psychology to consumer psychology. (Ibid., 2-3.)

In this study, the aim is to understand the motivations behind the travel decisions that the UAE residents make. Thus, the defining dimensions of the consumer psychology in this study is the level of analysis that focuses on the role of affect and context which is consumer psychology. The study aims to understand the consumer behaviour of tourists in the context of what motivates them. These two defining dimensions are not limited to any, one specific principal psychologic branch but instead is very likely to overlap with all of them. (Ibid., 3.)

Crohen, Prayag and Moital (2014, 4) believe that the most important conceptual dimensions of tourism consumer behaviour are decision-making, values, motivations, self-concept and personality, expectations, attitudes, perceptions, satisfaction and trust and loyalty. Given the specific interest of motivations in the context of this study, a further explanation of the significance of motivations as part of consumer behaviour is given. Crohen et al. base the importance of motivations in consumer behaviour on the fact that it has a big impact on marketing decisions, such as segmentation, product development, advertising and positioning. Another important factor that cannot be overlooked in consumer behaviour study is the cross-cultural issues. Rapidly modernising nations such as the United Arab Emirates are specifically mentioned when talking about the importance of

a solid understanding of the traveller's needs when effectively trying to market and host visitors from these nations. Earlier studies have been made where the importance of cultural differences, cultural behavioural patterns and cultural value dimensions is proven to affect the consumer behaviour (Correia & Guillet 2013; Li 2014).

2.2 Motivation theories in the context of travel behaviour study

Jansson-Boyd (2012, 115-116) explains motivation behind consumer behaviour as a set of three different features: direction, effort, and persistence. These features represent a need that needs to be pursued until the goal is fulfilled. Need is what triggers the certain behaviour, drive is what makes people put on a certain amount of effort and goal is the thing that the whole process aims to fulfil. Out of these factors, needs and goals are features constantly effected by other factors such as environment, life experiences and interactions with others. People become motivated when they have a need that they need to satisfy and once they reach the specific goal set, they have accomplished in satisfying the need and the motivation disappears but only until the next need appears.

According to Yousaf, Amin and Santos (2018, 201-202) Maslow´s hierarchy of needs (1943) is one of the most known and studied motivation theories. It is based on the idea of five fundamental needs: self-actualization, esteem, love and belonging, safety needs and physical needs. According to Maslow the motivation comes from the need to satisfy these needs. First three are seen as psychological needs and safety and physical needs express the physical needs such as food and drink or shelter. Maslow´s motivation theory has sense been adapted to studies of travel behaviour (Cohen, Prayag & Moital 2014 872).

Bronfenbrenner (1981) argues that the only way to understand individuals' thoughts and actions is to understand micro- and macrosystems of the person´s environment. Microsystems are referred to as roles, individuals, and activities, in the past and present, that a person has experienced whereas macrosystems means the individuals functions such as ethnicity, socioeconomic status, gender and institutional structures. In the context of these ecological systems, there are scientists that have used facilitators–constraints interaction proposition to better understand the combinations of factors resulting in travel behaviours. According to this proposition there are facilitators and constraints in everyone's life that led to certain decisions and acts. Phillip (1998) and Raymore

(2002) both argue that genetics and race play a significant part in understanding people´s leisure behaviour.

Referring to the facilitators–constraints interaction proposition, Raymore (2002, 38-40; 43) explains constrains as factors that are assumed to limit individual enjoyment of leisure activities. This conceptualization is based in the idea that it´s a basic human condition to need or desire to participate. The constraints can be non-participation (constraint) where individual feels that participating in some leisure activities is not an option for them or participation (negotiated constraint) where one has to overcome challenges in order to participate. Facilitators are explained to be factors that give the people freedom to participate and furthermore encourage them to participate in different leisure activities. These factors can be further divided into three different levels: intrapersonal (own), interpersonal (others) and structural facilitators (institutions). Whether the leisure behaviour is studied from the economic or motivational point of view, it is important to understand the different levels of these factors. Intrapersonal level includes such factors as one's personality, past experience, self- efficacy. Interpersonal factors refer to family, authority figures, peers and strangers and structural facilitators can be factors such as money, institutions, facilities, ethnicity, and gender.

According to earlier studies, racial differences have always had a significant impact on leisure preferences and behaviour and according to these earlier studies, two basic theoretical explanations were introduced: marginality and ethnicity. Marginality attempts to explain leisure preferences through economic and social class factors whereas ethnicity focuses on subcultural values, language, and traditions. Other factors commonly studied in earlier studies to try to understand leisure preferences have been racial discrimination, gender and stereotypes related to gender and peer group influence. (Phillip 1998, 215-218.)

Snepenger, King, Marshall and Uysal (2016) explained Iso-Ahola´s motivation theory (1982) to be based on the idea of escape and in the light of tourism motivations it is argued that personal escape and personal seeking, which refers to the psychological aspects and interpersonal escape and interpersonal seeking, which refer to social aspects, are the main motivators in tourism and recreation. In Iso-Aholas model the escaping refers to one's desire to leave the everyday environment

behind and seeking refers to the desire to obtain psychological rewards through travel in a contrasting environment. Snepenger et al. (2016, 148) used Iso-Aholas´ motivation theory (1982) as a model in their own study that aimed to scale each of the four Iso-Ahola´s motivational dimensions. According to findings of this study, these motivations can be used in segmenting tourists and positioning tourism and recreation experiences.

Means-end chain (MEC) theory is popular especially in marketing research to better understand consumer behaviour and the idea of the theory is to describe the hierarchy between product attributes (means), consequences from these products reflected to consumer (benefits) and the personal values that these benefits reinforce (the ends). MEC theory aims to study motivations in order to reveal the reasons behind desire of certain attributions or consequences. Among many other benefits, this theory is believed to be useful in the tourism field for its ability to study deeper reasons and values behind superficial motivations. According to earlier studies that have used MEC theory in tourism field, it could be useful especially when trying to understand personal values of a traveller. (Scott and Ding 2015, 87-90.)

Wong, Law & Zhao (2018, 437; 445-446) studied the effects that time has on travel motivations. Up until now, there had been a substantial increase in travel motivation studies, but the travel motivations were presented as invariant or fixed across time. In their study, Wong et al. argued that there are several travel motivations that are affected by time, for example through economic situation of the destination or the origin location. The results showed that instead of the individualistic approach through sociopsychological aspects is not the only way to study travel motivations. Larger variables need to be examined and, in this study, the results indicated that there are several well-known travel motivations that are affected by not only individual choices but for example economical changes as well. As an example, poor economic conditions increase people´s desire to escape and relax but their desire to gain more knowledge of the destination is not increased by the cause of the poor economic situation. The aim of this study was to present travel motivations as more complex and time-variant.

Hsu, Cai & Li (2010) introduced a EMA model in travel behaviour studies and it focuses on examining individuals' expectations, motivations and attitudes. According to Hsu et al. this model was adapted from Gnoths (1997) model of tourism motivation and expectation formation. In Gnoth´s

model, expectations and attitudes are seen to have similar structural base and can be therefore examined together. However, Gnoth acknowledges a singular -form attitude that derives from satisfaction- dissatisfaction and perceptions towards the travel. In EMA model, the attitudes are given a bigger weigh on the final results and therefore, it was studied as a separate factor in the decision-making process. This model tries to identify the individual´s decision-making process by examining the three most important stages. The decision-making process starts with a motivation to do something, to go on a holiday, for various reasons. Expectations represents the belief of a certain outcome and in between the expectations and acting on the decision that derives from the motivations, there is attitudes, subjective evaluation that effects on the whole decision-making process. According to the results of this study, all three factors have immediate effect on each other when it comes to visiting a certain destination and therefore these factors can be seen as an effective way of studying individual´s travel behaviour. (Hsu, Cai & Li 2010, 282; 284.)

According to Velazquez (2000, 137- 138) the push and pull motivation theory was created by Ravenstein in 1885. The purpose of the theory was to explain the dynamics of migration. He based his theory on five general propositions: the existing relationship between migration and distance, process of stage migration, rural/urban differences, and their effect on the propensity to emigrate, development of technology and models of transportation and the rationale behind the migration process. Based on these factors, Ravenstein made yet another categorization by naming the economic factors that come from the place of origin as "push" factors and those rising from the destination as "pull" factors. Ravensteins study became a keystone to investigation of migration and later it was used in development in other theoretical models as well.

There are many different conceptualizations of motivations that effect on one´s travel behaviour, but the thing that scientists can agree on, is that to understand people´s travel behaviour, there are several different elements and stages arising from oneself and from outside that need to be examined. As seen above, there are several different approaches to the research of travel behaviour and there is a lack of comprehensive reviews due to the fact that the area of research itself is extremely breath. The travel behaviour is also seen as continuously progressing area that has several inter-correlated stages that cannot be studied separately. For these reasons, the body of research in travel behaviour can be seen as fragmented. (Cohen, Prayag & Moital 2013, 873.) Hsu, Cai & Li (2010, 282) agree on the fragmented nature of travel behaviour study and stated that the

lack of one, specific, widely agreed-on framework of travel behaviour is due to the wide range of human needs, methodological difficulties and culture differences.

The push and pull motivation framework in the context of travel behaviour study

The push and pull theory have been studied by many researchers, and according to Michael, Wien and Reisinger (2017) Dann (1977a; 1981b) and Crompton, (1979) were one of the pioneers of implementing the theoretical framework to tourism motivation studies. This framework defines tourism motivation as a combination of pushing, internal forces and pulling, destination generated forces. Push and pull theory have been used to study Western and Asian travellers and their travel motivations but although there are few studies made, there is still a lack of literature of push and pull framework in the context of Arab travellers. Therefore, this study will be conducted within the push and pull framework to examine the Emiratis and expatriates living in the United Arab Emirates and their motivations to travel to Lapland. (Michael, Wien & Reisinger 2017.)

The pushing, internal forces are caused by the tourist oneself by seeking different activities to reduce ones needs. The pulling, destination generated forces on the other hand, are caused by the attractiveness of a certain destination. Irsha (2018, 34) explains Crompton´s (1979) view of these forces as socio- psychological push factors and cultural pull factors. Crompton introduced altogether 9 different factors: 7 push factors which were escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, and 2 pull factors which are novelty and education. (Irsha 2018, 34.)

Dann (1977) introduced a theory of anomie and eco-enhancement that is based on the push and pull framework and it defines the anomie factor as the desire to transcend feelings of isolation, while eco-enhancement derives from personal needs. The term anomie refers to a society with lawlessness and meaninglessness caused by the loss of individuals integrative norms. When trying to find an answer for a question "what makes tourists travel?", Dann argued that it was in-avoidable to include the anomic society into the equation. A possible push factor for tourists could be a desire to "get away from it all" and escape the anomic society. On top of this, there is still a profound need for a person to desire love and affection and communicate with others, which can be

deprived from oneself because of the busy work life. As well as anomie, the eco-enhancement can be seen to derive from the level of personal needs as well. Eco-enhancement comes from the need to be recognized. This can also be explained with a term "status" which means a desire to rise above others and a need to be seen as superior to those below him. As anomie, which was explained earlier, deprives the opportunity for "status" in the normal living environment, one could seek it from other places. This way, eco-enhancement can be seen as a reason for travel, to somewhere where one's social status is unknown, and one can gain a different level of "status" then in one´s normal living environment. (Dann 1977, 185-187.)

In the context of anomie and eco-enhancement, Dann also presented an idea of a fantasy. On holiday the tourist can easily act uncharacterized by wearing flashy clothes, drinking more alcohol, being more sexually permissive or tell inappropriate stories and eat exotic foods. Dann refers to this uncharacterized behaviour as fantasy that derives from the two basic needs introduced earlier. Anomie makes tourist try to overcome the meaninglessness of life by pursuing these more fulfilling experiences on a holiday and the fantasy also gives the tourist a perfect opportunity to boost ego by acting out of one´s character. (Ibid., 188.)

When examining the relationship between the push and pull factors, Dann (1977) argues that push motivations are the factors that make tourists travel, whereas the pulling motivations are just common-sense explanations of tourist attractions and therefore not that important. According to Irsha (2018, 34) Crompton (1979) supports Dann´s argument of push factors being of primary importance compared to pulling factors, which according to him are not the reasons why people travel. Later studies support Crompton and Dann argument that internal needs need to be fulfilled first whereas the destinations attractions are of secondary importance. (Yosaf, Amin & Santos 2018, 204; Michael, Wien & Reisinger 2017, 276.)

Gnoth (1997, 283-304) however, describes pull factors as destination generated forces and as the knowledge that tourists hold about a destination. Traditionally, push factors are factors that initiate the travel desire, such as desire to escape, rest and relaxation, adventure, and social interaction, while pull factors are important when it comes to explaining the destination choice. Pull factors emerge due to the attractiveness of the destination, including beaches, scenery, and cultural attractions. Tourism is a response to one´s needs and values that have been activated and after

these two have been applied in travel scenario, it generates motivations. These motivations serve as a good parameter in forming expectations towards the travel. Because expectations determine performance perceptions of a certain product, service, or experiment, it can be argued that motivations have a big impact on satisfaction of the tourists.

Crompton & McKay (1997, 426-427) later gave three different reasons as to why it is important to understand the motivations behind travel behaviour and these reasons where that (1) understanding the tourist motivations would pave the way for creating better products and services, (2) satisfaction with tourism experiences is intrinsically related to initial motives of tourists and (3) motives must be identified and prioritized first before a destination marketer can understand tourist decision-making processes.

There were no earlier studies found of the United Arab Emirates outbound travel to Lapland and therefore it can be argued that no push and pull factors in this context have been identified before.

2.3   Finnish travel market

The Finnish tourism policy is regulated by The Ministry of Economic Affairs and Employment. Visit Finland is in charge of promoting inbound tourism and they support Finnish travel companies by helping them to internationalize, develop and market travel products. Visit Finland is part of Business Finland that is responsible of innovation funding, export, investment and tourism. Inter-Ministrial Working Group on Tourism is also a national level organization body that involves discussions between the Ministry of Transportation and Communication, Environment, Agriculture and Forestry, Foreign Affairs, Education and Culture together with numerous organizations under these ministries. On a regional level financial, advisory, consulting and training services are provided by the Centres of Economic Development, Transport and the Environment (ELY centres), altogether there are about 70 regional tourism organizations. On a local level, municipalities and local tourism offices are responsible for tourism issues. (OECD Tourism Trends and Policies 2020: Finland 2020.) Figure 2. illustrates these different tourism bodies in Finland and their relation to each other by dividing them to national, regional and local level.

Public Authorities

Tourism Organisations

National level

Ministry of Economic Affairs and Employment
- Department of Innovations and Enterprise Financing

Visit Finland/ Business Finland

Inter-Ministerial
Working Group on Tourism

Tourism Industry,
Trade and Labour Market
Associations

Regional level

Regional State Administrative Agencies (6)

Regional Tourism and Destination
Management Organisations

Centres for Economic Development, Transport
and the Environment (15)

Regional Councils (18)

Local level

Municipalities (311)

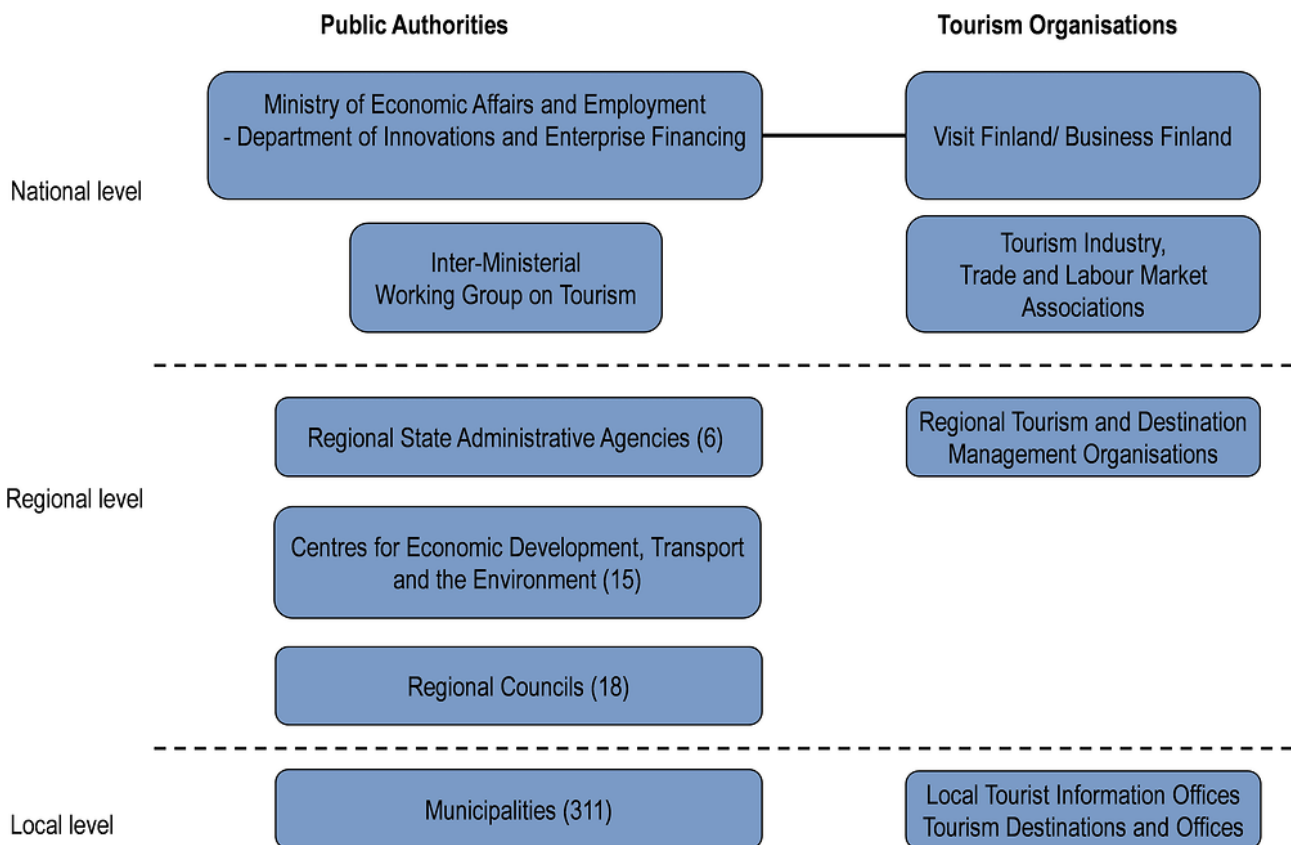Local Tourist Information Offices
Tourism Destinations and Offices

Figure 2: Finland: Organizational chart of tourism bodies (OECD Tourism Trends and Policies 2020: Finland 2020).

