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**MARKETING OF FOOD TOURISM**

**Evaluating Marketing of Food Tourism in Finland**

**Thesis**

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**ABSTRACT**

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<p>This thesis describes food tourism in general and specifically in Finland. Nowadays food tourism sector is considered to be one of the most important sectors of tourism. Because of tourism the world is getting developed more and more. The food sector is becoming a valuable part of tourism. To improve food tourism marketing a lot of attention is given to enhance the economy of any country.</p> <p>The report gave Information about Finland and outside marketing in food tourism. Moreover, this thesis also discussed the various types of things about marketing, food tourism, tourism in Finland, and other things from different types of books and reliable sources.</p> <p>This thesis was a traditional survey based thesis. And to make it a meaningful thesis one survey is done in S@R Due restaurant where of people took participated. They took the questionnaire and gave their opinion in it according to thought. And all of this practical part belongs is confidential.</p>		

<p><b>Key words</b> Food Tourism, Marketing, Tourism In Finland.</p>
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## 1 INTRODUCTION

Marketing of food tourism in Finland and even outside of Finland is nowadays one of the most important sectors of the economy. More and more people are getting a chance to work in this business. Its impacts are being seen in Finland as well as in other countries. Thanks to good marketing the marketers can achieve their target and the demand is increased. Marketing shows the pathway how to improve food tourism in Finland and outside of Finland.

The aim of this thesis is to briefly show the impact of marketing in Finland and outside of Finland. Nowadays the world is more developed than previously so people are being changed and their choice is also being changed so thinking of their changing point of view marketing is also being developed day by day. Various types of marketing strategies are being created to improve the marketing sector of tourism. The impacts of food tourism and marketing of the business are discussed vividly. This is discussed in the practical part of the thesis also this is done through a survey where of different ages participants give their opinions in the questionnaire.

In this research-based thesis a quantitative survey is going to be included in the process. To make it a meaningful thesis one survey was done in S@R Duo Restaurant where different age groups of people took part. All the customers got a questionnaire to fill in and give their opinion. In this restaurant both tourists and local people visit to get food. In this thesis the customers and the restaurant workers take part in the survey to make it complete. The tourists in this restaurant give their opinions about marketing of food tourism in Finland and outside Finland.

The objective of this thesis is to get knowledge about the marketing of food tourism in Finland and outside of Finland. The world is being changed rapidly for the impact of science so to stand with these changes how marketing of food tourism is being changed, what types of strategy is being used in marketing of food tourism in Finland and outside of Finland, People's opinion about marketing, is there anything necessary in marketing food tourism, all of these one discussed through the survey to fulfill the objectives of this thesis.

This thesis is going to be done to fulfill its objective. And, for that all the steps are taken in cooperation with the commissioner who allowed to make the survey in his restaurant. And, for that the contract is being signed by the commissioner and it is written that the commissioner has no objection to the survey

being done in his restaurant. He gives his permission to take the survey in his restaurant. The customers of this restaurant are asked to take part in the survey. After taking the customer's opinion the staff members also take part in this survey to fulfill their opinion in the questionnaire.

## 2 BASIC INFORMATION ON FOOD TOURISM

Food tourism is in focus on farm markets, restaurants, food gardens and farmer's markets or shops. The expectation today is a lot wider as leading retailers now look at the food experience as a means to engage their customers. Tourism operations today realize that food tourism in fact covers many spectra. Consumer awareness here is also important to know because from the 1970s the consumer has become more aware of the different types of food viability and the quality of food they are consuming. Prior to this most consumers shopped in local super market or grocery store, which in turn in order to survive evolved into out of town food halls. At the same time another movement was started, that was the development of farmers markets and farm retail experiences. This in turn was followed by a surge in food programs on TV and the arrival of the celebrity chefs who today in many countries are as popular as rock stars. In 1945 the food and agriculture organization of the United Nations set up the world food day on 16 October each year. The original aim was to help develop future interest in food origins and bring attention to the food dilemma in third world countries. Each year the event has a different theme and becomes more organized as an important date in the calendar. Although originally focused on preventing starvation, over the years the day has developed to have a wider appeal and includes sustainability and the origins of food. (Stanley & Stanly 2014.)

External Marketing issues such as traditional marketing communications and pricing are not covered, because they do not distinguish marketing in service contexts to any considerable degree from the marketing of physical products. The differences that do exist are not differences in nature. Instead, aspects of service marketing where differences exist are covered. This includes the nature of service consumption, the marketing object in service contexts and the quality of services, the marketing effects of the buyer seller interactions or the service encounters, and internal marketing. The term of service management has often been used instead of service marketing, so that this overall management and process nature of marketing in service contexts is emphasized. The understanding of the market oriented management nature and relationship process characteristic of services form the foundation for service marketing. Service marketing is not a body of concepts and models for so called service firms and in what traditionally is called the service sector. (Grönroos 1998.)