Finnish tourism policy is now lead by some internationally recognized trends such as sustainability and digitalization. Finland's key strengths at the moment are nature, security, cleanliness and authenticity whereas Finland´s biggest challenges are price competitiveness, reasonability, ability to find skilled workers, connectivity issues and relatively small pool of travel businesses to support the growth. According to Finland's new strategy on tourism market, the aim is to double tourism exports and grow to be the most sustainable destination in the Nordic region. In 2019, there was altogether 50,9 billion foreign overnight stays in the Nordic countries and Finland´s share of this was 14 %. The strategy is based on four key priorities: support the activities that foster sustainable development, respond to digital change, improve accessibility and ensure an operating environment that supports competitiveness. In order to make the organizational bodies work efficiently for Finnish Tourism, there are number of different boards that get together every year to make sure that tourism policies are implemented correctly, information flows smoothly from decision-makers to facilitators and updated statistics are taken into consideration when making decisions. (Ibid.)

In the aftermath of the pandemic, Visit Finland conducted a five- sector framework that includes the main tourism phenomena that should be observed in the travel industry in the future. These sectors were: values, economy and tourism, technology, geopolitics and society and politics. Some of these phenomena are existing trends and some weak signals of the future development but all of them are considered to strengthen because of the pandemic. People´s financial status will be in bigger role because of the prolonged slow economic growth, people are expected to extend their stays and travelling closer to home as well as value health, wellbeing, nature and spaciousness more while travelling. Technology is believed to offer contactless, richer and more tailored services in the future but on the other hand there might also be a rising demand for detachment of technology during holidays. Threats for the travel industry come from the uncertainty of travel restrictions and uncertainties in the international political field as well concentration of the wealth and aging of population. (Trends and signals of the future of international travel in Finland 2020.)

Visit Finland (2020) specifies trends that rise from the five-sector framework and "Values" are of special interest because of the framework of this study. These "Values" represent the needs and motivations of the travelers. "New meaning of luxury" is seen as arising trend even before the pandemic and it means that instead of material qualities, travelers' value tangible aspects more and demand authentic, exclusive, and tailored services while they travel. This can be seen as joined trends with "experiencing more" which means that the travelers value experience over things and "meaningful travel" that expresses the need for self-actualization and learning. "Insecurity and safety" were an acknowledged trend even pre-covid, but this is expected to be a big advantage for Finnish travel market once the international travel opens up again. The "Values" of this five-sector framework support the earlier theories of motivation as Maslow´s hierarchy of needs explains individuals needs as rising from the need for self-actualization, safety needs and esteem as well as Crompton´s explanation of push and pull framework´s pushing factors such as exploration and evaluation of self, relaxation and prestige. (Trends and signals of the future of international travel in Finland 2020; Irsha, M. 2018, 34; Cohen, Yousaf, Amin & Santos 2018, 201-202.)

Lapland travel market

At the moment, tourism industry is one of the fastest growing industries in Lapland. There has been a positive development in the tourism sector in Lapland for the past decade (2010-2019) which was then interrupted by the global pandemic. There has been several new investments and expansion projects started in the Lapland´s different tourist resorts over the last few years and because of these the long-term growth of tourism is looking promising. For the regional economy of Lapland, tourism plays a big role with a 6,9 percent GDP share while Finland´s average is 2,5 percent. Lapland´s tourism employed 8 000 people in 2019. Because of the seasonality of tourism in the region, many of these were seasonal workers. (Industry brief: Tourism 2021.)

Tourism in Lapland is very different depending on the destination. There are altogether five different airports in the Lapland region: Kemi-Tornio, Rovaniemi, Kittilä, Ivalo and Enontekiö, four of them are part of the Finavia, state-owned aviation operator, and Enontekiö is private owned. The airports are one way of dividing the Lapland travel market area and Rovaniemi, which is the capital of Lapland is probably the most known city. Ivalo airport is close to locations such as Saariselkä and the advantage of this airport is the close proximity to Norwegian border. Kittilä airport is closest to destinations such as Ylläs, Muonio and Levi. And Kemi-Tornio is the southest of the airports and close to Swedish boarder. These are only few known travel destinations in Lapland, and they all have their own unique attractiveness.

Not only are the destinations unique and different but the tourism in Lapland is very different depending on the season as well. During winter season the number of foreign travelers exceeds the number of domestic travelers whereas during the spring and summer season the situation is opposite. The peak season for international tourism takes place during the winter and especially in around the Christmas season. Peak seasons for domestic travel are March and April and the fall season, especially September. Statistics show that domestic travelers make up 70 % of all overnights stays during spring and summer time whereas the percentage is only 8 % during winter season. (Industry brief: Tourism 2021; Tourism strategy of Lapland 2020-2023 2019, 9.) Figure 3. shows the main tourist destinations in Lapland and their share of the overnight stays in Lapland in year 2020. The figure also shows the %- rate of growth compared to previous year 2019.

**REGISTERED OVERNIGHT STAYS 2020
BY DESTINATION IN LAPLAND**

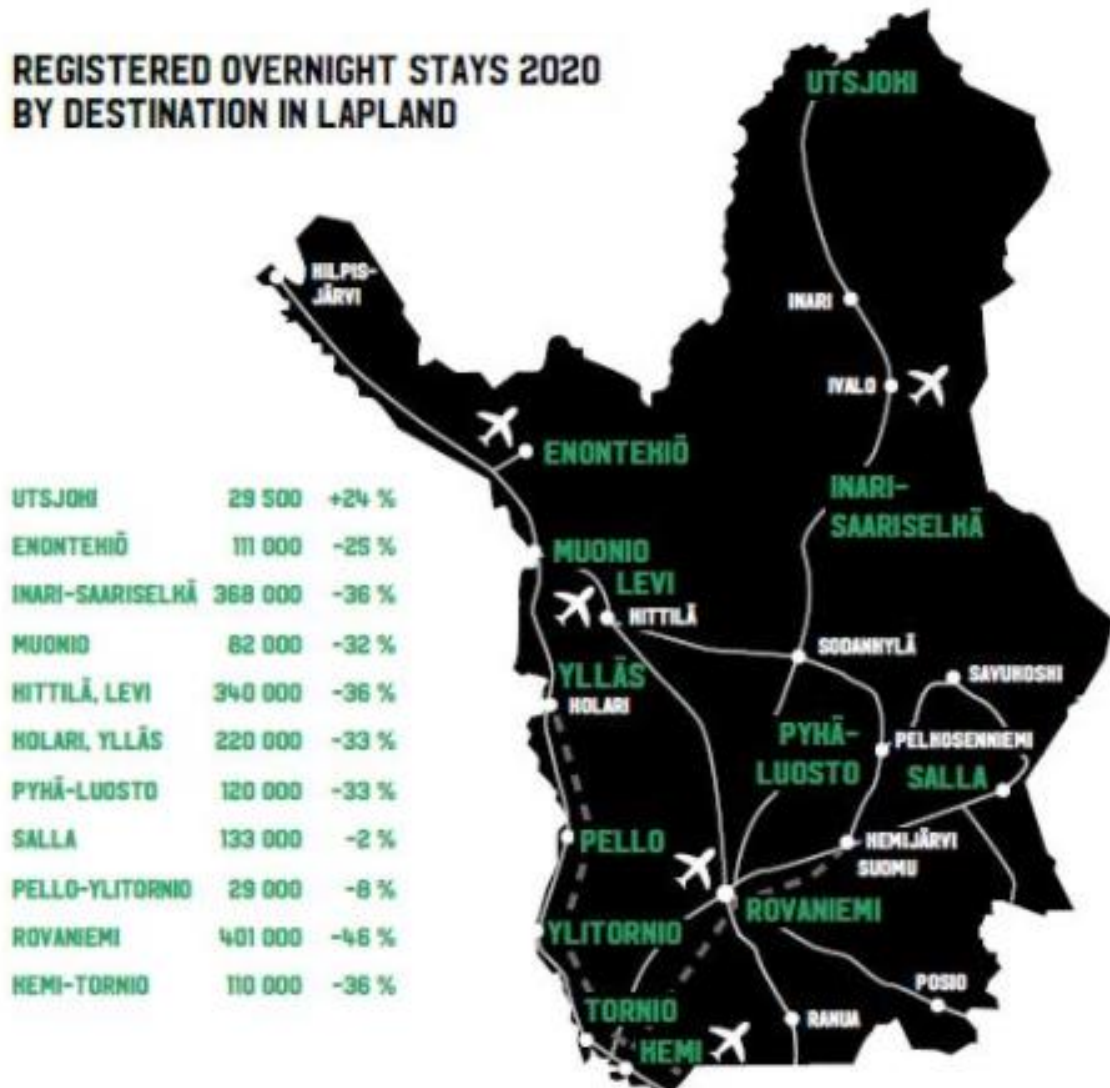|		
UTSJOHI	29 500	+24 %
ENONTEHIÖ	111 000	-25 %
INARI-SAARISELHÄ	368 000	-36 %
MUONIO	82 000	-32 %
HITTILÄ, LEVI	340 000	-36 %
HOLARI, YLLÄS	220 000	-33 %
PYHÄ-LUOSTO	120 000	-33 %
SALLA	133 000	-2 %
PELLO-YLITORNIO	29 000	-8 %
ROVANIEMI	401 000	-46 %
HEMI-TORNIO	110 000	-36 %

Figure 3: Registered overnight stays 2020 by destination in Lapland. (House of Lapland 2021.)

Accessibility is one of the biggest challenges for the growth of the market, but the situation has approved within the last years due to increase of several international, direct flight routes to Lapland. Finavia, a state-owned aviation operator, has announced about an investment of 55 million to Rovaniemi, Kittilä and Ivalo airports and the goal is to increase the number of passengers going through these airports to 2 million passengers. In 2019, this figure was 1,4 million. Another way to access Lapland from Helsinki-Vantaa international airport is by using a train operated by VR, a state-owned railway company. VR offers a capacity of 450 000 sleeping cars and one million seats and it is estimated to grow at an annual rate of 5 %. (Industry Brief: Tourism 2021; Tourism strategy of Lapland 2020-2023 2019, 9.)

Lapland travel product competes with the same pull factors as its neighboring countries. For winter and nature travel, biggest competitors are Northern Norway, Northern Sweden and Iceland but also Canada and Alaska. In addition to Northern Norway relying their marketing strategy on fjord scenery, both Northern Norway and Lapland have emphasized northern lights and endless night in their marketing, and it seem to have benefited both destinations. Up until recently, Finland had few advantages compared to their competitors, such as good infrastructure, versatile product selection and professionalism in tourism but the biggest challenge has been small resources allocated for marketing. (Tourism strategy of Lapland 2020-2023 2019, 16.)

The increase of high-end tourism products had already started before the pandemic and even though Lapland travel industry has suffered severe losses caused by the current situation, the mentality in Lapland is that it is also believed to affect positively on Lapland brand and image. Pull factors such as cleanliness, safety, looseness, and calmness are believed to be eventually strengthen by the situation. High-end services are believed to be a future trend and Middle East is already recognized as one of the target markets for these travel products. (Investments in sustainable high-end tourism are growing in Lapland 2021.)

Sandholm (2018, 51) identified Lapland´s pull factors in her study as the themes of Lapland´s magic and the winter or Santa Claus theme. Another pulling factors were the arctic location, the attractions and activities but also the clean, beautiful nature and the natural phenomenon. According to this study, Lapland is particularly appealing for escape-seeking tourists, who come to search for something unique and totally different from their own everyday life.

Hallott (2011, 58-59) studied luxury travel in the Rovaniemi area and what are the requirements in order to better meet the needs of a luxury traveler´s needs. The results indicated that there is a need for a higher level of customer service and the ability to serve the customers in their own native language. The study also argued that there is a need for an improvement in infrastructure, products and services. More boutique hotels are required, more private lodges and possibility for a luxury transportation such as premium cars, limousines, helicopters, and jet skis. Another factor that requires improvement is the image of Lapland as a travel destination. According to the study, relatively few people saw Lapland as a luxury destination and even the image as a "normal" destination wasn´t as clear as for example, Iceland, that competes in the same category with Lapland.

Iceland was seen as "hip" destination where people go for its nightlife, spas, northern lights and natural attractions.

Jokelainen (2018, 57) studied Singaporean travelers and their interest towards Lapland. This study supported Hallot´s (2011, 58-59) results about Lapland's potential of being a luxury travel destination. Singaporean travelers have very few holidays in a year so whenever they get to travel, they do not hesitate to spend money. They like to spend money on luxury brands, and they also like to spend time with the family doing activities together and experiencing different things in the destination. According to the study Lapland´s attractive factors for Singaporeans was the Lappish experience overall. They wish to see northern lights, Santa Claus, glass igloos and experience the cold weather.

Finnish travel market in figures

Finnish travel industry kept growing in 2019 and foreign overnight stays in Finland was 7,1 % which was 3 % growth to previous year. In 2019, Finland received most visitors from Russia, United Kingdom, Sweden and China and the biggest growth in outbound travel to Finland compared to previous year was from India, China, France, Italy, Belgium, Estonia and Austria. United Arab Emirates was on 38th in ranking with 6 000 overnight stays. 43 % of all foreign overnights stays was in Helsinki metropolitan area and Lapland kept growing its share of the stays for the fifth year in a row with 1,8 % billion foreign overnights stays (~25 % of the total). Lapland received substantially big number of Asian travelers but still most of the visitors came from United Kingdom and Europe. (OECD Tourism Trends and Policies 2020: Foreign overnights reached a new record in 2019.)

Figure 4. presents the foreign overnight stays in Finland in 2019 and as the number of overnight stays was 7 million, there was 3 % growth compared to year 2018. Starting from 2013 until 2019, the number has grown every year until 2020 when the global pandemic started and affected the international travel. (Foreign overnights reached a new record in 2019.)
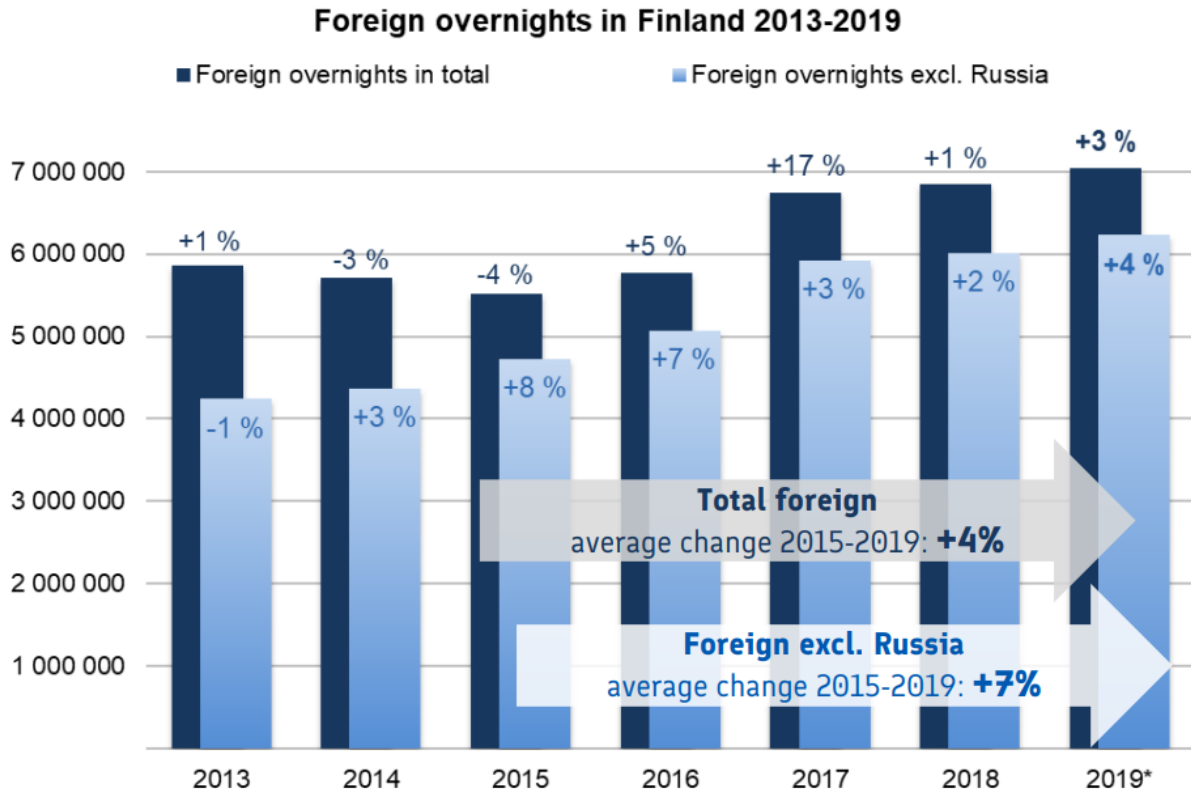
Figure 4: Foreign overnights in 2019. (Ibid.)

Figure 5. presents the foreign overnight stays in Lapland in 2019 dividing the overnights by the region that the travelers originated from. Lapland´s share of the total 7 million overnight stays in Finland in 2019 was 1,8 million (25%) and the change from the previous year 2018 was +3 %. (Positive growth from several markets continued 2019.)