When peasants in rural Malawi speak of food, they are not only concerned with its availability, but also about its role in connecting people. Villagers interact with one another in different ways as they select the seeds, plant them, weed the young plants and protect them from marauding animals and birds, harvest

their crops, and store them and women pound the grain to make flour for a meal, which with beer, can also feed the spirits on a ritual meal. Food acquires varying social identities on its journey from the field to the table, and at each point it connects members of the community in different ways. In the African countryside, food has a social biography. This social biography is both cyclical and linear. It is linear since a planted seed goes through increasing degrees of maturity before reaching a digestible state. But the same movement is also cyclical from the viewpoint of the farmer. At each stage of the plant's life a peasant engages in orderly practices that they have learned and practiced many times before as a member of the community. Thus, although villagers are fully aware of the linear movement of the crop, in their debates about food they highlight the cyclical. Both the alternative vision and the golden age theories are about orderly and the more routine aspects of social life, including seasons, abundance and hunger. (Pilcher 2012.)

## **2.1 Tourism in Finland**

Finland has a lot of tourism destinations where the visitors visit every year. It has its own beauty of nature that attracts the tourist to visit those places again and again. Finland is a forest country. Helsinki is the main point of entry for most visitors in Finland. Here people could be able to see the country's beautiful museums, art galleries, restaurants, and shopping centers. There are quite many various destinations here in Finland that have their own charming sights and these convey its own identifications. All of these destinations are connected with food tourism in Finland because tourists come to Finland to spend their time in tourist destinations and then food is their fundamental need. So food tourism is deeply related with tourist destinations. The tourist gets to know about the tourist destination through marketing as is done by the tourist agency. They influence the tourist to visit places. So marketing plays the vital role for the tourist to visit any places. Some tourist destinations in Finland are discussed below with pictures.



PICTURE. View of Helsinki 2016 (Adapted from Google Images)

Helsinki is the capital of Finland and chief town of the province of Uusimaa (Nyland). In Finnish language the capital city is called Helsinki and in Swedish Helsingfors. The capital Helsinki region consists of the four municipalities of Helsinki, Espoo, Vantaa and Kauniainen. Helsinki is called the city of culture and its national museum is one good example of it. The city museum, and the finish art gallery combine a good combination with classical and modern exhibitions. It has three major theaters. Design, architecture, culture, shopping, all of these have has a good combination in Helsinki. Large park areas, forests, lakes give a charming view of Helsinki. Ice hockey is one of the famous games in Finland and in Helsinki there are quite many places where the player practices and plays the game. Helsinki Airport or Helsinki –Vantaa airport is the main international Airport of the Helsinki metropolitan region and the whole of Finland It connects about sixteen million passengers annually. In Helsinki there are quite many beaches where people visit especially in summer time to take a bath and to pass a good time. Helsinki is covered with many concert halls where people can enjoy listening to the traditional or contemporary music. In Helsinki there are sufficiently hotels and restaurants for the tourist. Helsinki is covered with its own beauty that attracts tourists to visit here again and again. Helsinki documentary film festival, Docpoint presented the best Finish and international documentaries of the year on the twenty fifth to the thirtieth of January 2016. Docpoint offers a versatile programme for the documentary lovers. This programme is also connected with seminars, workshops and clubs. Helsinki could be considered an ideal destination for a family holiday because it offers a wide range of variety activities and attractions for all ages of people. In Helsinki there are many bars and night clubs for the people to enjoy their time there. Helsinki is covered with a colorful combination with its own beauty that drags to tourist to visit here.



And when the tourists come they visit restaurants here and this will impact the food sector of tourism. (Donnell 2016.)



PICTURE. View of Northern Lights 2016 (Adapted from Google Images)

Northern lights are one of the most popular attractions in Finland to the tourist. Finland is one of the top countries in the world to see these blazing curtains of light drape across the sky. Although at times northern lights could be seen in the south part of most regions in Finland but best place to see the northern lights is Lapland in the north part of Finland. The best time to see the northern lights is between September and March. In this time the tourists visit the north part of Finland to see the northern lights and for that they wait to see a magical show in the sky if the sky is clear. So all the hotels remain quite busy in that time to deliver their service to the customer. Every year thousands of tourists come here to see the magic of northern lights. The northern lights dancing up above in the sky is one of the powerful and unique natural phenomena. It seems like they are changing lives down on earth. The northern lights could be seen roughly two hundred a year or in every other clear night in Finish Lapland. Earlier it was believed that the waving of a fox's tail and drifting the snow in the mountains causes such light in the night sky. But in reality Northern lights show in the sky because of hitting the solar wind of charged particles in the earth's atmosphere. Tourist's main attraction is to see these northern lights so almost from all over the world there are many tourists visiting here to see the magical show in the sky and for this unique view in the sky the hotels and restaurants remain so busy to service their customers. So, these kinds of impacts give success to food tourism.



PICTURE. Images of Lapland 2016 (Adapted from Google Images)

Lapland could be called as the tourist destination of Finland. Rovaniemi is Lapland's capital city. Many people from different countries come to Finland to meet with Santa Claus. Lapland is the home of Santa Claus. Santa Claus village in Rovaniemi is decorated with a wonderful variety of restaurants, souvenir shopping malls and lit ice sculpture, Santa Park is situated in the same place so the tourists visit here also to see the beauty of Santa Park. In winter time the tourists visit Ounasvaara ski center & resort. Rovaniemi has its own cultural life with its own orchestra, theater, six art galleries, four museums, and two science centers. In Lapland people can enjoy the midnight sun, rich wildlife and vast wilderness. In Rovaniemi the tourist has a good opportunity for shopping. The tourist can get here Finish design products, native Lapp handcraft and art. And this handcraft and art convey the identification of Finland. Lapland is the largest and it is situated in the northernmost region in Finland. The municipalities in this region cooperate with the regional council. Levi ski Resort is one of the tourist attractions to the tourists who visit here to enjoy their time. Husky, reindeer, and snowmobile Safaris attracts the tourist mostly in Lapland. All of these tourist attractions impact food tourism deeply to enhance the prosperity of food tourism in Finland.

## **2.2 Food Tourism in Finland**

To improve the Finnish economic sector food tourism has a vital role because every year there are quite many tourists visiting Finland and spending their time in the popular destination of Finland. And when they visit Finland food is the basic need of people. Finish food is tasty so the tourist gets satisfaction to have the food quality of Finland. In Finland food production is healthy because in Finland food consciousness is so high. In every restaurant and hotel the tourist gets good food because it is highly important in Finland to have validity of food. Finish people are famous for their straight forward and honest method of preparing food. The whole Finish food chain promises to provide safe and high quality of food. Every time food quality is being checked so the tourist without any doubt can take healthy and good food in Finland. The processing method of food is also highly concerned in Finland. To make healthy food all the steps are taken by the workers. All the workers clean up very well when they process food. So it's safe for the tourist.

## **2.3 Demand of Food Tourism in Finland**

There are many impacts of food tourism in Finland. Food is an important sector because food is the fundamental need of people so when the tourist visits any destination food impacts highly when choosing that destination. So it is observed that food tourism has gained attention over the past years. Tourists are attracted by the local production and many destinations are centering their products according to the development of marketing. And food is deeply related to its origin moreover the tourist is attracted by the destinations through its flavor. Demand of food tourism has a lot of impact to improve the economic sector in Finland.

### 3 THE CONCEPT OF MARKETING

Marketing is an important sector of food tourism because marketing describes everything of anything such as what is going to be done and what are the advantages and disadvantages of any product or anything. Although nowadays the sales sector remains mostly visible to all the people, most people are just aware of the sales sector but not of things included this will happen because of lack of marketing. Although marketing is a necessary thing in the food sector of tourism still some restaurant managers believe that there is no necessary of marketing. Marketing seems to them just like waste of money, nothing else. It is a fact that selling and advertising is an important part of marketing but it does not mean that selling and advertisement is everything in marketing. It was an old thought of people to think that selling and advertisement means everything in marketing. Selling and advertisement is related to the marketing mix. So it is a part of marketing. And another marketing mix is related with product, price and distribution. And all of this is also deeply connected to research, information and planning. (Kotler et al. 2003.)

Marketing can be successful if marketers could be able to promote anything successfully. If the product, price, distribution were good of any product and accessible to the customer then the product is able to fulfill the customer's and the marketer's demand. So the combination of this quality is highly important. (Kotler et al. 2003.)

In McDonald's they have their own point of view which they strictly follow. In McDonald's people get cheap food and almost in every big city there are facilities to get McDonald's food so it is accessible to the customer to go there when they are hungry. To visit McDonald's people could fulfill their demand because of their marketing strategy which emphasizes accessible and cheap food according to the customer demand. So here marketing kept an important value. And not only local people but mostly tourists also visit McDonald's for their good impact of marketing. (Kotler et al. 2003.)

### **3.1 Kotler's definition of Marketing**

According to Kotler the marketing concept's key is to achieve the organizational aim which fulfills the needs and targets of the marketers and through marketing the marketers try their level best to deliver good things for the customer. The customer's need, desire and satisfaction are highly important for them. And for that the marketers try their highest best because they know that if they fail to deliver their best then there are some other marketers who are their competitors and they will take the advantages if any marketers could not be able to fulfill the customer's demand. The growing refrain on marketing is imposed globally by pressures arisen from several sectors such as social, cultural, and natural environment and within this the marketing business has to operate because they cannot avoid this presumable and challenging environment. (Kotler & Armstrong 1991.)

### **3.2 British Chartered Institute's Definition of Marketing**

The British Chartered Institute of marketing defines marketing a kind of management process that is responsible for identifying, anticipating and satisfying customer requirements through which the customer could be able to get their most satisfaction so that they visit that place again and again. If the customer likes to get their desired demand through marketing then the organization could be able to get the profit they expect or demand through marketing. The organization's main object is to get success and for that they use marketing so that the people get aware of that thing as they want to promote. British Chartered Institute defines marketing as a process of management that identifies, anticipates, and supplies customer demand efficiently and profitably. The organization through the marketing strategy, could be able to fulfill their requirement as they demand for profit for the organization and for their reputation to get success economically. (Middleton & Clarke 2001.)