Lapland: Foreign overnights in 2019 from different regions

Oceania
2 %
(+1%)

Americas
3 %
(+31%)

Africa
0 %

Russia
6 %
(-1%)

Scandinavia
7 %
(+2%)

Asia
17 %
(+5%)

Rest of Europe
65 %
(+3%)

LAPLAND
1.8M foreign overnights,
2019 vs. 2018 change **+3%,**
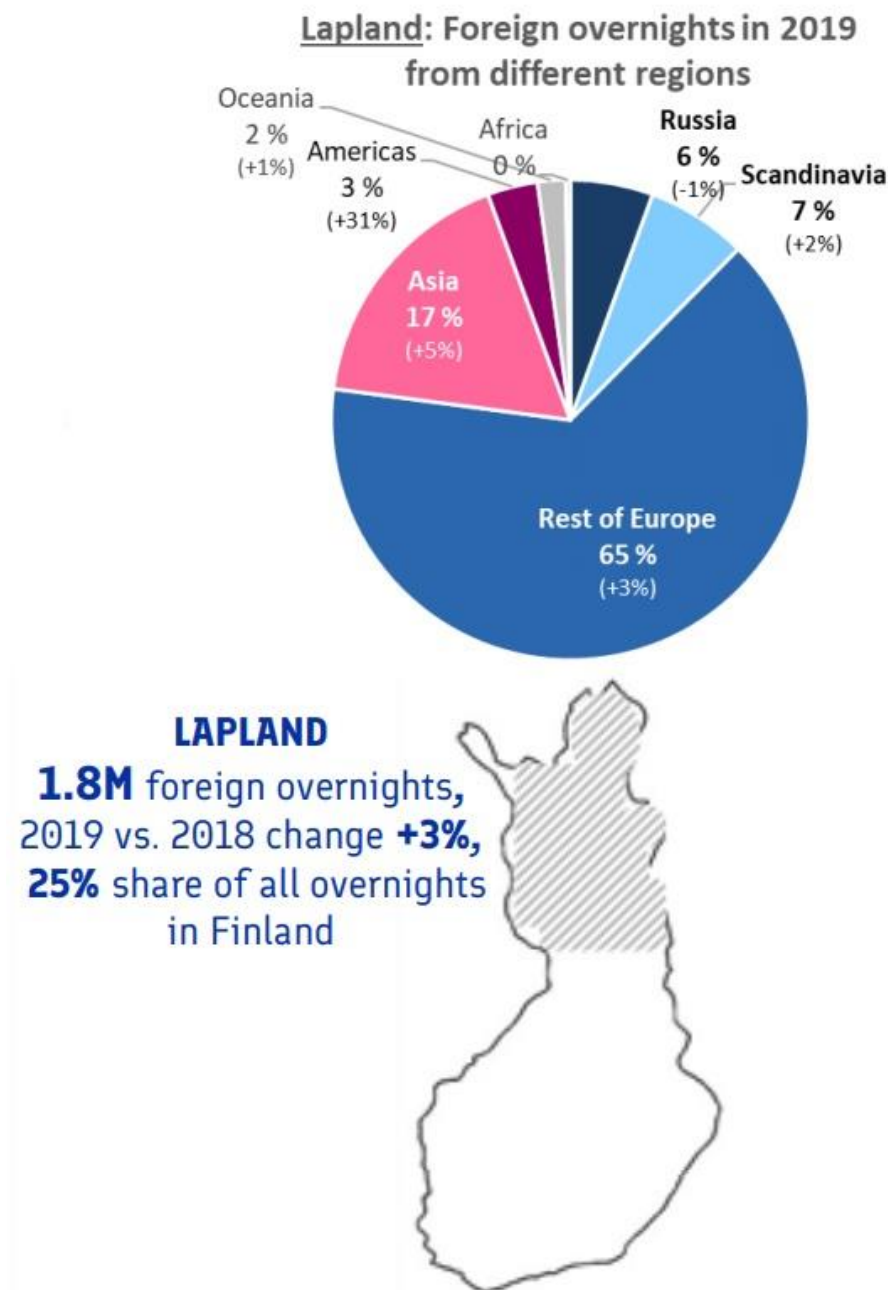**25%** share of all overnights
in Finland

Figure 5: Lapland: Foreign overnights in 2019 from different regions. (Ibid.)

Due to the global pandemic, it was expected that the same numbers shown before, was changed massively in 2020. For Finnish tourism industry, year 2020 meant -68 % change so the number of foreign overnight stays was 2,3 billion. Lapland had the smallest decrease in overnight stays during the summer season 2020 (June-August) and this was due to increase (7%) in the share of domestic travelers. In all of Finland, the decrease from summer 2019 to 2020 was -33% in total overnight stays and foreign stays share decreased by 85 %. Outbound travel from United Arab Emirates to Finland experienced a massive decrease as well, from 6 000 overnights in 2019 to 500 overnights

in 2020 (-92%). While these numbers represent one of the biggest reasons as to why this study is needed, they shouldn´t be considered on this study too much. The idea of this study is more about planning the future and looking closer at the UAE outbound travel market and recognizing the biggest factors as to why people from the UAE travel abroad and what would be the reasons for them to choose Lapland as their travel destination. To produce this information now and being able to use it to Lapland travel markets advantage, can potentially have a huge impact on the amount of UAE travelers visiting Lapland as soon as the travel industry recovers, and it is safe for everyone to travel. (Ibid.)

Figure 6. combines all relevant numbers concerning tourism in Lapland in 2020. With 2,1 million overnight stays in 2020, the change from 2019 overnights stays was -34 %. The number of international visitors decreased significantly from the years before and statistics show that most of the overnight stays in Lapland in 2020 were domestic travelers. (10 Facts about tourism in Lapland 2020.)
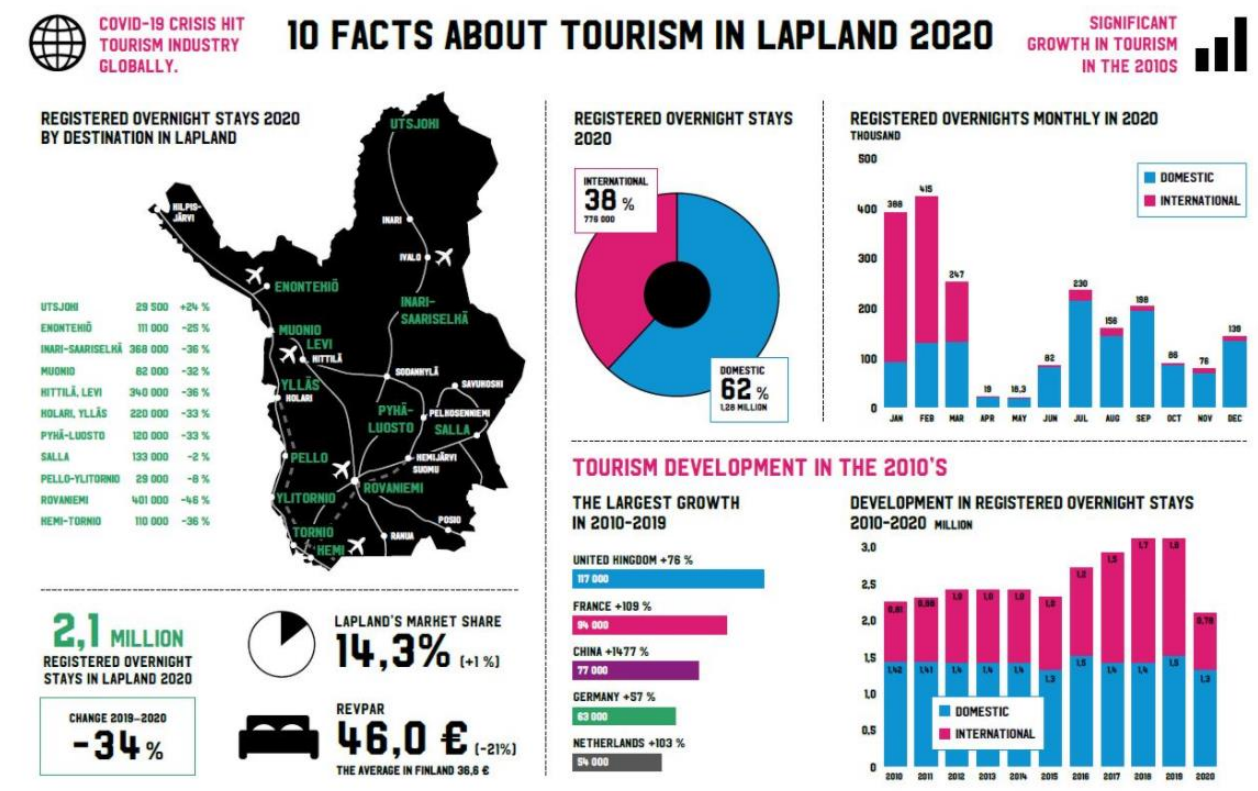

Figure 6: 10 Facts about tourism in Lapland 2020. (Ibid.)

Outbound travel from the UAE to Finland

Figure 7. shows that there has been a 32 % increase in UAE overnights in Finland between years 2000-2018. In 2018 the overall UAE overnights in Finland was around 12 000. These overnights were spread around different parts of Finland and Lapland´s share of 2018 overnights were 24 %. To compare these numbers to recent years, in 2019 the total overnight stays was 6 000 and in 2020 only 500. (Aridi 2019.)
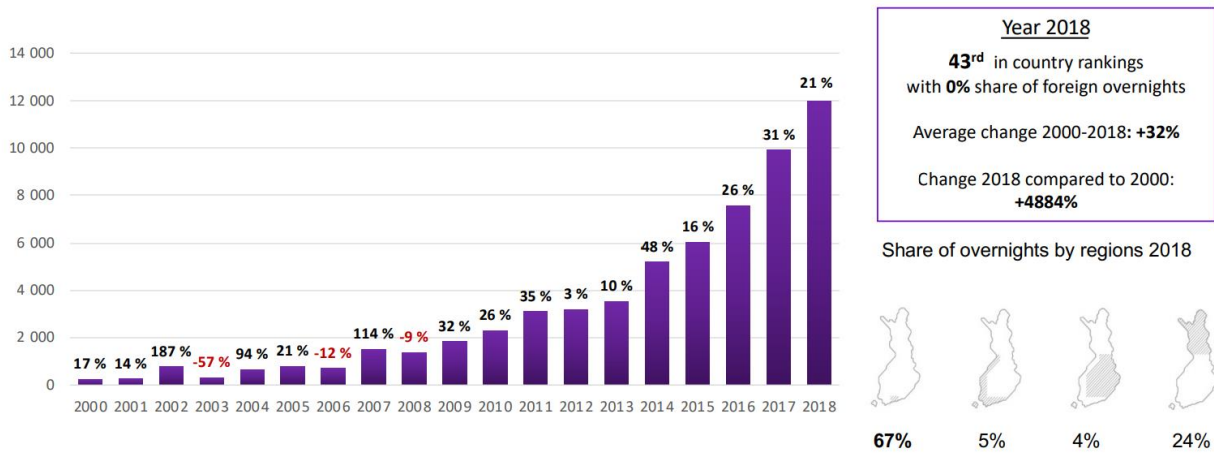
Figure 7: UAE overnights in Finland 2018. (Ibid.)

According to Visit Finland´s United Arab Emirates market report (2019, 5-6) Finland has started to be not only a winter travel destination, and this is due to a consistent work in the market to show-case Finland as all year long destination instead. It is argued in the report that Snow Finland and Adventure Finland are the main winter products that should be kept promoting along with pro-moting Finland as twin destination with Sweden and Norway. Some projects have already been initiated and for example Visit Arctic Europe- project focuses on marketing Finnish Lapland, North-ern Norway and Swedish Lapland as a joined travel destination (Tourism strategy of Lapland 2020-2023 2019, 16). According to the findings in this study, which will be presented later, there seems to be a good demand for the twin destination idea, but the winter products may not be in such

high demand anymore or at least a vital option is to start further promoting the other seasons as well.

This study aims to further investigate the possibilities and pull factors that Finland and Finnish Lapland in particular have in order to strengthen its position in the UAE travel market. According to Business Finland´s report (Aridi 2019, 6) Lapland remains the number one destination to be visited from the UAE and Rovaniemi to be mentioned as one of the favourite destinations. Saariselkä has benefited from close proximity to Rovaniemi, and Kittilä/Levi have received tourists as well due to their positioning as high standard facilities.

2.4 The United Arab Emirates travel market

The United Arab Emirates in brief

United Arab Emirates (UAE) consists of seven different autonomous Sheikhdoms: Abu Dhabi, Dubai, Sharjah, Ras Al Khaimah, Fujairah, Umm Al Qaiwan and Ajman. The UAE became independent state in 1971 when Sheikh Zayed Bin Sultan Al Nahyan, also referred to as UAEs founding father, became the first president and ruled the country for more than 30 years. Since 2004, his son, Sheikh Khalifa Bin Zayed Al Nahyan has been the president of UAE. In 2020, the population was 9,9 million and approximately 10 % of the population consists of native people, Emiratis. The remaining 90 % includes other Arabs, Palestinians, Egyptians, Jordanians, Yemenis, Omanis and expatriates from multiple countries such as Iranians, Pakistanis, Indians, Filipinos and West Europeans. Arab is the official language, but as a global commercial hub and top tourist destination, English is widely spoken. Muslims constitute the majority of UAEs citizenry (approximately 96 %) but UAE is known to be the most liberal country in the Gulf area with wide tolerance for other cultures and beliefs. (About the UAE 2021; United Arab Emirates in brief 2021; Study on Tourism in Overseas Market of United Arab Emirates 2011, 21-22.)

The UAE is run by a federal government and by local government of the seven emirates. The Supreme Council of Rulers is a body under the government, and it is responsible for electing the President of the Federation. The Supreme Council of Rulers is also the top policy-making body in the UAE by having both legislation and executive powers. The Prime Minister is appointed by the President and Prime Minister is responsible for appointing the Council of Ministers. Addition to

these positions, there is also a 40-member parliament known as the Federal National Council (FNC) that is supposed to bring accountability to the system by advising and questioning when needed, to the Council of Ministers. (The Government 2019.) The UAE is a member of the Gulf Co-operation Council (GCC), also known as Arab League. The UAE has 6 % of the world´s oil reserve and the seventh largest proven natural gas reserves and therefore it is safe to say that oil and gas will continue to be the base of the UAE economy. However, significant steps have been taken to-wards more diverse economic and at the moment, approximately 70 % of the GDP is now gener-ated by other sectors than oil and gas. (United Arab Emirates country brief 2021.)

The population demographics explains the travel behaviour of the UAE travelers. The UAE society is male dominant, nearly 65 % of the population are men, and there are various factors as to why it is. The prominent one is the high number of male expatriates and immigrant labor in the coun-try. Because of the large number of expatriates in the country for work purposes, nearly 79 % of the population consists of age group of people between 15 to 59 years old. The fact that almost 80 % of the population is non-nationals, has a bearing in the high preference for tourism in the coun-try. Because most of the work age people are not nationals of UAE, they are often motivated to travel frequently. (Demography and social statistics 2019; Study on Tourism in Overseas Market of United Arab Emirates 2011, 21-22.)

The UAE will be hosting the EXPO 2020 starting from September 2021 and lasting until March 2022. There will be over 190 participating countries and for the first time in the World Exhibit his-tory each country will have their own unique pavilions to showcase their products and services. The World Expo´s history goes back over 170 years and during these years, there has been some major, world-changing revelations, such as world´s first mechanical computer and first telephone. From the travel industries point of view, some interesting revelations were the Eiffel tower in 1889 Paris World EXPO and Space Needle in Seattle World EXPO in 1962. It is safe to say that EXPO 2020 will be an ideal opportunity for countries to market themselves especially in the post pandemic time. (Understanding EXPO 2020.)

The UAE outbound travel market

The UAE outbound tourism market is expected to surpass 24 billion US$ by the year 2025. When looking at the whole GCC area, the same number was already 69 US$ billions in 2018. This market has grown rapidly over the last years and that is due to increasing globalization. The Emiratis are known to travel to nearby Gulf Cooperation Countries (GCC) and in 2015 the number of outbound travels was 3,5 million of which nearly 40 % was trips to Saudi-Arabia. When studying the increase of the UAE outbound travel market, it is argued that factors such as disposable income, passion to explore and efficient flight connections are reasons behind the increase. (The United Arab Emirates outbound tourism market is predicted to surpass US$ 24 billion by the year 2025 2019.)

UAE outbound travellers are a combination of UAE locals and expatriates, usually aged under 35 and high-income earners that embark on long-haul trips. Middle East Consumer Travel Report (2018) studied Arab travellers and their travelling habits and according to the study the GCC (Gulf Cooperation Council) countries were divided into three homogenous group of travellers: GCC nationals, non-GCC Arab expatriates and Western and other expatriates. Out of these categories, GCC nationals are the ones travelling most internationally and 34 % of them travelling five or more times a year. Western and other expatriates are the ones travelling home most often, 44 %. According to the study, these trips to their home countries is often combined with a trip to another destination as well. 68 % of the respondents were married with children and the study in correlation with travel executive interviews showed that Arab travellers usually travel as groups of 2 or 3 families. Michael & King (2014, 87) found similar results in their study and described these extended families as groups of 14 to 21 people.

According to research, the reason Emiratis choose to travel is to learn more about different cultures and travellers usually visit culture-significant places and they wish to meet locals in the travel destination to learn more about their traditions and way of life. Latest research also shows that changing generational trends influence GCC tourists to venture in locations that they have never been before. Because of the changing generational trends, people now search for authenticity, experiments, and freedom of movement. Although the outbound tourism from GCC countries is still heavily influenced by visiting relatives and family and pilgrimages, according to research there is a growing demand for different kinds of vacation types such as cruises, city breaks, adventure/sport

holidays and culinary holidays. At the moment, majority of GCC country population is millennials who as travellers are argued to be heavily influenced by the image of the destination. This would help explain the increasing demand for niche tourism experiences. (The United Arab Emirates outbound tourism market is predicted to surpass US$ 24 billion by the year 2025 2019; HotelierMiddleEast.com 2019.)

TradeArabia (2018) research shows similar results that GCC travellers increasingly seek for unique holidays and individual experiences when travelling. This research also shows GCC travellers need for luxury travel and it is argued to arise from the high-net-worth individuals' strong currency and high spending power. Another explanation for the need for luxury travel could be found from the development of different forms of luxury. In this research it is argued that when talking about GCC travellers, luxury travel must include halal tourism along with personal experience. (Outbound luxury travellers from GCC set to increase in 2018.)

When talking about an Arab travel market, it is important to recognize halal- tourism as a growing market segment. "Halal" means things that are permissible according to Islamic teaching and according to that, alcohol, pork, nudity and gambling are off the limits. Muslims, as well as other consumers are not homogeneous in their needs, in this case, the faith-based needs. In order to better understand the needs of halal- tourism travel market, Figure 8. illustrates the three main key needs of this travel segment. The "need to have segment" demonstrates the absolute requirements that halal-tourists have to have when they travel, according to the research. Both "good to have" and "nice to have" segments have a value-adding meaning to the travel. (Global Muslim Travel Index 2019.)

Figure 8: Faith-based service needs (Ibid).

There are several very clear criteria for Middle Eastern travellers when choosing the destination. These criteria are safety, nature and weather, multiple activities suited for the household, warmth and friendliness of the host country and budget. In terms of duration and seasonality of the trips, longer trips (5 to 10 nights minimum) are taken during the summer, end of the year festive season and Easter/ Spring school break. These longer trips are usually directed to Europe, Far East & South East Asia, and America. In Europe, favourite destinations for travellers are London, Paris and Barcelona based on the wide choice of activities such as shopping, sight-seeing, and cultural visits. Out of these three, London is the number one destination for Middle East travellers. (Middle East Consumer Travel Report 2018, 25-29.)