## **4 METHODOICAL ASPECTS OF MARKETING MANAGEMENT IN THE HOTEL AND RESTAURANT BUSINESS**

Russian researcher A.P. Durovich considered marketing management in hotel business not only a function but also a methodological aspect. According to his definition marketing management is a kind of process that connects planning, implementing, and monitoring activities. Next according to the Russian theorist's Yu, Razovski is point of view the process of marketing is related to the Analysis of Market potential that is connected with to gathering information about the market, analyzing the situation and the customer's demand, and it also analyzes the company's own opportunities and facilities and thinks about the goal and the main idea that is called marketing concept. (Baitenova et al. 2013.)

### **4.1 G.A. Papiryan View of Thought**

G.A Papiryan is a Russian researcher who thinks that marketing management is a kind of process which helps to improve marketing strategy. It is really not so easy to make an absolute and accurate marketing strategy because some things are included here which do not have a total solution to make an accurate marketing strategy. And these difficulties are created because of various reasons such as different internal characteristics of a company and many kinds of varieties of outside influences. Outside influences are an important factor because they could develop different strategies. And these outside influences make the differences between internal crises to get success. And for that this barriers impact to develop a marketing strategy. A good marketing strategy can make successful marketing. Although there are barriers still it is not totally impossible to achieve a good impact of marketing sense. (Baitenova et al. 2013.)

### **4.2 Resources of Hotels and Restaurants**

Resources of hotels and restaurants have good combination with each other such as structural business capital connected with buildings, facilities, equipment transport and technology. Financial business capital is related to monetary funds, shares, obligation and other equivalents.

And all resources have moderate importance for business. Intellectual potential combines human capital and resources. Relationship capital is related to building an efficient relationship with suppliers, consumers and intermediaries and these together with marketing resource have high importance for business. Resources of hotels and restaurants are quite an important equipment in the food sector of tourism. Resources of hotels and restaurants are the first step when people think of what kind of equipment they are going to use for their restaurants. It is related with the investment also such as what is the financial condition of the owner of the restaurants if the owner could be able to invest more than the restaurant would be decorated artistically. Sometimes with a good idea it is possible to decorate the restaurant artistically. All the steps of hotels and restaurants are important because all of them are connected with each other. The owner of a restaurant has to fulfill then they want to start any hotel or restaurant business. (Baitenova et al. 2013.)

## **5 FOOD SECTOR OF TOURISM**

Food tourism as a vital sector of tourism. Food is human being's fundamental demand so it is highly important in tourism sector. Although nowadays people are being a more conscious about food still food safety is now a day being more concerned subject globally because on attention of food safety events which concern the safety of food. Bovine, spongiform, encephalopathy, mouth diseases, harmful food additives, are some examples of food safety problems. Any kind of unconsciousness of the food company, consumers, food industry has to suffer from this which is not good for human health. The tourist could fall sick and even they could die because of this. So all the steps are taken very consciously to come over this situation and now things are being better than previous time. So the tourist now could be able to visit any place and take the pleasure to taste the local food. (Wang et al. 2011.)

### **5.1 Food as Destination Marketing and Branding Tool**

According to Hall and Mitchell Food tourism is a visit to primary and secondary level where the visitor visits for some kind of special reason which is related to food such as any food festival, someone's favorite restaurant to test different type of local food. Tourists visit these places for different types of reasons. And the importance of branding is not avoided here because branding is a good way for a destination to make a positive view to the tourist's mind. Brand association is known as brand image. And people have many curiosities to this brand product. McDonald's, Burger king, Hesburger and other many more are brand products so the tourist feels curiosity to visit that destination where its main association or organization is held. Food could be defined as a necessary element to build a destination brand because of its large number of symbolic meaning. So food has a strong connection to a destination which makes a tourist interested to visit that place. (Lin et al. 2011.)



## 5.2 Customers' Demand in Food Tourism

Customer demand is based on service performance, customer satisfaction, and purchase intention in food tourism. According to Parasuraman, Zeithmal, and Berry service quality is a kind of global judgement, or attitude that is related to superiority of service. It is also important to reach the customer's expectation such as how effectively service is delivered according to the customer demand. If the service quality is good then the customer or tourist gets motivation to visit that places again and again. On the other hand poor service quality makes a customer dissatisfied. And then they switch their choices to that place where service quality is good and fast. Such as in Fast food sector their service is good and fast so the customer visits there for their need. Customer satisfaction is one of the most important things in the food sector of tourism. Customer satisfaction could be viewed as a customer expectation. Customer satisfaction is a kind of transitory judgement of the consumer. If the customer's fails to get satisfaction then they never visit that place. So customer satisfaction is highly important because with customer expectation purchase intention is deeply connected. If the customer gets satisfaction then they have interest to purchase anything. When the consumer purchases anything according to the organization demand than it could be able to fulfill the consumer and organization both demand then this product quality is good. So all of these qualities are important to fulfill the customer's demand in the food sector of tourism. (Shreenivasan & Senthilnathan 2014.)