When seeking information about destinations, 65 % of the respondents either searched information online or gathered information by word of mouth by receiving recommendations from family, friends, and colleagues. Travel agents play a big role in the Arab tourism industry. It is argued that travellers can be divided roughly into two different groups: those who have already decided on the travel destination and those who wish the travel agencies to recommend suitable destinations according to their specific criteria. (Study on Tourism in Overseas Market of United Arab Emirates 2011, 40.)

Michael and King (2014, 87-88) studied push and pull travel motivations of Emirati nationals to Australia. According to their study the biggest push factors were enhancement of kinship relationships and social interaction and pulling factors were opportunities to buy local products, natural attractions, spas, museums, and snow-related activities. This study revealed a difference in marketing strategy on different channels. Where Australian online marketing focused on emphasizing variety of different accommodations and natural environment, Arabic websites showcased beaches and shopping malls. This research studied expatriates as well and their interests differed a little from Emiratis. Expatriates were especially interested in outdoor activities, music and arts and culture. They favored outdoor activities in Australia given the absence of such opportunities in Dubai. According to the findings in this study, expatriates were more adventurous than Emirati's respondents. Expatriates were keen on experiencing different kinds of accommodations in a wide range of non-Metropolitan settings. Where the Emiratis had a strong family focus on trips to Australia, expatriates generally made their travel arrangement individually and travelled alone or with their partner.

Middle East Consumer Travel Report (2018, 25) stated that major pull factors for Middle East travelers are luxury and green landscaped along with safety and multiple activities for the whole household. Michael et al. (2017, 282-283) studied Emirati's motivations to travel to Australia. Several different motivations were found, such as the weather, seeking of different kind of landscape and outdoor activities. Also beaches and pedestrian environment were something that UAE travelers valued in the travel destination. Emiratis felt that physical and time distance gave them the opportunity to escape work-related stress, daily responsibilities, and socio-cultural norms.

Study on Tourism in Overseas Market of United Arab Emirates (2011, 34-35) divided UAE outbound travelers to Emiratis and expatriates and stated that whereas, expatriates tend to favor visiting their home countries for holidays, Emiratis first choice of destination is visiting family and relatives, usually in the other Arab countries. According to this research, other than holidays to visit family and relatives, Emiratis emphasize the image of the destination, clement climate, the quality of facilities, accommodation, and shopping, as well as cultural alignment. This research also argued that Emiratis require engagement for all the members of the family, shopping for women, entertainment centers for the children and nightlife for the men. Expatriates emphasize cost, accessibility, fun and entertainment and variety of things to see and do. Middle East Consumer

Travel Report (2018, 31) argues that Arab National wives will not travel apart from visiting family members, but Aran National men tend to take breaks locally with their friends.

Slak Valek and Fotiadis (2017, 244-245) conducted a quantitative research of the differences between everyday life activities and leisure travel activities among both Emiratis and expatriates. The results showed two different comparison. Both Emiratis and expatriates, everyday life activities compared to leisure travel activities separately, and also the comparison between Emiratis and expatriates. The results stated that no statistically significant differences between the Emiratis and expatriates, leisure travel habits were found. The results also showed that everyday life activities for both groups were for the most parts the same as leisure travel activities. A common activity that both focus groups mentioned as the primary reason for travel was "travel around and explore the country". Some differences between preferred leisure activities were found as expatriates were drawn by cultural sights, while Emiratis were more interested in spas and beauty activities. Other popular activities for both focus groups were sun, sand and beach, artistic creating (such as drawing) and sports.

3   Research method and implementation

In this study qualitative research method was used to conduct the study. Data was collected by focus group interviews with Emiratis and expatriates, semi-structured questionnaire with Emiratis and in-depth interviews with tourism professionals. Data analysis was done by using analysis of content.

3.1   Qualitative research

In qualitative research, the theoretical framework defines how the subject or phenomenon in question is viewed. It is important to make conclusions about the leads that arise from the observations made during the research. To separate the observations and results of the research, a research method is needed. It´s most important purpose is to describe the formation of the observations and interpretations. Choosing the theoretical framework and method can be challenging because the phenomenon is often viewed from several different angles. Therefore, it is not necessary to define a specific theoretical framework at the beginning of the process. (Alasuutari 2011.)

Sharma and Altinay (2012, 821) argue that qualitative research is not based on numbers and therefore sample sizes and graphics are not the main purpose of qualitative research. Rather it is based on the idea of finding depth and breadth from the topic area in question. According to Eskola and Suoranta (1998) qualitative and quantitative research both have their benefit´s and there is no need to opposition them against each other. However, it is sometimes beneficial to explain the essence of qualitative research by its relation to quantitative research and find the key differences. The basic difference is that qualitative research aims to understand whereas quantitative research aims to explain. Statistics Finland (2021) defines it as a method where the researcher chooses specific themes and areas to cover with the study. In the pre-set context, the respondents are then free to share their opinions and views and the researcher task is to only guide the conversation with follow-up questions if needed. This method can be used as an independent method or together with quantitative method. Qualitative method is often used in the hospitality and tourism field especially in the case of inability to understand the problem by using quantitative approach. For example, when it´s important to understand different variables, such as motivators instead of just the outcomes.

A qualitative research approach was chosen to gain a detailed understanding of the motivations behind the respondent's decision-making when they choose to go on a holiday. Instead of collecting numeric data with quantitative research, it was more important to give the respondents an opportunity to speak freely about the research topic in order to better understand their needs that ultimately reflect the needs of the market in question. In qualitative research, the idea is to focus on analysing a smaller amount of data as thoroughly as possible and the quality of the data rather than the quantity is the criteria for its´s scientific credibility. (Eskola & Suoranta 1998.) For this study it was essential that the individuals interviewed for the research had a strong knowledge and expertise of the topic of the research. The professionals that were interviewed for this study, were each chosen based on their knowledge about the UAE travel industry. The Emiratis and expatriates represented the focus groups of the study and were representing the two groups of interest in the specific market in question. (Tuomi, & Sarajärvi, 2018.)

Qualitative method is often chosen, for example when doing marketing research as it can help obtain an understanding of the decision-making process or identifying service or product improvements. In this study, defining push and pull factors behind UAE residents travel decisions helps in

understanding their decision-making process. Another aim is to list the development targets that need to be addressed in order for Lapland travel market and its products to be more suitable for the UAE travellers and therefore it can be argued that qualitative research method was better suited for this study. (Wilson 2012, 104.)

The purpose of this study was to further understand the motivations behind the travelling decisions of the UAE travellers and the benefit of qualitative approach is that it can be useful for characterising and identifying one´s behaviour and it aims to understand the deeper meaning behind actions, it was chosen as the research method for this study. Qualitative methods offer an effective way of understanding rather than explaining phenomenon and, in order to find answers to the research questions set for this research, it is crucial to find deeper meanings behind the travel decisions to be able to develop the Lapland travel market to better suit the UAE travellers.

3.2   Data description and collection

This study was conducted in Dubai, United Arab Emirates and the data was gathered from multiple sources at various time points during November and December of 2020 and January 2021. Interviews were selected as the most applicable means of collecting primary data for this study. This method was chosen because the subjects of this study was residents of the UAE and their views and opinions of travelling. The most effective way of gathering data was to ask directly from these target groups themselves and allowing them to share their thoughts openly in an open interview. Merriam and Tisdell (2016, 108) explain the reason behind conducting interviews as the only way of learning about people´s feelings, thoughts, and intensions. None of these can be learned only by observing, one needs to ask the respondents directly.

Three different kinds of techniques were used: focus groups, in-depth interviews and semi-structured questionnaire. Vilkka (2021) states that the most important thing when choosing respondents for interviews, is to keep in mind what is the purpose of the study. The respondents should be chosen according to their knowledge of the subject, it could be through their occupation or subjective experience. In this case, the target groups consisted of Emiratis, expatriates, and tourism professionals. Emiratis were interviewed by using two different research methods: Focus group interviews and semi-structured questionnaire. Interview with the expatriates was a focus group interview and interviews with the travel professionals were in-depth interviews. One interview

was done in Finnish and rest of the interviews in English. The focus group interviews and one interview with a professional was done face-to-face and rest of the interviews were done over the phone or as a video call. Group interviews compared to individual interviews produce different kind of data, both equally significant but it is important to understand the difference between them when analysing the data (Alasuutari 2012).

The Emiratis respondents consisted of one group of three Emiratis and after the Emiratis group interview, four more Emiratis interviews were conducted as online questionnaire. The open questions of this questionnaire were drafted from the main topics of the focus group interview. Expatriate respondents consisted of one group of four people. Tourism professionals were all interviewed separately and there were altogether 6 interviews. All interviews that were done face-to-face or as a video call, were recorded and described afterwards and notes were drafted from the interviews done over the phone. The group interviews lasted from 20 minutes to 45 minutes and the open interviews with individuals lasted from 25 minutes to 120 minutes.

Given the nature of the study, it was argued that referring to the respondents only as "Emiratis", "Expatriates" or "Tourism professionals" was enough and there was no need to further specify the demographics of the respondents. Research questions define how much of the respondent's background is needed in order to understand the respondent's world and where the respondent comes from. In the context of this study, the researcher was aware of the nationality and the country of residence of the focus group respondents as well as the nationality, company they work for and the work title of the tourism professionals. With this information, the researcher was able to both understand a little about the world that the respondents were coming from as well be ensured that they were qualified as the right kind of respondents needed for this study. (Vilkka 2021.)

All interviews were conducted as an open interview and following the guidelines of research literature, a discussion guide was designed before conducting the interviews. The problem with highly structured interviews is that where the topic of discussion was the only thing set beforehand. The idea was to let the respondents lead the conversation and in times when the conversation didn´t continue naturally with dialogue, the researcher presented follow up questions to carry the con-

versation. The desired result of these interviews was to collect data that describes the respondents travelling habits and perceptions and images that they have of Lapland as a travel destination. Therefore, it was argued that the respondents get to lead the discussion and reveal their thoughts about the subject openly.

Only two of the 12 Emiratis and expatriate respondents had visited Finland before and none of them had visited Lapland. With the group interviews, there were also some features from theme interview as two videos were shown to the respondents followed by a discussion of what was seen on the videos. (Exploring Finnish Lapland 2015; Feel the Finnish Lapland 2012.) The videos automatically gave a certain frame for the discussion and therefore the interviews can be considered to have features from a theme interview. The interviews with tourism professionals were conducted as open interviews as well but as they were one on one interviews, the nature of the discussion differed from the group interviews. The topic of the discussion was given to the respondents beforehand, and they then shared their expertise and knowledge about the subject, but no videos were shown to the professionals. (Tuomi & Sarajärvi 2018.)

Open and semi-structured interviews

One of the simplest ways to collect data for qualitative research is to conduct an interview. The idea of an interview is based on the idea of gathering information from the subject of research. There are different ways to categorize interviews, but one of the most used categorizations is based on the structure of the interview. Based on this factor, interviews can be divided into four different categories: structured interview, semi-structured interview, theme interview and open interview. (Eskola and Suoranta 1998.) The problem with highly structured interviews can be that predetermined questions may not allow the researcher to enter the respondent's world and gain a comprehensive understanding of the respondent´s perspectives (Merriam & Tisdell, 109). Open interview method was chosen because it was crucial for the purpose of the study to gain that understanding. Thus, this study consists of open interviews with individuals and focus groups and half-structured interviews with individuals.

Semi-structured interview uses same questions in same format for all the respondents but unlike structured interview, it doesn´t give pre-set answer options but requires the respondent to write

open answers. Open interview on the other hand, can also be referred to as open discussion. The topic of the discussion remains the same with all the respondents, but the themes of the interviews vary between the interviews. Open interviews are usually referred to as in-depth interviews when there are several interviews with the same respondent. Other researchers argue that in-depth interview can be conducted within one interview only but in order to succeed this usually requires a very narrow topic for the interview. (Eskola and Suoranta 1998.)

Out of the in-depth interviews, two were conducted as a video call, two as a phone call and one face-to-face. All the interviews followed the same pattern. At the beginning, according to good research manners, researcher explained the topic of the study and asked a permission to record the interview or in case of phone call, taking notes. It was also explained to the respondents that they will remain anonymous in the final study and they will only be referred to as "tourism professional". After the introduction, the respondents were free to share any knowledge they felt important about the given topic. In all cases, respondents were very passionate about the subject and there was no need for the researcher to ask several follow-up questions, interviews were all more like conversations between the respondent and the researcher. The researcher tried to avoid expressing subjective views about the topic in order to not lead the conversation in any direction. (Vilkka 2021.)

Semi-structured interviews were conducted as online questionnaire for five Emiratis and the questionnaire included a short introduction of the topic and statement that all respondents will remain anonymous in the final thesis. Group interview with the Emiratis was done before and based on the themes in that interview, questions were drawn for the questionnaire. All questions were semi-structured with open answers and the questionnaire included two links to videos that were shown for the group respondents as well.

Focus group interviews

Eskola and Suoranta (1998) describe group interview as a way for the researcher to enter the interviewees world. At its best, group interview gives more information about the respondents as the group allows the respondents to support and encourage each other and memorize and analyse things together. Alasuutari (2012) argues that if the members of the group know each other,

the situation reminds them of a natural interaction. This often results in open discussion between the respondents, and they start asking questions from each other and comparing their views about the subject in question. Two biggest advantages of a group interview compared to individual interview is the efficiency and respondents' control over one another. Especially when investigating the opinions and cultural aspects, group interview is an efficient method.

There are several purposes for the use of group interviews and in this study the aim is to gain factual information, study joint norms and ideals of the group, pursue understanding and realization and pursue new ideas. The group should be mainly homogenic and in this study the imperative factor is the nationality. Other group consists of Emiratis and the other group consists of different nationalities living in the UAE. (Eskola and Suoranta 1998.)

Group interview aims to as free and open atmosphere as possible. It doesn´t have a structure but the conversation rather flows smoothly while staying in the topic. It is up to the researcher to decide whether to aim for more of an interview kind of set up or a conversation. It is argued that the latter is more difficult to execute because respondents are rarely capable of carrying a conversation the whole time so usually it is something between a dialogue and conversation and an interview. The biggest challenges in group interviews are starting the conversation and containing the most dominant respondents. (Ibid.)

The size of the group is open to the researchers view and the decision can also be affected by many external factors, such as being able to schedule a time that suites all the respondents. With a bigger group, there might be some technical issues to consider such as how to get everyone´s voice heard on the record, whether extra microphones are needed and also identifying the speakers on a record is harder in a bigger group and could create challenges in the transcription phase. (Ibid.)

There were two group interviews conducted for this research. First group consisted of three Emiratis and second group of four expatriates. First, the researcher explained the topic of the research and explained to the respondents that they will remain anonymous in the final thesis and they will only be referred to as "Emiratis" or "Expatriates". After the introduction researcher opened the discussion and it was followed by active discussion about the topic. Compared to the

interviews with tourism professionals, the researcher had to make more follow-up questions and lead the conversation in some stages in the group interviews, but the group dynamic was good in both groups and everyone was sharing their thoughts and ideas about the subject.

3.3   The process of qualitative data analysis

Rather than basing the analysis of the data on statistics and systematic relations between different variables, qualitative research analysis focuses on the "big picture". Qualitative research analysis aims to explain some singular whole and its structure. Even when the data is gathered by conducting several individual interviews, the analysis cannot focus on explaining the differences of these individuals by separating different variables, but rather it aims to find absolute truths that cover all the things revealed during the data collection. To turn the idea around, the purpose of qualitative analysis is not to conduct statistically meaningful data, and it would be impossible even for the soul reason of not having enough data to have a statistical significance. The analysis aims to understand the reasons behind different phenomenon and conducts valuable data for the research field this way, but it will never be able to conduct statistically reliable data, nor it is meant to. (Alasuutari 2011.)

Tuomi and Suoranta (2018) divide qualitative research methods into two different groups: methods that are based on a grounded theory and methods that are not originally based on any specific theory, but which can later in the process use different theories to analyse the results. Analysis of the content is a basic analysis method for qualitative research, and it can be one, specific method or as a bigger, theoretical framework that can be part of a larger analysis content. It is argued that every analysis method used for qualitative research can be seen as some form of analysis of content. There are several different method descriptions of the same method. Tuomi & Suoranta (2018) describe the first two steps of the analysis of content transcription or coding and classification or theming while Alasuutari (2012) refers to them as simplifying the observations and solving the riddle.

To further explain the analysis of content by using the terms Alasuutari (2012) introduced: the separation between simplifying the observations and solving the riddle can only be made for analytic purposes but basically these two phases always intertwine with each other. Simplifying the observations can be further divided into two different parts. The first part focuses on observing

the data from a specific theoretic- methodologic point of view. At this point, the most important thing is to identify what is the essential information of the whole data, in the light of the theoretical framework and research questions. This part should produce the "raw material" for the next part of simplifying the data where the focus is on unifying the gathered "raw material". Easiest way to do this is to look for common nominators that cover the whole data. The idea of this part is to find nominating rules and structures that apply for all the data.

Next phase, solving the riddle, can also be referred to as the interpretation of the data. This phase aims to make interpretations of the phenomenon in question by using the nominating rules and structures found in the previous phase of the analysis. The interpretations can be presented using different models depending on the theoretical framework that the analysis is based on. Focus can be more on the actions or functions that emphasize the role of a personality or the interpretation can be focused more on lifestyle context where personality is seen more as part of its environment. (Ibid.)

The methodology applied in the data analysis was analysis of the content. All the interviews conducted were descripted and based on the research questions set for this study, the important information was separated from the data that was not needed. The essential information was then divided into different themes according to the theoretical framework of push and pull factors. Earlier studies helped in the theming because instead of only presenting one's own results, research should always involve discussion with previous writers as well. Usually this is a natural way of presenting the data as it is rarely even possible to show clear results without referring to previous studies and relevant theory. The results of this study are compared to the findings of previous studies to get more trustworthy results. (Valli & Aaltola 2018.) Figure 9. demonstrates the first two stages of data analysis for this study using one of the pull factors found as a result of this study as an example.

All agree that activities for sure.
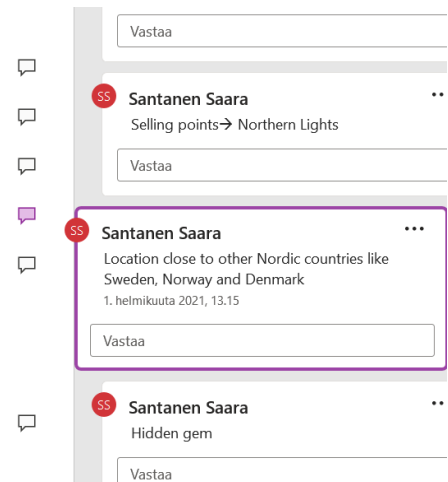
Communication is also very important.

Nobody knew where Lapland is.

The Northern lights are definitely on my bucket list.

I would love to do a proper tour in Norway, Sweden and Finland.

I know Finland but until now, I wouldn't say that I am not interested but like it hasn't been on my list of places to go to. Then I got to know this finnish lady who lives in Dubai, she used to show me pictures and videos of Finland and now I think it's definitely a place where I'd like to go to.

If I have my parents with me I would definitely go there during the summer. They are not into activities that much. During the winter I would go there with my cousins and friends.

Vastaa

Santanen Saara
Selling points→ Northern Lights

Vastaa

Santanen Saara
Location close to other Nordic countries like Sweden, Norway and Denmark
1. helmikuuta 2021, 13.15

Vastaa

Santanen Saara
Hidden gem

Vastaa

You need to keep promoting a lot.
Everything is there, we just need to find the way to promote it.
Someone needs to be dedicated to do this.
They wouldn't go just to Finland, they would go on Scandinavia tour
flights are not a problem.
No one is passionately pushing it at the moment.
Visa is a problem.
Finland isn't the cheapest place to go.
word of mouth is very strong here.
structured promotional activities,
Indian market.
People over here have a mindset of seeing things that they don't see anywhere else.
They look skiing, snowing, not to deep into knowing the place. More about the overview.
Finland still wants to keep it lowkey, freshness of the place and not completely commercial.

Santanen Saara
Location as a Nordic country close to Sweden, Norway and Denmark
1. helmikuuta 2021, 13.10

Vastaa

Santanen Saara
Visa issue

Vastaa

Santanen Saara
Expensiveness

Vastaa
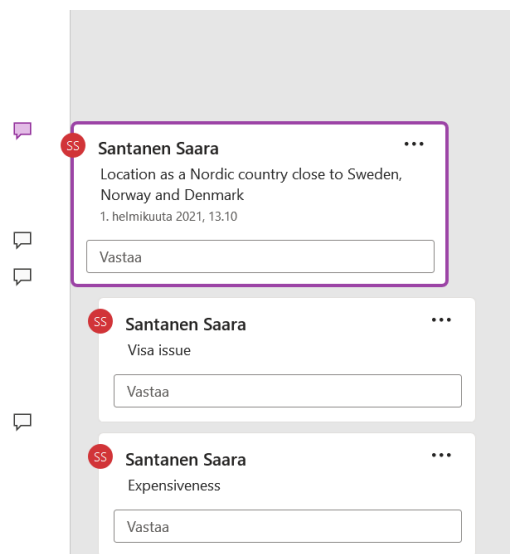
Figure 9: Actual image of the data analysis process of this study.

First step of the analysis was to observe the described data from the theoretical framework point of view, which in this study was push and pull framework. With that in mind, the most important data was separated from the data that was not needed. This is how the data seen on red in the figure was conducted, also referred to as "raw material". Next step was to find common nominators that cover the whole data which in this case seen in the figure was "location". The last step of the analysis is seen in the results later in this study, where more detailed interpretation of this "location" factor is introduced.

4   Results

This chapter will introduce the results of this study and it consists of three different parts. The first part shows direct quotations from the interviews and they will work as an introduction to later results. Second part explains the push and pull factors conducted from the data analysis and to add context to the results, it is on some parts reflected with the earlier studies. Third part consists of main development targets for Lapland travel operators based on the data analysis, earlier studies and reflection with theoretical framework of this study.

4.1   Thoughts about Lapland

According to Goodall and Ashworth (2012, 3) in order to convert the motivations behind travel decisions into a holiday trip, tourists' preferences and knowledge of the holiday opportunities need to be identified. Mental image is a big part of this process and those can be further divided into two different images: preferential image that consists of one´s mental rating that is built on one´s likes and dislikes. This preferential image represents one´s ideal holiday. Based on this preferential image, the expectations towards the holiday are set and this creates an evaluative image against which the actual holiday opportunities are compared to. The perceptions that the tourist has of a destination, is dependent on the information available. Based on this, the tourist forms an image of each destination, can be naive or factual, but this image is always formed with the tourist being aware of only a part of the holiday opportunities available.

Tourism professional´s thoughts about Lapland

The results of the interviews conducted for this study, revealed that all the UAE tourism professionals knew Finland and Lapland well and most of them had been in close relations with Finnish marketing authorities and travel agencies. One main characteristic that was brought up in the discussions often was the beauty of Finnish nature and the attractiveness of Lapland as a travel destination. Several reasons were discussed as to why Finland and Lapland have yet to achieve a certain level of interest as travel destination among the residents in the UAE. All professionals brought up the need of enlightening people about Finland as a country and Lapland as a travel

destination. It was agreed by the professionals that there might be a lot of wasted potential be-cause of people not knowing what to look for when talking about Finland and Lapland in particular.

One of the professionals pointed out that the basic marketing idea for Finland where nature and for example, sauna is put on a spotlight, might not work in the UAE region as well as thought. She knew Finland well and had travelled to the country before and according to her, when talking about UAE travel market, other marketing ideas should be considered for this specific market. Direct quotations from the interviews with the tourism professionals are gathered in Figure 10.
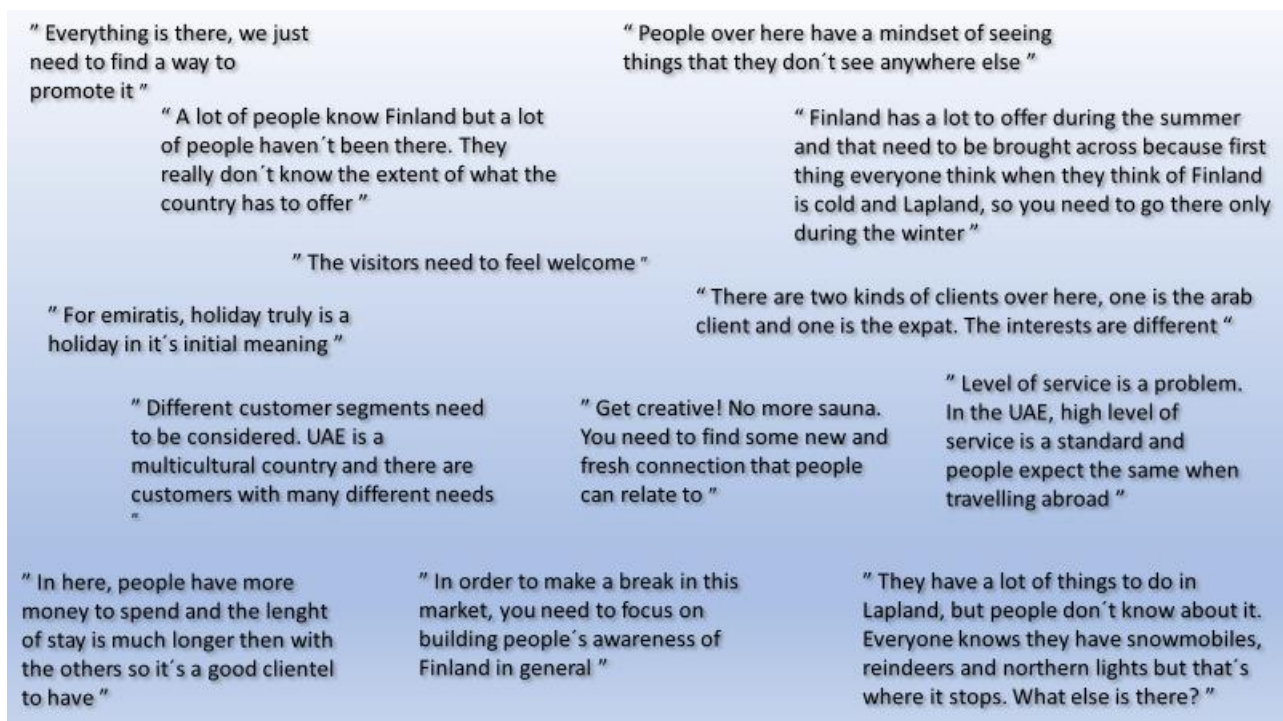
" Everything is there, we just need to find a way to promote it "

" A lot of people know Finland but a lot of people haven´t been there. They really don´t know the extent of what the country has to offer "

" The visitors need to feel welcome "

" For emiratis, holiday truly is a holiday in it´s initial meaning "

" Different customer segments need to be considered. UAE is a multicultural country and there are customers with many different needs "

" People over here have a mindset of seeing things that they don´t see anywhere else "

" Finland has a lot to offer during the summer and that need to be brought across because first thing everyone think when they think of Finland is cold and Lapland, so you need to go there only during the winter "

" There are two kinds of clients over here, one is the arab client and one is the expat. The interests are different "

" Get creative! No more sauna. You need to find some new and fresh connection that people can relate to "

" Level of service is a problem. In the UAE, high level of service is a standard and people expect the same when travelling abroad "

" In here, people have more money to spend and the lenght of stay is much longer then with the others so it´s a good clientel to have "

" In order to make a break in this market, you need to focus on building people´s awareness of Finland in general "

" They have a lot of things to do in Lapland, but people don´t know about it. Everyone knows they have snowmobiles, reindeers and northern lights but that´s where it stops. What else is there? "

Figure 10: Direct quotations from interviews with the tourism professionals.

Emiratis and expatriate´s thoughts about Lapland

Only two of the focus group interviewees, one expatriate and one Emirati had travelled to Finland before. None of the focus group respondents had visited Lapland before and only the two who had travelled to Finland, had even heard of Lapland before. All the focus group respondents and questionnaire respondents were shown two videos of Lapland and based on these videos, they could make some assumptions about Lapland and play with the images in their head thinking what

might attract them to go there. Big selling points according to what attracted them in the videos was the nature and the beautiful scenery. Every respondent mentioned that the first thing that comes to mind when thinking about Finland is cold and snow. It was surprising for most of them to see videos with sceneries of Finnish summer and sunlight.

It seemed that especially Emiratis require a lot of concrete information about the location that they travel to. They wish to plan their trip well beforehand, and they like to receive information about the services and things they could do in the destination. According to respondents, it hadn´t even occurred to them to travel to Lapland because they had never heard of the place. One of the Emiratis respondents said that she had recently met a Finnish woman in Dubai, and they had discussed about Finland and Lapland. After these conversations, the Emiratis respondent had put Lapland on her list of places to see. One of the expatriate respondents said that he had travelled to Stockholm before, because according to him, even though Sweden and Finland fall in the same category in his mind, Sweden appeared to him as more versatile destination than Finland. For him, on top of nature and scenery, Sweden was offering shopping options, nightlife and culture events that appealed to him. Figure 11. shows direct quotations from the focus group interview with the Emiratis and Figure 12. shows direct quotations from the interviews with the expatriates.
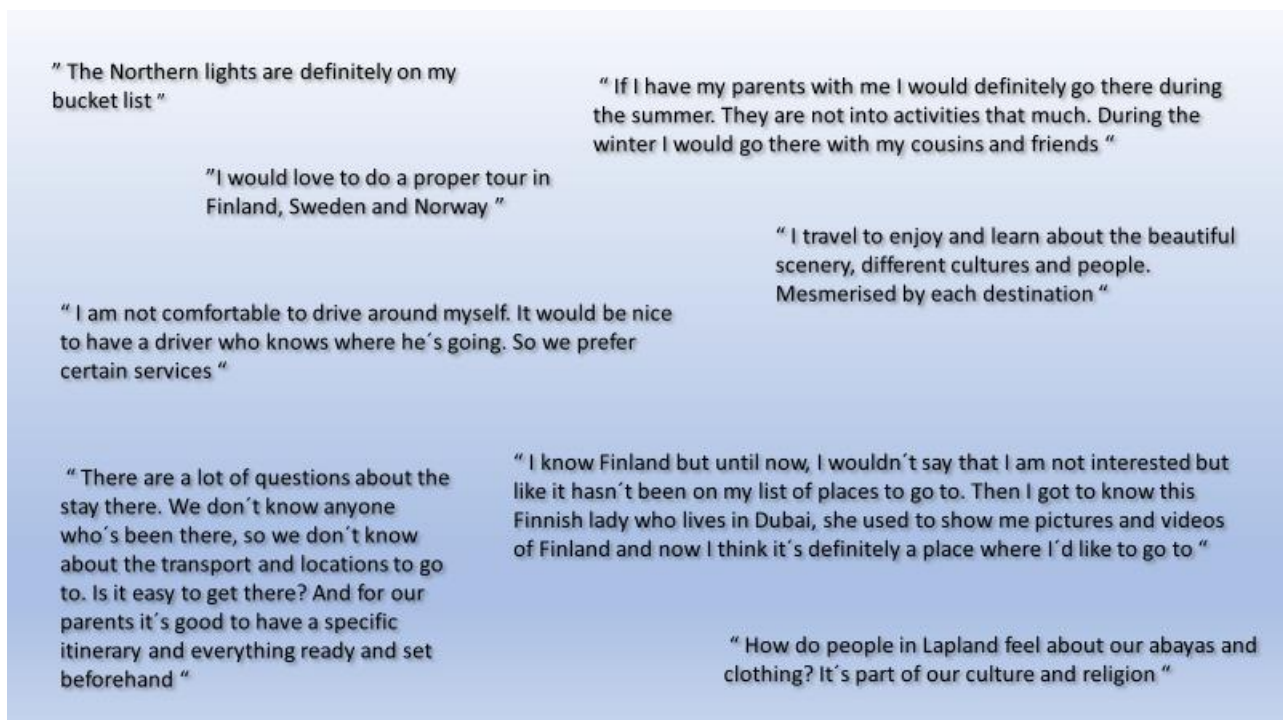
" The Northern lights are definitely on my bucket list "

" If I have my parents with me I would definitely go there during the summer. They are not into activities that much. During the winter I would go there with my cousins and friends "

"I would love to do a proper tour in Finland, Sweden and Norway "

" I travel to enjoy and learn about the beautiful scenery, different cultures and people. Mesmerised by each destination "

" I am not comfortable to drive around myself. It would be nice to have a driver who knows where he´s going. So we prefer certain services "

" There are a lot of questions about the stay there. We don´t know anyone who´s been there, so we don´t know about the transport and locations to go to. Is it easy to get there? And for our parents it´s good to have a specific itinerary and everything ready and set beforehand "

" I know Finland but until now, I wouldn´t say that I am not interested but like it hasn´t been on my list of places to go to. Then I got to know this Finnish lady who lives in Dubai, she used to show me pictures and videos of Finland and now I think it´s definitely a place where I´d like to go to "

" How do people in Lapland feel about our abayas and clothing? It´s part of our culture and religion "

Figure 11: Direct quotations from the interviews with Emiratis.

" I love merging myself with the culture. I love exploring, finding things that are not in the brochures. I like understanding things and speaking with people around me "

" Sweden is also associated with the cold, but they show other things too "

" I think the most important questions is would I like to go there or would I not like to go there? And I do like to go there cause I also like to explore nature "

" I am very driven by weather. Nordic countries would be the only countries where I´d go looking for the cold weather "

" Are there any hotels in Lapland? I just saw animals, but am I gonna sleep in the forest? "

" I know about Finland and I know it´s in Europe. Never crossed my mind to even go there. I haven´t heard about Lapland, I know Helsinki "

" Lapland would probably have much slower pace of life. I have a hectic work life so it´s good balance to that. I like the change. I decide the destination depending what´s going on in my life "

" I like to get main tourist things out of the way first when I travel "

" It only shows you one choice, but else can you do there? I like to have options. Finland should be shown as a versatile country, like there is something for everyone "

" I love to go to shops and meet new people. I also love the beach "

Figure 12: Direct quotations from the interviews with the expatriates.

4.2 Push and pull factors that motivate Emiratis and expatriates to travel to Lapland

The most important push and pull factors in the context of the United Arab Emirates outbound travel to Lapland consist of three pushing factors which are togetherness with family and friends, exploration vs. relaxation and social interaction and friendliness of the local people and three pull factors which are nature, physical amenities and facilities and location. These factors were created based on the incidence of the topic together with findings from previous studies. The push factors represent the things that make UAE travelers want to leave the country for a holiday and pull factors are certain things about the travel destination that draw them to travel there. As a result of this study, three push factors, that make people want to leave the UAE to travel and three push factors, that make people want to travel specifically to Lapland, are illustrated in Figure 13.
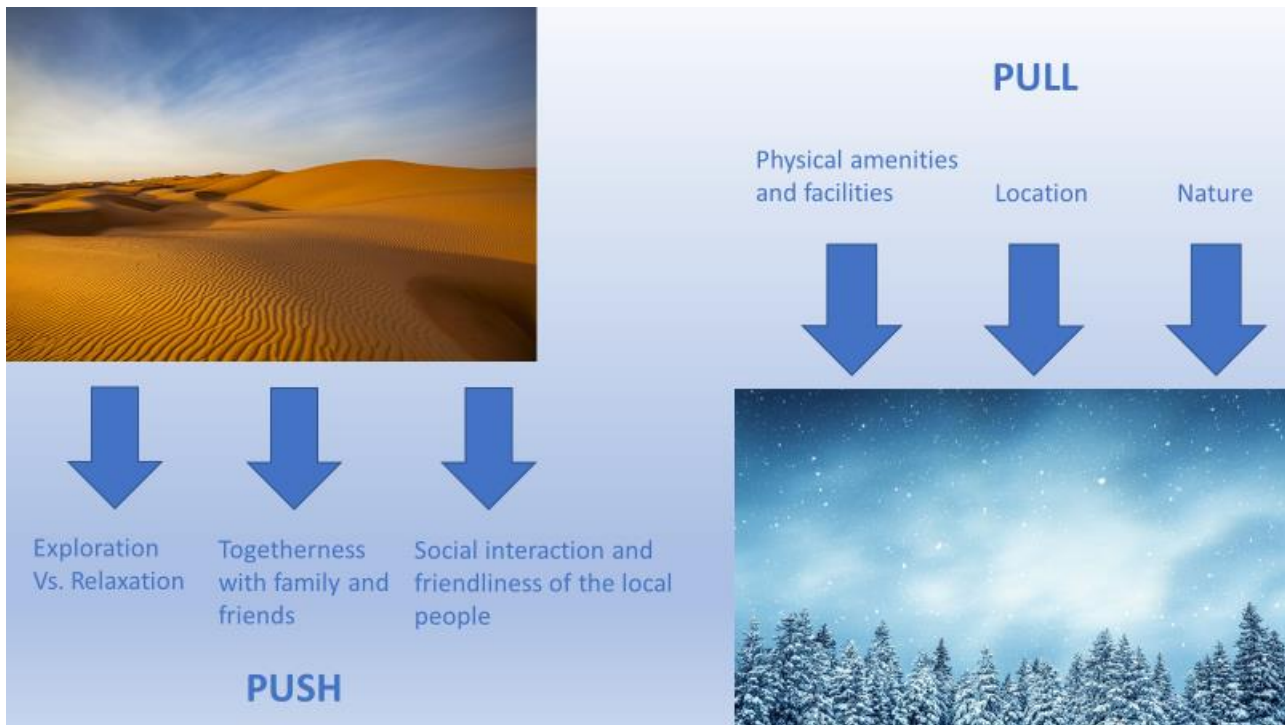
Figure 13: Push and pull factors for UAE outbound travel to Lapland.