## **6 ECONOMIC IMPACT IN FOOD TOURISM**

There is a lot of economic impact in the food sector of tourism. And this impact is connect with prosperity and affordability, accessibility, events, culture, globalization, competition, and climate. People wish to get luxurious things and this luxurious wish is called prosperity and the product is here affordability. This prosperity and affordability is related to the economic situation. Accessibility impacts the economic situation most deeply for example before things were too difficult to move anywhere but for the bliss of science now it is easy for the people to move anywhere without facing any problem. So this accessibility affects economy. For the easy accessibility now a day events are being developed such as there are many kinds of famous events organized in the world and people get interest to participate in those events and in these events food is an important part. So people take economic success from these events. Culture impacts economics effectively such as people get interest to visit the ancient and new culture destinations. So they visit that place and then that place and food sectors such as restaurants, hotels could be able to get economic success. Competition is a big fact now a days because people have more choices than before so it is being competitive in the food sector to develop the economic sector. Climate has also a big impact in tourism sector if the climate is not good in the destination then the tourist does not feel interest to visit that place and so it impacts economics in the food sector of tourism too. (Yeoman 2011, 33-35.)

### **6.1 Barriers of economic growth for food sector of tourism**

There are a lot of important impacts observed in the food sector of tourism. According to the Bureau of economic research is point of view tourism is defined as the mainstay of the U.S Virgin Island's economy. It is able to create \$4 billion and it creates work places to solve the unemployment of thirty percent from the entire workforce. Although there are many good economic impacts showed in this sector still there are some barriers found here that make it difficult to grow economic prosperity. Policy network theory makes a linkage between agriculture and tourism sector. Lack of market information is a big problem because if there is lack of accurate information then it is not possible for the marketer's to sell the food product according to their demand. So to sell a product not only selling but also lacking of market information could impact to become a failure according to the expectations. There are some other lacks that affect the growth of the economic sector of food tourism. They are inadequate quality of local food, inconsistent supply of local food, global competition, and lack of availability of market outlets.

All of these things are barriers in the economic sector. Inadequate quality of local food causes a disappointment to the customer. Inconsistent supply of local food never gets to achieve the goal to fulfill the expectation of the marketers. Now a day the world is being more competitive for the bliss of science. So the market should have good quality of product so that it could be able to stand with other competitors. The Lack of availability of market outlets affects the economic sector badly. And so it is a reason for lacking to enhance economic growth. (Mwaijande & Francis 2007.)

## **6.2 Successful Aspects of Economic Impact in Food Tourism**

According to the account point of view travel and tourism contribute a total of US\$7.6trillion (2014) prices. And it equates to 9.8% of the total economy GDP in 2014. The Economic sector gives people an opportunity to take challenges in the job sector for their everyday survival. 2.1 million jobs are generated for the people directly and 6.1 million jobs give an opportunity to the people to get the job in the direct and indirect sector. Travel and tourism grew 2.3% in the job sector in 2014 and it is a big success. This proves that travel and tourism is a big part of the global economic sector. To get good success of economic sector different types of sectors impact a valuable part of tourism sector for example hotel business is a strong part of it. Through hotel business the economy is getting a tremendous success of economies because of its higher occupancy rates and average daily rates in almost every region. And this hotel business and food sector is an important part. So travel and tourism food sector could be considered one of the necessary parts for economic growth. (WTTC 2015.)

## **7 CONDUCTING THE SURVEY**

### **7.1 The structure of the survey**

The aim of this thesis is to give knowledge about people's opinions that how they evaluate the marketing of food tourism in Finland and outside of Finland. Their thoughts come from the questionnaire. The open question was how marketing impacts food tourism in Finland and outside. All the participant's thoughts come from the questionnaire. Most participants think that there is a lot of importance in marketing in Finland and outside of Finland.

All participants think that tourism is nowadays one of the vital sectors in the world that impacts most of the country to enhance prosperity. And marketing is one of the important parts of it. Because through marketing people are aware to have an idea about tourist destinations and marketing does not give the knowledge about the destination only it helps people to have all the information according to their demand. All organizations have their individual policy of marketing. And this policy they follow very strictly so that they can achieve their goal. Good marketing sense gives positive feedback to the organization. So according to the participant's point of view marketing has a lot of impact in the food sector of tourism in Finland and outside of Finland.