Togetherness with family and friends

Based on earlier research of Arab/Muslim travellers, the family togetherness plays a big role in their travel plans. Their social circles tend to include family and relatives only when being outside of work environment. Therefore, Arab/Muslim travellers tend to favour family- friendly destinations where they can fulfil the need for family bonding. (Michael et al. 2017, 11; Michael & King 2014, 6.) All three Emiratis that were interviewed in the focus group interview, pointed out that they´re family has a habit of travelling together at least once a year or maybe even more often.

Another aspect of these family trips was that they usually prefer travelling to the same destinations every year and this is also supported by previous studies (ibid.) According to the respondents, the reason for this is that they already know how everything works and therefore the holiday is stress free. It was also pointed out by the Emiratis respondents that besides travelling with the family, it is also a habit of travelling together with friends and other relatives. These trips differ from each other in the matter of choice of destination and the time of the year. For example, talking about Lapland, the Emiratis respondents could see their family travelling there during summer

or spring when the weather is more familiar to them and according to them for this reason the elder members of the family would enjoy the holiday more. On the other hand, exploring the winter season in Lapland seemed to appeal more to the younger members of the Emiratis family.

Expatriates discussed more about travelling with a spouse or a group of friends and the reason for this could be that usually expatriate's family live in their home country and therefore the closest and most convenient travelling companions are friends or spouses. All expatriate respondents mentioned travelling companions as big part of the holiday but they didn´t mention any specific time of the year that would be most appealing for them to travel to Lapland. Both focus groups were shown two different videos of Lapland and in the other video, there was a group of friends that went on a hike and stayed overnight in a lean-to. This video especially, was very appealing to the expatriates and they liked the idea of spending quality time with friends in the nature.

Exploration vs. relaxation

All respondents listed exploring new cultures as part of reason to travel and leave the United Arab Emirates. One expatriate mentioned that whenever possible, she likes to travel to a new country and explore the cities and see what the country has to offer. Travelling is also something that people do to balance the normal work life and get away from daily responsibilities. One expatriate respondent mentioned that the choice of destination depends on the current situation of the normal life in the UAE. If the year has been hectic, the respondent most likely chooses a more relaxed and stress-free destination or if she feels like being challenged, then for example a city vacation might be a good option. The same respondent referred to her travelling habits as "chasing the sun" which refers to sunny destinations. She was then surprised to learn that Lapland is very bright and sunny during the summertime.

One of the Emiratis respondent mentioned that on top of the familiar destinations that they travel to every year, their family likes to explore new countries as well and they always try to find at least one new destination to visit every year. All the respondents were curious to know more about Lapland and they were fascinated by the nature and the animals seen on the videos during the interviews.

Based on the tourism professionals experience, for Emirati's travellers the relaxation is an important factor, and their travelling habits are all aiming for a stress-free travel. They wish to plan the trip beforehand and receive as much information about the available services and amenities as possible. According to one travel professional, for Emiratis a holiday is truly a holiday in its initial true meaning. It is a time when they get to relax and enjoy, and they try to avoid any additional stress.

Expatriates travelling habits seemed to differ from Emiratis travelling habits in this sense. They were more open to just exploring and learning about the place on their own. One expatriate respondent explained how getting lost in a new city is usually the best thing that can happen because this gives an opportunity to find something that is not in the brochures. One tourism professional gave an example of the difference between Emirati's traveller and expatriate traveller; where an average expatriate traveller would be happy to join an organized tourist tour, Emiratis probably prefer to book the tour beforehand and preferably only for their own entourage. This supports the findings in Michael and King (2014, 90) study where it argued that Emirati's travellers travel in order to relax and enjoy time with their families whereas expatriates travel more spontaneously and look for discovery.

Social interaction and friendliness of the local people

Most respondents mentioned that getting to know local people and learning about their customs is important to them. Especially Emiratis were very interested about the level of English that is spoken in Finland. They wanted to know whether they would be able to communicate with the local people. In conversations both with Emiratis and travel professionals, it became clear that especially Emiratis want to feel welcome in the travel destination. This supports the findings in earlier studies as well as it was argued in Middle East Consumer Travel Report (2018) that the success of some Asian destinations, for example Thailand, is based on the friendliness and warmth of the local people. In the same report it was claimed that some European cities perceived negatively in this respect. In the focus group interview with expatriates, all the respondents expressed their interest in getting to know local people and local customs. They brought up the idea of merging themselves with the culture and exploring and finding things that are not in the brochures.

In the study all the Emiratis in the focus group interview brought up clothing in the conversation. They had all travelled a lot in Europe and for example in France they had noticed a big difference over the years. After France announced hijabs forbidden in public places, they felt that they have been more openly judged because of their clothing. They were curious to know what the situation is in Lapland and whether they would receive looks or whispers about their clothing. This supports findings in earlier studies where islamophobia was argued to be a big barrier for GCC travellers and will eventually effect on the tourism flows from GCC countries to a destination that show prejudice against Muslim community (Outbound GCC travellers spent over US$69bn worldwide 2019).

All the tourism professionals said that in their experience, especially Emiratis want to feel like they are wanted in their travel destination and that small gestures of appreciation are highly valued. These gestures could be such as being able to communicate in English, being able to choose halal food in a restaurant and being able to express Islamic religion without being criticised. One tourism professional listed several little things that hotels could think about when accommodating Islamic people such as having information in the room in Islamic language, Arabic tv- channels and possibility to pray towards Mecca. According to Middle East Consumer Travel Report (2018) not having access to halal food and the fact that many destinations don´t speak their language, were significant reasons for Middle East travellers to choose to travel domestically rather than internationally.

Nature

All the respondents were keen on the idea of experiencing all four seasons. In contrast to previous studies, winter season was not the most attractive one to respondents who were more interested in the sunlight and summertime. The Emiratis respondents said that the winter season would most likely draw younger Emirati's travelers to Lapland, whereas spring and summer was seen easier and more familiar surrounding among elder Emiratis.

Expatriate respondents were mainly "chasing the sun" which could indicate that they would rather travel to Lapland during summertime. Also, when talking about perceptions of Finland, all the respondents said that the first thing that came to mind was cold, and snow and it seemed like proba-

bly not the most appealing idea to them. Most respondents mentioned northern lights as something that they would like to cross over from their bucket list. One of the expatriate respondents was not aware that you could see northern lights in Finnish Lapland as well. Northern lights were also mentioned by all the tourism professionals. They said that based on their experience, it is a big selling point in the Arab market.

When talking about the attractions in Lapland, all the respondents were very keen on experiencing all the different attractions. They liked the idea of going to the nature and spending time doing activities in the wild. On the other hand, it was also said to be a little scary for them. After showing the respondents two different Visit Finland videos about Lapland, they felt like the nature looked beautiful, but they were unsure as to what they could do there and how they could get there. In previous studies weather was found as one big reason for residents to escape UAE, especially during the summer. The weather gets hot and therefore it is very popular time for UAE residents to travel abroad. Most respondents for this study were surprised when they heard that summer in Lapland is usually sunny and relatively warm as they had associated Finland only with cold and snow. On top of the weather, in previous studies it was also discovered that locals and expatriates both search for more green landscapes when they travel. In the UAE the nature is totally different compered to many other locations and UAE residents tend to look for different kind of landscape when they travel. (Michael et al. 2017, 9; Middle East Consumer Travel Report 2018, 25.)

Physical amenities and facilities

Especially Emirati respondents mentioned high level of service as something that they expect when travelling. Good restaurants, high-level hotels and possibly a driver were the most important services to them. Michael et al. (2014, 87) stated in their study that Emiratis expressed a desire for high-quality accommodation and usually they opted for five-star properties. According to the same study, Emiratis were interested in shopping and taking day- trips to various tourist attractions. According to tourism professionals that were interviewed for this study, mentioned that in his experience, Emiratis enjoy shopping and outdoor parks and amusement parks are something that they look for when they travel.

There was a lot of discussion about driving in the destination and usually when travelling with the whole family, the father of the family drives but if he is not on the trip, Emirati travellers usually prefer a driver. This could be related to the fact that UAE is very driving-oriented place where there are little to no walking pavements and distances between places are long. Driving a rental car or having a chauffeur to take the travellers to places is therefore seen as the most familiar choice of transport. It was also mentioned several times during the interview with the Emiratis that if they decide to travel to Lapland, they wish to see as much as possible and they want to feel like their options are not limited because of transport. Michael et al. (2017, 284) argued in their study that Emiratis enjoy pedestrian environment, because it is something that they are unable to do in their home country. The focus group interview with Emiratis didn´t show similar results but it can also be due to lack of knowledge of the destination. The respondents simply don´t have enough information about the destination to be able to make best suited decision for them, regarding for example transportation.

In the interview with the expatriates, the most important physical facilities mentioned were good restaurants, nightlife, tourist attractions, shopping, and beach. They were interested in staying outdoors and enjoying the nature, but they said that they also wanted more out of the holiday so for them, the destination has to offer a variety of things to do. One of the respondents mentioned that they always rent a car while travelling, because that way you get the best out of the destination. None of the respondents mentioned chauffer as a service they would require.

There was also a discussion of the choice of transport from Helsinki to Lapland. The expatriate respondents were keen on the idea of taking a train as they felt it could be a unique experience and for them it didn´t seem like a stress factor, more like a part of the adventure. For the Emiratis, the first choice of transportation would be the flight. The respondents explained, that especially when travelling with a big entourage with many families, there is a lot of luggage and other carry on that need to be taken into consideration. They didn´t see the train ride itself problematic but expressed the need to get more information about the services on the train and need of service when moving the luggage. Earlier studies have showed similar results that limited provision of assistance with luggage at the airports was seen as a big difficulty for Emiratis families. (Ibid.)

The interviews with professionals revealed that according to their knowledge and understanding, Northern Lights and Santa are big selling points in the Middle East. Christmas itself is not a very popular festival as it is not commonly celebrated in the Middle East, but everyone knows Santa. One of the tourism professionals said that Emiratis need to feel like they get value for their money and the best way to do that is to offer these certain physical amenities and facilities that they require when they travel.

Location

All the respondents had good experience of European countries in general. According to the results of the interviews, Finland's location next to Sweden and Norway is seen as a significant pulling factor. All the Emiratis respondents said that if they decide to travel to Finland, they would like to travel to Sweden and Norway as well. Usually during the hot summer months in UAE, the locals travel abroad for several weeks and that would be an ideal time for them to explore three different countries at once. The flight time for straight flight from Dubai to Helsinki sounded good to all the respondents, they felt like it was a decent travel time. One of the Emiratis respondent said that their family only uses Emirates Airlines for flying but was aware that they have straight flights to Stockholm from Dubai so it would fit well with their plans to do the tour of all three neighboring countries.

One of the tourism professionals mentioned that Emiratis have a mindset of searching for something that they can´t experience anywhere else. Lapland as a location is unique and offers several amenities, such as Santa´s village, which you cannot find anywhere else in the world. The nature in Lapland also fills this requirement as the animals and natural phenomenon seen there, are unique and can´t be experienced anywhere else.

4.3 Main development targets in the UAE travel market for the Lapland travel operators

The main development targets in the Lapland travel industry in order to better meet the requirements of UAE travellers consist of three main segments: enlightening the travelers, new marketing ideas, and knowing the customer segments. Figure 14. introduces the three main development ideas concerning the Lapland travel market aiming to enter the UAE outbound travel market. Their relations to each other, all three equally important to succeed in the task.

Figure 14: Development ideas for the Lapland tourism market.

Enlightening the travellers

All the tourism professionals pointed out the same issue. There is still a lack of knowledge in the UAE travel market about Finland and Lapland as a travel destination. Finland has been promoted in the UAE for several years and the outbound travel from the UAE to Finland has grown consistently, from 2000 to 2019 the growth has been 34 %. Even still, all the tourism professionals said that the last breakthrough on the market is still waiting to happen. All of them offered the same explanation for this. To truly reach a certain level of interest in the UAE travelers, Finland needs to

be seen and heard more on the market. People need to be enlightened about the country in general for people to even consider it as a travel destination. It became clear in the focus group interviews that many of the UAE travelers haven´t even heard of Lapland and therefore it´s not on their list of places to visit. One of the Emiratis respondents explained that as soon as she met a Finnish woman in Dubai and she gained information about the country from her, it became clear that she would like to visit the place one day.

The tourism professionals gave several specific topics that should be messaged clearly to the UAE travel market and one of them was the high level of cost. People who have heard of Finland often compare it to other travel destinations and find Finland more expensive, which can be one of the main reasons that travelers end up choosing another cheaper destination. One of the tourism professionals pointed out that it would be easier for people to understand the reasons behind the high level of costs if they better understood the Finnish social structures, for example the social security system. There are a lot of other aspects in Finnish society that should be better communicated to build the countries brand. Lapland tourism strategy 2020-2023 (2019) stated that one of the biggest challenges marketing wise is the accessibility and cost level which are connected to each other. High-cost levels of domestic flights add up to the total cost of Lapland holiday and for example Tromssa in Norway, offers better and cheaper flight options then Lapland. High taxing and cost of labor rise the cost of the Lapland travel product.

In the Worlds Happiness Report (2021) Finnish was ranked number one for the third time in a row, measuring things such as quality of life, gross domestic product, corruption, health, and social networks. All the Emiratis respondents listed security as one of the main factors they look for when they travel. According to numerous different international reports, Finland is found one of the safest places in the world (Statistics Finland; Independence Day 2019.) Taking the current situation with COVID-19 pandemic into consideration, Finland is one of the least affected countries in Europe now and therefore could be presented as a one of the safest destinations for UAE travelers to travel to as soon as the travel industry starts to recover. These are all facts that should be brought up to people's attention when talking about Finland as a travel destination.

Part of enlightening the UAE travelers is to educate them about the four seasons that Finland has. The results of this study showed that cold and snow are the first things that come to people's

minds when asked about their perceptions of Finland. In tourism professional's opinion, all four seasons would attract travelers from UAE to Lapland but now the problem is that people see Lapland only as a wintery destination. Especially Finnish summer is something that in the professional's opinion should be highlighted to the travelers and one of the professionals even stated that Finnish summer is exactly what the Arab travelers look for because in his opinion they would enjoy the long bright days. According to him, Arabs like to sleep late and stay out late so it would be a perfect destination for them. Another thing to emphasize would be that Lapland is an international location and according to one of the tourism professionals sharing as simple facts about Lapland as having international food chains, would give the message to travelers that Finland is a developed country.

Marketing ideas

According to the in-depth interviews with the tourism professionals, in order the make the final breakthrough in the UAE travel market, there must always be a consistent and active representation on site in the UAE. Instead of operators from Lapland visiting one separate travel event in the UAE, there must be consistency and it is important for the local operators to develop personal relationships and connections with the operators in Lapland. One of the tourism professionals said that it will take certain amount of time to develop these relationships but once they are established, UAE operators are known to stay loyal, and the connections made will stay strong from thereon.

One of the tourism professionals referred to "out of the box"- thinking when talking about the marketing of Lapland in the UAE. She is familiar with Finland as a country and knows the basic selling points that Finland has. In this context, she wanted to make a difference between Arab travel market and the rest of the world. The idea of using for example sauna as big selling point, in her opinion will not work in the Arab market and some new, fresh ideas should be developed to better market Lapland in the UAE and in the Arab market.

All the tourism professionals talked about reaching out to smaller groups to gain visibility in the market and this way the market entry point would be a bit different. Examples of these smaller groups could be for example bikers. Biking has become more and more popular in the UAE within

the last few years and there is already a substantial biking track network for example in Dubai and the cycling culture has gain more and more visibility with events such as Spinneys Dubai 92 Cycle Challenge that is one of the Middle East's Premium cycling events. Cycling is one of the many activities that can be done in Lapland so from a marketing point of view, it could be worth focusing on this small market to gain visibility in the UAE travel market.

Other smaller groups to reach out could be different educational groups. Finland is known for its excellent level of education and this fact was also mentioned several times during the focus group interviews and in-depth interviews with the tourism professionals. One of the tourism professionals talked about an idea of sending students and education professionals to Finland to learn more about the Finnish educational system. Other professionals brought up the fact that many schools in the UAE make class trips to abroad at least once a year. It could be worth reaching out to local schools and marketing Lapland as one of the destination options. Visit Finland also mentioned this as one of the big selling points. (UAE Travel Market Update 2019.)

Third group to reach out to, could be MICE travel. A lot of companies organize meetings and exhibitions abroad and also reward their employees once a year with a trip to abroad. According to the professionals, it usually happens in the spring which would be a perfect way to gain visibility and at the same time market Lapland as all around the year destination. According to Visit Finland, MICE travel was also one of the target markets to consider with increasing demand. (UAE Travel Market Update 2019.)

All the professionals highlighted the importance of social media marketing. Right now, the most important thing would be to share knowledge about Finland and Lapland and gain visibility, be seen and heard. Social media is a perfect way to reach masses. This could be done by exclusive social media accounts and by marketing the already existing accounts that all the different destinations in Lapland already have. One way to be seen would be to use influencers to spread the message and with their own, broad platforms the influencers could help speed up the visibility in the social media.

It was already stated earlier in the findings that for Emiratis it is important to feel welcome in the travel destination. In this context, there were several specific measurements to be done to make

them feel more welcome. For example, access to halal food, possibility to pray towards Mecca by offering signs in the hotel rooms and such. This could all be part of specific packaging done by the operators in Lapland. These can be seen as pretty small, cost effective ways to improve the packaging to be better suited for Emiratis and other Islamic travelers and these could be highlighted in the marketing. This would send out the message that this specific market wants to hear, that they are welcomed and wanted in Lapland. According to earlier research, when trying to tap into the GCC outbound travel market, it is important to respect Arabic cultural needs and provide high quality and upmarket services. The targeted packaging should arise from the need to exceed the expectations of Arab traveler. (Outbound GCC travellers spent over US$69bn worldwide 2019.)

Knowing your customer segments

Understanding the different customer segments is the key to enter a specific market. As it has been stated earlier in the study, according to Middle East Consumer Travel Report (2018) the Arab travel market consists mainly of three different key segments: GCC nationals, non-GCC Arab expatriates and Western and other expatriates. In this study, the focus was on the UAE travel market and therefore the focus has been in the Emiratis and expatriates. UAE is one of the biggest travel markets in the Middle East and it is a good place to start the focused marketing.

Tourism professionals all stated that it is important to understand the different customer segments in the Middle East but agreed on the fact that UAE is a good place to start and as a big generalization, what works in the UAE often works in other GCC countries as well. It could be argued that defining all the different customer segment in the Middle East or even in the GCC countries, could be a whole separate study itself. What this specific study has given, is the knowledge that UAE travel market can be ruffly divided into these two different groups of Emiratis and expatriates and it is an acceptable position to start with.

5   Concluding discussion

This study focused on helping Lapland travel market to find new ways to recover from the effects of the pandemic. Because of Lapland travel industry's significant role in the whole recovery of Finland, this study was also societally meaningful. The number of overnight stays in Finland is lower than it has been in years with a -68 % decrease from 7 billion in year 2019 to 2,3 billion in 2020. The most essential operators determining the actions taken in the Finnish travel industry to recover from the pandemic, argued that this is the time to develop and prepare for the future. The Lapland tourism professionals have stated that they have targeted resources in developing new innovations and modifying services to better cater the needs of tourists in the future.

This study focused on one specific market, the UAE travel market, in hopes of gaining information that would be useful for the Lapland travel market in their aims to prepare for the future. According to the results conducted, the study was successful in fulfilling its original purpose. This study identified the most important push and pull factors that effect on people´s decisions to travel to Lapland. These factors were conducted based on the data from the focus group interviews with both Emiratis and expatriates. Additional value to the study brought in-depth interviews with tourism professionals from the UAE and Lapland, who shared their insight and knowledge of these two markets. As a result of this study, main development targets were identified in order to help the Lapland travel market to develop its strategy on the UAE market. (Ministry of Economic Affairs and Employment of Finland 2021; Travel - Safe escapes? The new normal in work and travel 2020.)

This study approached the research questions from motivation point of view and more precisely from the push and pull framework viewpoint. The push and pull framework have been widely used in the travel behaviour study and it helps to identify the main factors affecting on one´s travel decisions. The pushing factors describes the factors that make tourist want to leave the country of origin to travel to a new destination, a place with its own pulling factors that make the place appealing for the tourist. Push and pull theory had previously been used to study Western and Asian travellers and their travel motivations but although there were few studies made, there was still a lack of literature of push and pull framework in the context of Arab travellers. (Michael et al. 2017.) but also in the context of Lapland travel market as a destination because based on the research made for this study, there has been no earlier studies on the subject.

As Crohen et al. (2014, 4) argued, studying consumer behaviour, and motivations behind it have a huge impact on product development and positioning in a specific market. By focusing on studying the push and pull factors, this study fulfilled it´s initial purpose of helping Lapland´s tourism operators to ¨better market and position themselves in the UAE travel market. As an example, the results showed that there is significant demand for high-class services rising from different needs of the Emiratis travellers, such as reducing the stress on the holiday by planning everything beforehand, desire of luxury or tenting to the needs of elders of the family and this example supports the earlier findings as well. (Outbound GCC travellers spent over US$69bn worldwide 2019.) High-class services among many other factors found on this study, represent an opportunity for the Lapland travel market to develop their products to be better suited for the UAE travellers.

The results of this study also showed that pulling factors are heavily dependent on the whole image and brand of both Finland and Lapland and at the moment neither of these is very strong in the UAE travel market. Therefore, for further development of the brand and image, a wide cooperation between different operators on national, regional and local level is needed. According to the tourism professionals in the UAE market, it might take some time and additional effort to break through in the market but as soon as a certain level of success is reached, the UAE market is very loyal and from there on it´s more about maintaining the position rather than actively increasing the promotion in the market.

This study produced altogether three push factors; togetherness with family and friends, exploration vs. relaxation and social interaction and friendliness of the local people and three pull factors; nature, physical amenities and facilities and location. UAE travelers were divided into two different focus groups in this study, Emiratis, and expatriates. These two groups had in some cases, very different needs and expectations when it comes to travelling but both of these groups needs still fell under these same, six factors. Crohen et al. (2014, 4) emphasized the need for more broad study on cross-cultural issues. This argument is supported by the results of this study, as there were clear cultural differences found between Emiratis and expatriates. This however is not totally comparable with Crohen´s argument as expatriates represent a wide range of different nationalities whereas Emiratis represent one nationality. In order to further examine the cultural issues of these target groups, a more narrow exclusion should be made when studying the expatriates.

As Jansson-Boyd (2012, 115-116) argued, motivation comes from the need to satisfy a certain need. Based on the results of this study, a clear emphasis was on the push factors and at the moment these were the factors that developed the need for the tourists to travel, not the pulling factors. This is where the marketing becomes of high importance. To create a need for a person to travel specifically to Lapland, there needs to be some strong pulling factors that appeal to travelers to go. Although there were several pulling factors found in this study, the push factors are still of primary importance compared to pulling factors. Thus, the results of this study supported the views of Crompton (1979) and Dann (1977a; 1981b) who argued that push factors are the reasons that make tourists travel and pulling factors are just common-sense explanations of tourist destinations and therefore are not important. Later studies rephrased this argument by placing push factors as something that need to be fulfilled first whereas the destination attractions are of secondary importance. (Irsha, M. 2018, 34; Yosaf, Amin & Santos 2018, 204; Michael, Wien & Reisinger 2017, 276.)

The push factors found in the study, conform the earlier findings (Michael & King 2014; Middle East Consumer Travel Report 2018; Michael et al. 2017) focusing heavily on one´s social needs; to feel togetherness with people, to get to know new cultures and it´s people and the need to fulfill one´s own, intrapersonal needs by relaxation or exploration. Maslow's hierarchy of needs identified esteem as one of person´s primary need and according to the results Emiratis have a strong need of feeling welcome in the travel destination as well as need to feel respected when it comes to religious matters. This can also be explained by need for safety, as respondents rose the concern about some European countries decision to forbid the use of abayas. This supports findings in earlier studies where islamophobia was argued to be a big barrier for GCC travellers and will eventually effect on the tourism flows from GCC countries to a destination that show prejudice against Muslim community (Cohen, Yousaf, Amin & Santos 2018 201-202; Outbound GCC travellers spent over US$69bn worldwide 2019.)

According to the results, expatriates travel motivations were based on wanting to leave the hectic, everyday life and wanting to change scenery whereas travelling was referred to as something that one gets to do whenever there´s a change and holiday from work. Iso-Ahola´s (1982) theory of escaping and seeking can be used in explaining the expatriates travel motivations. Escaping represent the desire to leave the everyday life and seeking represent the view of a holiday as a reward

and a break from hectic work life. For Emiratis, travelling was more as something that they just do. At least in the results of this study, there were no specific indications found of the need to escape everyday life and seek for a reward. (Snepenger et al. 2016, 148.) There are, however, earlier studies where Emiratis have been proven to seek for an opportunity to escape the work-related stress, daily responsibilities, and socio-cultural norms. (Michael et al. 2017, 282-283.)

Similarities to Crompton´s theory of push and pull (1979) push factors was also found from the results. For Emiratis the meaning of family became a strong element, and it was clear that they are very family-oriented travelers, and this affects heavily on their travel decisions. Expatriates on the other hand looked for social interaction from travelling as well but for them it was more often with a spouse or friends. For both target groups, enhancement of kinship is an important push factor in travelling. Both groups were very interested in getting to know local people as well and they wish to get in contact with them to get an authentic feeling of the location. Curiosity feeds both groups needs, as they are curious to know how people live in Lapland, what languages do they speak and what do they think about different cultures. They also showed interest in communicating with local people and getting to know local customs and this can be referred to as facilitation of social interaction. Especially expatriates showed a need for exploration and evaluation of self, whereas Emiratis were more keen on relaxation. Expatriates referred "getting lost" in the destination and "emerging oneself" with the destination as something that they look for when they travel while Emiratis based most of their travelling habits on good planning and need of specific services in order to avoid stress.(Irsha 2018, 34.)

The pull factors represented the specific factors that could be the reasons why UAE travelers wish to travel to Lapland. As they are seen as more destination-oriented factors, there were less similarities with the theoretical framework of motivations. There is a widely supported view in the travel research community that supports the idea of pulling factors being of secondary importance. Therefore, it can be argued that the theory is more based on studying the pushing factors. To add context to the discussion about the pulling factors found in this study, a reflection to earlier studies about other destinations and their pulling factors is more beneficial.

It was already argued in earlier studies that Emiratis are used to a high level of service in their own country and therefore expect the same level of service when travelling (Michael et al. 2017). Luxury travel was mentioned in several different occasions and it became clear in the focus group interviews that Emiratis wish to plan their trip beforehand. One of the reasons for doing so is that this way they know what services they get and what is to be expected at the location. (Middle East Consumer Travel Report 2018; TradeArabia 2018; Outbound luxury travellers from GCC set to increase in 2018.)

Expatriates on the other hand, were relatively spontaneous travelers and they were open to adventure. Crompton (1979) introduced novelty as one of the pulling factors in his theory of push and pull factors. This was a stronger need for the expatriates, because while Emiratis explained that they often choose one new destination to visit every year, they have a list of known, pre-visited destinations that they go back to every year. Expatriates on the other hand, where keen on exploring new places and instead of visiting same destinations, excluding their own home countries, they were more eager to "collect" new countries. (Irsha 2018, 34.)

Both groups were very excited about the nature in Lapland. Some natural phenomena such as northern lights were a pulling factor for both groups, but also the four seasons seemed to appeal to them and summer in Lapland was a very interesting concept to them. The importance of nature and natural phenomena were already acknowledged pulling factors before this study and they have been emphasized in the marketing of Lapland since the early stages when tourism first started to bloom in the area. The value of this study is in the different aspects and point of views of this specific pulling factor. Reports and studies claim that Finland and Lapland will benefit from the clean air and nature even more after the travelling opens up again as these are seen as factors that tourists will be increasingly looking for. (Ministry of Economic Affairs and Employment of Finland 2021.) According to the results of this study, nature is also seen as something that is a little scary and unknown. Both focus groups expressed their concern of wanting to explore the nature but needing assistance and guidance getting familiar with it.

The nature in Lapland is very different from the nature in UAE, and especially Emiratis have possibly never seen anything like it. According to the Emiratis respondents, they wish to explore the

whole diversity of Lapland and they need to be able to do familiar things on the side, such as shopping, to feel comfortable with the environment. Expatriates also expressed the need for a diverse destination that can offer nature, nightlife, shopping, and culture in the same package. Both groups were surprised to hear that all of this is possible in Lapland, which can lead to a conclusion that the focus in marketing should be more diverse whereas at the moment, the nature and peace and quiet, is highly emphasized.

Location in terms of accessibility was a pulling factor as well. The idea of a short, straight flight to Helsinki sounded good and the fact that Finland is part of the Europe and close to Sweden and Norway, was seen as a big advantage. There have been few airlines over the years, flying direct route between Dubai and Helsinki, latest Flydubai but at the moment, there are no direct flights to Finland which sets a big challenge for travel from the accessibility point of view. Accessibility was already recognized as one of the biggest challenges in the development of Lapland travel market and after the pandemic, it is believed to be in an even bigger role. (Industry Brief: Tourism 2021.) Ministry of Economic Affairs and Employment of Finland (2021) names opening of flight routes as one of the biggest factors in defining the conditions for the recovery of the pandemic.

According to the study, Lapland has several possible pulling factors that could appeal to UAE travellers. The challenge at the moment, is to better communicate this to the UAE travel market. As stated in the thoughts that tourism professionals had of Lapland, there seems to be some wasted potential because of the inability to better market Lapland in the UAE travel market. Both tourism professionals and UAE travellers brought up the fact that there isn´t enough information about Lapland to appeal to the travellers to go there. All the tourism professionals highlighted the fact that Finland as a country is not yet very known in the UAE, let alone Lapland which most of the people living in the UAE haven´t even heard of.

The feedback from the respondents who participated in this study was that the destination looks beautiful, and they would like to know more about it. Right now, it seems that they are hesitant to travel to Lapland because they don´t know anything about the destination and there is only a little word to mouth talk about it because a very small portion of people living in the UAE have visited the place. According to Middle East Travel Report (2018) 53 % of their study's almost 2 000 respondents admitted to being influenced by their friends, family and colleagues when it comes to

making travel decisions. At the moment, this valuable word to mouth isn´t strong enough in the market because not only are there only few travellers actually going to Lapland, but even less see or hear anything related to it in the UAE market area. (Middle East Travel Report 2018.)

It is proven by many other destinations that now derive in the UAE travel market, that consistent appearance and showcasing is needed to be known. Based on earlier studies, the previously mentioned word to mouth is one of the most effective ways to gain customers for one´s business in the UAE. Also, the business life in the Middle East region bases a lot on personal relationships (Middle East Travel Report 2018; Michael & King 2014, 89). For Lapland destinations to be better known in this area, according to the tourism professionals it is necessary that they are seen and heard regularly and be present in the most important tourism events throughout the year. All the tourism professionals said the same thing that you can start small in just parts of the UAE, for example Dubai. But usually what works there, works in other GCC countries as well. Middle Eastern travellers are still relatively small customer segment for Lapland and therefore better customer satisfaction could be reached, if the travel packaging is focused on meeting the specific needs of a UAE traveller.

Follow-up studies

Based on the theoretical framework and earlier studies found for this study, there are some studies and statistics conducted of most visited outbound destinations such as Australia, but it would be beneficial for other emerging destinations to be studied too not only for the sake of developing the tourism industry but also for its immediate effect on other fields of study as well. (Michael et al. 2017; Michael, I. & King, E M, B. 2014, Research and markets 2019.)

The study answered the research questions "What are the most important push and pull factors in the context of UAE outbound travel to Lapland?" and "What are the main development targets in the Lapland travel industry in order to better meet the requirements of UAE travellers?". The findings addressed Lapland travel market, but it could as well be of the whole Finland or some other rising travel destination in Finland. There is still a lack of research on the UAE outbound travel in general, so follow-up studies could be about any other destination to produce more valuable in-

formation of the market. One interesting way to follow-up this specific research would be to inter-view UAE traveller's that have visited Lapland and conduct the same kind of push and pull frame-work to see whether findings differ from the findings in this study.

5.1   Critical evaluation

Reliability and validity are the hallmarks of good measurement practices. Salkind (2018, 99) refers to reliability as the consistency of the study and validity measures the "does-what-it-should" quali-ties. If the study is reliable, same results will be found even after measuring them again and again. Validity aims to make sure that the test or measurement used in the study, is measuring what it´s supposed to measure. The different phases of this study were showcased as clearly and transpar-ently as possible to leave no question for its validity or reliability. However, instead of only focus-ing on measuring the validity and reliability of the study, Tuomi & Sarajärvi (2018) encourage to examine the study also a whole. By this they mean taking other factors into consideration as well, such as the aim and purpose of the study, one´s own obligations as a researcher, data collection, the respondents and their relationship with the researcher as well as the analysis and reportage of the study. (Salkind 2018, 99; Tuomi & Sarajärvi 2018.) Next chapters examine these previously mentioned factors and their effect on the reliability of this study.

This thesis process started September 2020 and was finished in May 2021. The data was collected during December 2020 and January 2021. There were no distractions due to work life during this whole process as the researcher was not working while doing the thesis. From September to De-cember 2020 the focus was on narrowing the topic into a specific, measurable format and it was important to estimate the concrete usefulness of the study for Finnish Business Council who or-dered the study but also to Lapland travel market whom the results of this study were aimed to benefit the most. In terms of the data collection, having lived both in Finland and in the UAE for the past six years, the basic knowledge of both areas was strong and therefore understanding the world of the respondents was easier but also it can be seen as effecting the conclusions made of the data. The knowledge and personal relationship with both countries, made the topic of this re-search very interesting and motivating for the researcher.

More about the data collection, Emiratis, expatriates and tourism professionals were chosen as the target groups of this study because they were believed to represent the best knowledge and

personal experience of the market in question. It was clear from the start that the Emiratis and ex-patriates interviews will be conducted as focus group interviews and this was due to the fact that the studies had shown that group interviews often allowed people to share more information as they were supported and encouraged by other group members. As the aim of the study was to examine the views and opinions of certain specific groups and to understand the world that they come from better, the choice of conducting focus group interviews seemed like the best solution. (Eskola and Suoranta 1998.) The respondents for the group interviews were chosen randomly, in order to get as genuine and random group of people as possible as respondents.

As a result of the analysis of content, six different categories were formed, three push and three pull factors. As all the interviews were open interviews without themes set beforehand, these categories formed only after all the interviews and the categorization was based on different themes that rose from theming the scripted answers. Based on the same described answers and keeping in mind a different approach to the data, three categories of development ideas were formed. These three categories were formed only after analyzing the push and pull factors first and gathering all the data from previous studies as well.

The development ideas were a result of all the information seen in this study, combined, and with researchers own interpretation. The results of this study will be of concrete use for the operators in Lapland in their attempts to develop their travel products for the UAE travelers. The proposals for follow-up studies will also give additional tools for further service development in the post covid time. In reference to earlier studies, it can be argued that this study is valid in the context of influencing working life. (HS 2020; Yle 2021; University of Oxford 2021.)