### **7.2 Reliability and Validity of the Survey**

This survey is reliable because this survey's aim was to get knowledge about the impact of food tourism in Finland and outside of Finland. According to the survey the participants give the positive answer that there is a lot of importance of food tourism in Finland and outside of Finland. This survey is done with people at different age gaps and there were tourists also. This survey could be able to find its goal because in the restaurant all types of people participate and give their comments. And this makes the survey a reliable survey. It was a big experience to arrange this survey because of the participant's support. There were different kind's nationalities participating in this survey so the survey could be able to fulfill its goal because of different nationalities opinions that is a valuable part of the survey. Overall there is no doubt that this survey's validity is reliable.

### 7.3 Analysis of the Survey

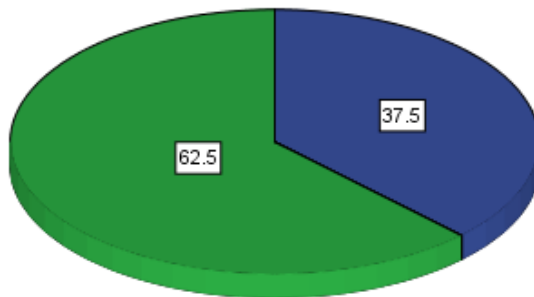
As part of the thesis a survey was carried out. In this sub-chapter the main findings are reported.

#### Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	15	37.5	37.5	37.5
Valid Female	25	62.5	62.5	100.0
Total	40	100.0	100.0	

#### Gender

■ Male  
■ Female



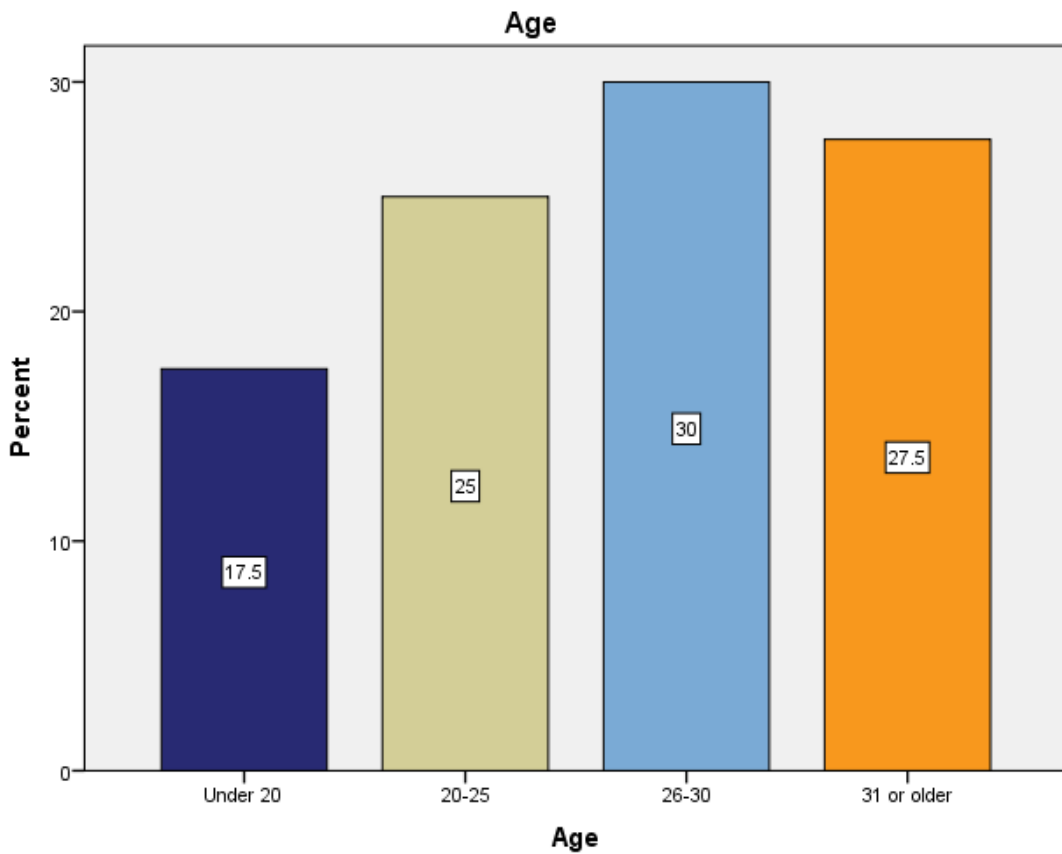
GRAPH 1. Gender

Graph 1 shows that there were a total of forty people both male and female who took part in this survey. Male frequency was fifteen, percentage 37.5, valid percent 37.5 and cumulative percent is 37.5. The female frequency was 25 Percentage 62.5, and cumulative percentage 100.0. So according to the graph the total frequency is forty, percent is 100.0, and valid percent is 100.0. The graph shows that there were

mostly female respondents who took part in the survey. Furthermore, there were also male respondents but, according to the graph, they were fewer in quantity than female respondents.

**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 20	7	17.5	17.5	17.5
20-25	10	25.0	25.0	42.5
26-30	12	30.0	30.0	72.5
31 or older	11	27.5	27.5	100.0
Total	40	100.0	100.0	

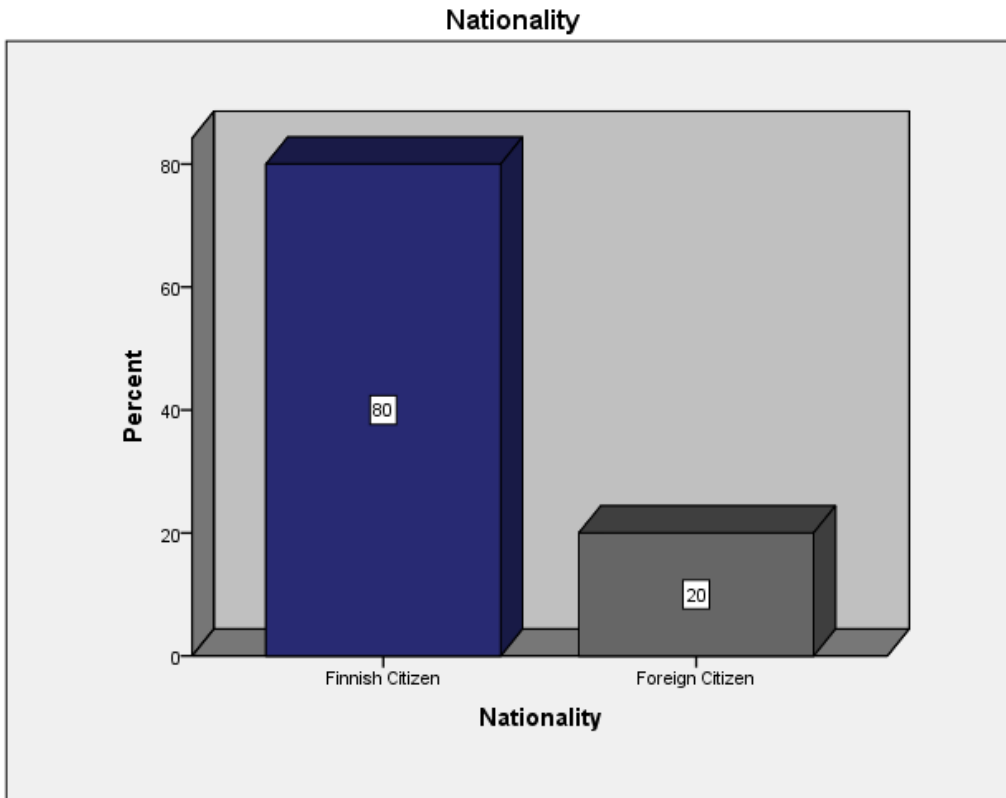


GRAPH 2. Age

Graph 2 shows that there were forty people who took part in this survey. And among them 17.5 percent were under age. 25 percent were twenty to twenty five .Thirty percent were twenty six to thirty. And 27.5 percent of older people gave their opinions by participating in this survey. So in this survey most of the participants are twenty six to thirty years old. The second position was thirty one or older people who took part in the survey. The third position was twenty to twenty five and the lowest was under twenty who took part in this survey according to the graph.

### Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Finnish Citizen	32	80.0	80.0	80.0
Foreign Citizen	8	20.0	20.0	100.0
Total	40	100.0	100.0	



GRAPH 3. Nationality

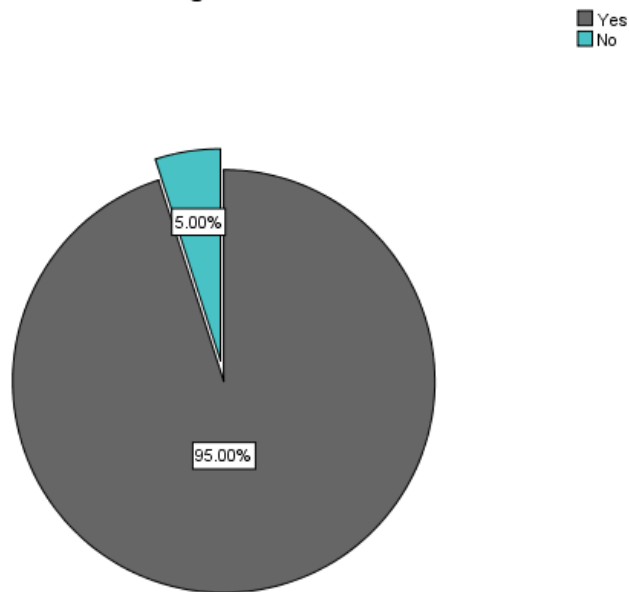
Graph 3 indicates that most of the participants in this survey are Finish citizens. 80 percent are Finish citizens and twenty percent are foreign citizens from different nationalities. The graph shows that the frequency of Finish citizens is 32 and the valid percent's are 80.0 and cumulative percent shows 80.0. The foreign people's frequency was eight Percent, valid percent was 20, and cumulative percent was 100. So the highest rate of nationalities is Finish people who took part of this survey.