5.2 Ethical issues

Research ethic requires the researcher to be honest, precise, sincere, and respectful towards other researchers and their accomplishments. Research ethic means that the research is conducted in a way proved by the scientific community. The research needs to be based on sufficient theoretical knowledge of the field in question, observations, and comprehensive analysis of one´s own research. In order to show good research ethic, the researcher needs to show consistency and control of research methods, the theory and analysis of findings. To meet the requirements of good

research ethics, the research needs to produce new information or find a way to use ready information in a new, innovative way. (Vilkka 2021.)

Important part of the ethical research is source criticism. It starts with choosing the sources to use in one´s study. What makes one choose a specific source, how one analyses it and refers to it, are all big part of the source criticism. When choosing a source, one can use several criteria as a guideline such as who is the author, when and how was the source conducted, what kind of reputation and credibility does the source have and does the source offer some value to one´s own research. (Vilkka 2020.)

This research was conducted in an ethical manner. All the arguments presented in this research are based on either theoretical knowledge or findings conducted in the research itself. According to Vilkka (2021) when using the qualitative research methods, it is important to understand the culture and operational environment of the focus group in question. This is based on the idea that people's views and experiences are connected with these factors and the researcher will have better skills to conduct the interviews and analyze the findings if one understands these factors. It was already stated earlier that the researcher, possessed a good knowledge of both focus groups on question and understands the cultural aspects of the focus groups. (Vilkka 2021.)

Following the ethical guidelines, in all the interviews, the topic of the research was explained to the respondents. Things that were gone through, were what kind of information about the respondents will be shown in the written thesis, in this case the only important factor that needed to be stated in the thesis was the respondent's nationality, Emirati, or in expatriates case it was enough to refer to them as non-nationals living in the UAE, commonly known as expatriates.

5.3   Reflection

The researcher found the topic of this study very interesting. It combined both, the researchers home country and country of residence in the same research and it added motivation during the whole process. The most enjoyable part of the study was getting to meet different people and learning about their perceptions about Lapland. The idea of producing information that could potentially be valuable for the operators in Lapland was very rewarding.

The researcher felt that it was a pleasure working with Finnish Business Council and the cooperation was highly valuable especially at the beginning of the process when thinking about the topic of the research. FBC was very helpful in connecting with people who could help during the process. No specific timeline was given to the thesis. The initial idea was to finish it by the end of February 2021 but there were several factors as to why the schedule exceeded. In hindsight, it would have been helpful to plan the process a little better and set deadlines for specific parts of the study to keep up with the initial finishing date. Especially after finishing the interviews, it took a while to find right methods to analyze the data and put thoughts on paper. It was quickly learned during the process, that sometimes the invisible mental work is just as important as getting something concrete done.

References

Alasuutari, P. 2012. Laadullinen tutkimus 2.0 [Qualitative research 2.0]. Tampere: Vastapaino. Accessed on 2 February 2021. Retrieved from https://janet.finna.fi, Ellibs Library.

Aridi, N. 2019. Visit Finland United Arab Emirates Travel Report 2019, November 2019. Visit Finland. Accessed on 11 April 2021. Retrieved from UAE 2019-2 VF_Market Report (businessfinland.fi)

Bronfenbrenner, J. 1981. The ecology of human development: Experiments by nature and design. London: Harvard University Press. Accessed on 22 April 2021. Retrieved from https://janet.finna.fi, EBook Central.

Change in international tourist arrival due to the corona-virus (COVID-19) pandemic worldwide from 2019 to 2020. 2021. Statista website. Accessed 16 May 2021. Retrieved from • COVID-19: change in international tourist arrivals 2020 | Statista

Cohen, S. A., Prayag, G. & Moital, M. 2014. Consumer behaviour in tourism: Concepts, influences and opportunities. Routledge, Taylor and Francis Group. Accessed on 26 January 2021. Retrieved from https://janet.finna.fi, EBSCO Host.

Correia, A. & Guillet, B. D. 2013. Tourism destination marketing- tourists and places: a cross-cultural research agenda. Anatolia: an international journal of tourism and hospitality research. Vol. 24. Issues 1. Accessed 14 May 2021. Retrieved from https://janet.finna.fi, EBSCO Host.

Crescent Rating. 2019. Global Muslim Travel Index. Crescent Rating website. Accessed 5 May 2021. Retrieved from Global Muslim Travel Index 2019 (crescentrating.com)

Crompton, J. L. & McKay, S. L. 1997. Motives of visitors attending festival events. Annals of Tourism Research, Vol. 24, No. 2, p. 426. Accessed on 31 January 2021. Retrieved from https://janet.finna.fi, Elsevier Science.

Crouch, G.I., Perdue, R. R., Immermans, H. J. P. & Uysal, M. 2004, Consumer Psychology of Tourism, Hospitality and Leisure: Volume 3. CABI. p 2-3. Accessed on 2 May 2021. Retrieved from https://janet.finna.fi, ProQuest EBook Central.

Demography and social statistics. 2019. The Ministry of Cabinet Affairs. Unites Arab Emirates, The Ministry of Cabinet Affairs website. Accessed 22 April 2021. Retrieved from Statistics by Subject (fcsc.gov.ae)

Exploring Finnish Lapland. 2015. Visit Finland marketing video. Accessed 15 January 2021. Retrieved from https://www.youtube.com/watch?app=desktop&v=pP4XSZ-ytKA&feature=youtu.be

Feel the Finnish Lapland. 2012. Visit Finland marketing video. Accessed 15 January 2021. Retrieved from https://www.youtube.com/watch?app=desktop&v=-H1ihNcd3dE&feature=youtu.be

Finnish tourism in numbers. 2021. Ministry of Economic Affairs and Employment of Finland website. Accessed 10 May 2021. Retrieved from Finnish tourism in numbers - Ministry of Economic Affairs and Employment (tem.fi)

Foreign overnights in Finland 2019. 2019. Report on Business Finland website. Accessed 16 May 2021. Retrieved from PowerPoint Presentation (businessfinland.fi)

Goodall, B. & Ashworth, G. 2012. Marketing in the Tourism Industry (RLE Tourism): The Promotion of Destination Regions. Taylor and Francis Group. Accessed 2 May 2021. Retrieved from https://janet.finna.fi, ProQuest, EBook Central.

Hallot, A. 2011. The future potential for developing luxury tourism and hospitality in Lapland. Master´s thesis. YAMK. Haaga-Helia University of Applied Sciences, DP in Tourism, YMA. Accessed 5 May 2021. Retrieved from Andrew Hallott Luxury Thesis FINAL.pdf (theseus.fi)

Haukka, I. 2021. Laaja tutkimus: Kolmannes korona sairastaneista kärsii neurologisista ja mielenterveysongelmista [Broad research: Every third covid-19 survivors suffer from neurological and mental health problems]. Yle News website. Accessed 16 May 2021. Retrieved from Laaja tutkimus: Kolmannes koronan sairastaneista kärsii neurologisista ja mielenterveysongelmista | Yle Uutiset | yle.fi

Holden, A. 2005. Tourism Studies and the Social Sciences. Abingdon: Routledge. Accessed on 26 January 2021. Retrieved from https://janet.finna.fi, ProQuest EBook Central.

Independence Day 2019. 2019. Statistics Finland website. Accessed on 29.3.2021. Retrieved from Independence Day 2019 | Statistics Finland

Industry Brief: Tourism 2021. 2021. House of Lapland website. Accessed 16 May 2021. Retrieved from Industry Brief: Tourism | House of Lapland

Inforgraphic: 10 facts about tourism in Lapland 2020. 2021. House of Lapland website. Accessed 16 May 2021. Retrieved from Infographic: 10 facts about tourism in Lapland 2020 | House of Lapland

Investments in sustainable high-end tourism are growing in Lapland. 2021. House of Lapland website. Accessed 25 April 2021. Retrieved from Investments in sustainable high-end tourism are growing in Lapland | House of Lapland

International tourism, expenditures for travel items (current US$)- Arab World. 2019. The World Bank website. Accessed 5 May 2021. Retrieved from International tourism, expenditures for travel items (current US$) - Arab World | Data (worldbank.org)

Irsha, M. 2012. The analysis of the push pull motivation factor and the expectation of international tourist in Ramayana ballet Prambanan Yogyakarta. GADJAH MADA JOURNAL OF TOURISM STUDIES. Vol. 1. Number. 1. p. 34. Accessed 3 May 2021. Retrieved from The Analysis of The Push Pull Motivation Factor and The Expectation of International Tourist in Ramayana Ballet Prambanan Yogyakarta | Irsha | Gadjah Mada Journal of Tourism Studies (ugm.ac.id)

Jansson-Boyd, C. 2012. Consumer Psychology. McGraw- Hill Education. p. 115-116. Accessed 3 May 2021. Retrieved from https://janet.finna.fi, ProQuest, EBook Central.

Jokelainen, N. 2018. Bringing Singaporeans to see Northern Lights: How can virtual reality be utilized in the marketing? Master´s Thesis. Tampere University of Applied Sciences, International Business Management. Accessed 5 May 2021. Retrieved from https://janet.finna.fi, Theseus.

Käsitteet [Definitions]. 2021. Statistics Finland website. Accessed on 13 April 2021. Retrieved from Kvalitatiivinen tutkimus | Käsitteet | Tilastokeskus (stat.fi)

Lapin matkailustrategia 2020-2023 [Tourism strategy of Lapland 2020-2023]. The regional council of Lapland website. Accessed on 5 April 2021. Retrieved from Matkailu_tilannekuvaraportti_web.pdf (arcticsmartness.eu)

Li, M. 2014. Cross-cultural tourist research: A Meta-Analysis. Journal of hospitality & tourism research. Vol. 38. Issue 1. Accessed 14 May 2021. Retrieved from https://janet.finna.fi, SAGE Journal Premier.

Link between the COVID-19 patients and subsequent mental health and neurological conditions found 2021. 2021. University of Oxford website. Accessed 15 May 2021. Retrieved from Link between COVID-19 infection and subsequent mental health and neurological conditions found | University of Oxford

Malmberg, K. 2020. Kriisipuhelimen työntekijä: Koronavirus aiheuttaa enemmän ahdistusta kuin mikään muu asia yhteiskunnassa- Näin asiantuntijat vastaavat ahdistusta herättäviin kysymyksiin [Coronavirus cause more anxiety than anything else in the society- Specialists respond to the question concerning factors that cause anxiety]. Helsingin sanomat website. Accessed 16 May 2021.

Merriam, Sharran B. & Tisdall, Elizabeth J. 2016. Qualitative research: A guide to design and implementation. San Francisco, CA: Jossey-Bass. Accessed 14 May 2021. Retrieved from https://janet.finna.fi, Ebsco Host.

Middle East Consumer Travel Report 2018. 2018. Insight Out website. Accessed on 18 March 2021. Retrieved from Middle East Consumer Travel Report 2018 (amadeus.com)

Michael, I. & King, E M, B. 2014. Dubai outbound tourism: An exploratory study of Emiratis and expatriates. Journal of Vacation Marketing, Vol. 17, No. 1. Accessed on 18 March 2021. Retrieved from (PDF) Dubai outbound tourism: An exploratory study of Emiratis and expatriates (researchgate.net)

Michael, N., Wien, C., Reisinger, Y. 2017. Push and pull escape travel motivations of Emirati nationals to Australia. INTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH, Vol. 11, No. 3. Emerald Publishing. Accessed on 18 March 2021. Retrieved from Push and pull escape travel motivations of Emirati nationals to Australia, International Journal of Culture, Tourism and Hospitality Research | 10.1108/IJCTHR-04-2016-0039 | DeepDyve

OECD Tourism Trends and Policies 2020: Finland. 2020. The Organization for Economic Cooperation and Development: OECDLibrary. Accessed on 1 April 2021. Retrieved from Finland | OECD Tourism Trends and Policies 2020 | OECD iLibrary (oecd-ilibrary.org)

Outbound GCC travellers spent over US$69bn worldwide 2019. 2019. HotelierMiddleEast.com. ITP Business Publishing. Accessed on 30 March 2021. Retrieved from https://janet.finna.fi, ProQuest.

Outbound luxury travellers from GCC set to increase in 2018. 2018. TradeArabia. Al Hilal Publishing and Marketing Group. Accessed on 30 March 2021. Retrieved from https://janet.finna.fi, ProQuest.

Phillip, S. F. 1998. Race and gender differences in adolescent peer group approval of leisure activities. Journal of Leisure Research, Vol. 30. No 2. p. 214–232. Accessed on 26 January 2021. Retrieved from jlr-volume-30-number-2-pp-214-232.pdf (nrpa.org)

Raymore, L. 2002. Facilitators to leisure. Journal of Leisure Research 34 (1), 37–51. Accessed on 26 January 2021. Retrieved from https://janet.finna.fi, ProQuest Central.

Sandholm, M. 2018. Lapland´s push and pull factors. AMK. Lapland University of Applied Sciences, School of Business and Administration, Degree Program in International Business. Accessed 5 May 2021. Retrieved from Lapland's push and pull factors - Milla Sandholm (theseus.fi)

Scott, N. & Ding, P. 2015. Using mean-ends chain theory to explore travel motivation: An examination of Chinese outbound tourists. Journal of Vacation Marketing. Vol 21. Issue 1. p. 87-90. Sage Publishing. Accessed 2. May 2021. Retrieved from https://janet.finna.fi, Sage Journals.

Sharma, A. & Altinay, L. 2012. Qualitative research in hospitality and tourism. Emerald Publishing. p. 821. Accessed 25 March 2021. Retrieved from https://janet.finna.fi, ProQuest, EBook Central.

Slak Valek, N. & Fotiadis, A. 2017. Is tourism really an escape from everyday life? Everyday leisure activities vs leisure travel activities of expats and emirati nationals living in the UAE. NTERNATIONAL JOURNAL OF CULTURE, TOURISM AND HOSPITALITY RESEARCH. Vol. 12. Issue 2. p. 244-245. Accessed 4 May 2021. Retrieved from https://janet.finna.fi, Emerald.

Snepenger, D., King, J., Marshall, E. & Uysal, M. 2016. Modeling Iso-Ahola's Motivation Theory in the Tourism Context. Accessed on 27 January 2021. Retrieved from https://janet.finna.fi, Sage Publishing.

Study on Tourism in Overseas Market of United Arab Emirates. 2011. Ministry of Tourism, Government of India. Accessed on 6 April 2021. Retrieved from Microsoft Word - UAE_Outbound_Tourists_Final Report.doc

Target market infographic 2021. 2021. Business Finland website. Accessed on 2 April 2021. Retrieved from vf_target_markets_infographic_2021_eng.pdf (businessfinland.fi)

The Government. 2019. The United Arab Emirates Ministry of Foreign Affairs & International Co-operation. Accessed 4 May 2021. Retrieved from The UAE Government (mofaic.gov.ae)

The United Arab Emirates outbound tourism market is predicted to surpass US 24$ billion by the year 2025. 2021. Research and Markets website. Accessed on 22 March 2021. Retrieved from https://www.globenewswire.com/news-release/2019/12/31/1965268/0/en/The-United-Arab-Emirates-Outbound-Tourism-Market-is-Predicted-to-Surpass-US-24-Billion-by-the-Year-2025.html

Travel - Safe escapes? The new normal in work and travel 2020. 2020. Online webinar organized by the Finnish Business Council UAE.

Trends and signals of the future of international travel in Finland 2020. 2020. Report on Visit Finland website. Accessed 14.5.2021. Retrieved from PowerPoint Presentation (businessfinland.fi)

Tuomi, J. & Sarajärvi, A. 2018. Laadullinen tutkimus ja sisällönanalyysi [Qualitative research and analysis of content]. Helsinki: Tammi. Accessed on 3 December 2020. Retrieved from https://janet.finna.fi, Ellibs Library.

Understanding Expo. 2021. EXPO 2020 Dubai UAE website. Accessed 16 May 2021. Retrieved from Home | Connecting Minds, Creating the Future | Expo 2020 Dubai

Valli, R. & Aaltola, J. 2018. Ikkunoita tutkimusmetodeihin 2, Näkökulmia aloittelevalle tutkijalle tutkimuksen teoreettisiin lähtökohtiin ja analyysimenetelmiin [Windows to research methods 2, Views for a starting researcher for theoretical basis and analysis methods]. Jyväskylä: PS-Kustannus. Accessed on 8 February 2021. Retrieved from https://janet.finna.fi, Ellibs Library.

Velazquez, Felipe C. 2000. Approaches to the study of international migration: A review. Accessed 13 May 2021. Retrieved from Dialnet-ApproachesToTheStudyOfInternationalMigration-5196039.pdf

Vilkka, H. 2020. Akateemisen lukemisen ja kirjoittamisen opas [Guide for academic reading and writing]. Jyväskylä: PS-Kustannus. Accessed on 21 April 2021. Retrieved from https://janet.finna.fi, Ellibs Library.

Vilkka, H. 2021. Tutki ja kehitä [Study and develop]. Jyväskylä: PS-kustannus. Accessed on 21 April 2021. Retrieved from https://janet.finna.fi, Ellibs Library

Wilson, A. 2012. Marketing research: An integrated approach. Pearson Prentiss Hall. Accessed on 13 April 2021. Retrieved from https://janet.finna.fi, VLeBooks.

Wong, A., Law, R. & Zhao, X. 2018. Time-variant pleasure travel motivations and behaviours. Journal of travel research. Vol. 57. Issue. 4. p 437; 445-446. Accessed 3 May 2021. Retrieved from https://janet.finna.fi, Sage Journals.

Yöpymisten kehityskatsaus [Overview of overnight stays]. 2020. A Business Finland website. Accessed on 14 April 2021. Retrieved from Matkailuvuosi - Business Finland

Figures

Appendices

Appendix 1. Survey for market research on UAE travel market

This anonymous survey is a part of Master´s thesis for Jyväskylä University of Applied Sciences in Finland. The thesis was ordered by Finnish Business Council UAE.

Please answer to following questions as clear and concise manner as possible. The idea of this survey is to study the Emiratis´ travelling habits in general and their perceptions towards Finnish Lapland as a travel destination.

1. What is/are your favourite travel destination/s?

2. Why do you choose to go to this/these destination/s?

3. Do you have some specific service/s that you demand at your travel destination?

4. Do you have a specific time/s of the year when you like to travel?

5. What is the first thing that comes to mind when you think about Finland?

6. Have you heard of Finnish Lapland? If yes, then what is the first thing that comes to mind when you think about Finnish Lapland?

7. Please watch this short video of Lapland and write down your first thoughts about it.
   https://youtu.be/pP4XSZ-ytKA

8. Please watch this second video of Lapland and write down your first thoughts about it.
   https://youtu.be/-H1ihNcd3dE