### Marketing effect on food sector of Tourism

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	38	95.0	95.0	95.0
Valid No	2	5.0	5.0	100.0
Total	40	100.0	100.0	

Marketing effect on food sector of Tourism

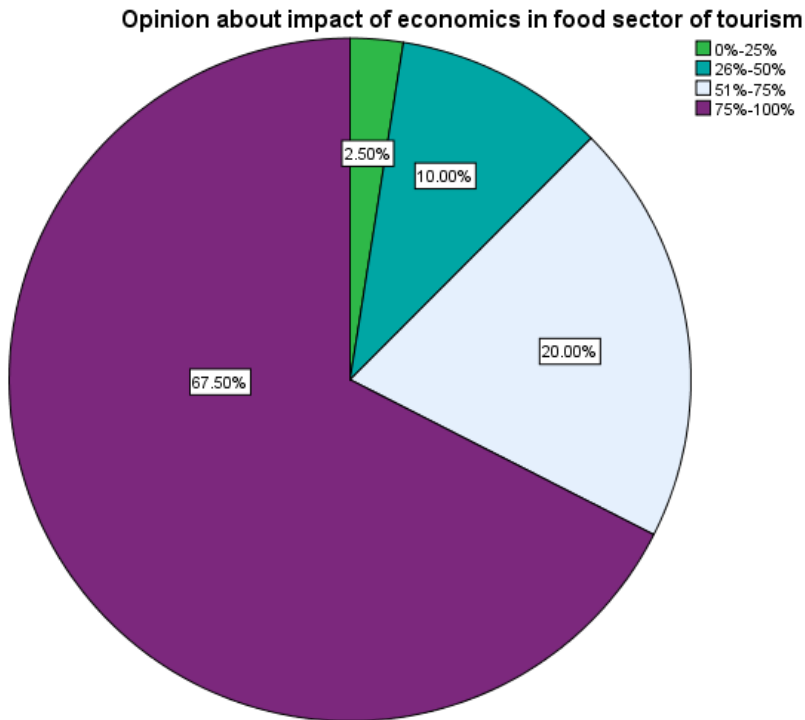


GRAPH 4. Marketing Effect

According to graph 4 altogether 95 percent of respondents gave the same opinion that they think that marketing can affect the food sector of tourism. But the graph shows that 5 percent thought that marketing cannot affect the food sector of tourism. According to their opinion there is no need of marketing which can affect the food sector of tourism successfully. But the participants opinion according to the graph mostly goes with the positive answer that marketing could be able to affect the food sector of tourism.

**Opinion about impact of economies in food sector of tourism**

	Frequency	Percent	Valid Percent	Cumulative Percent
0%-25%	1	2.5	2.5	2.5
26%-50%	4	10.0	10.0	12.5
Valid 51%-75%	8	20.0	20.0	32.5
75%-100%	27	67.5	67.5	100.0
Total	40	100.0	100.0	



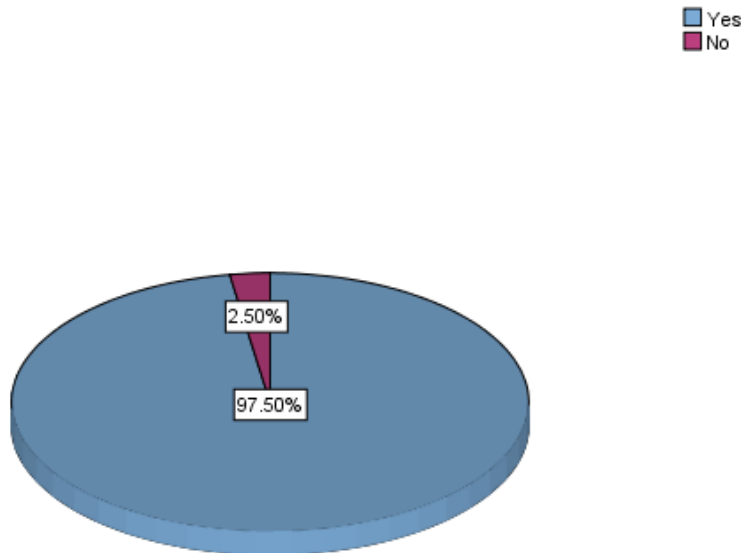
GRAPH 5. Impacts of Food Sector in Tourism

According to the graph the highest participant rate group was 75 - 100% about the impact of economies in the food sector of tourism. The highest amount of participants opinion is the same that they agree that there is economic importance in the food sector of tourism. The second part of participants gave 51 - 75% rate about impact economic. The third part of participants thought there is 26 - 50% impact of economic contribution in the food sector of tourism. And the lowest participant rate was 0 - 25% about the necessity economic in the food sector of tourism.

**Economic effect on food sector of tourism**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	39	97.5	97.5	97.5
No	1	2.5	2.5	100.0
Total	40	100.0	100.0	

**Economic effect on food sector of tourism**

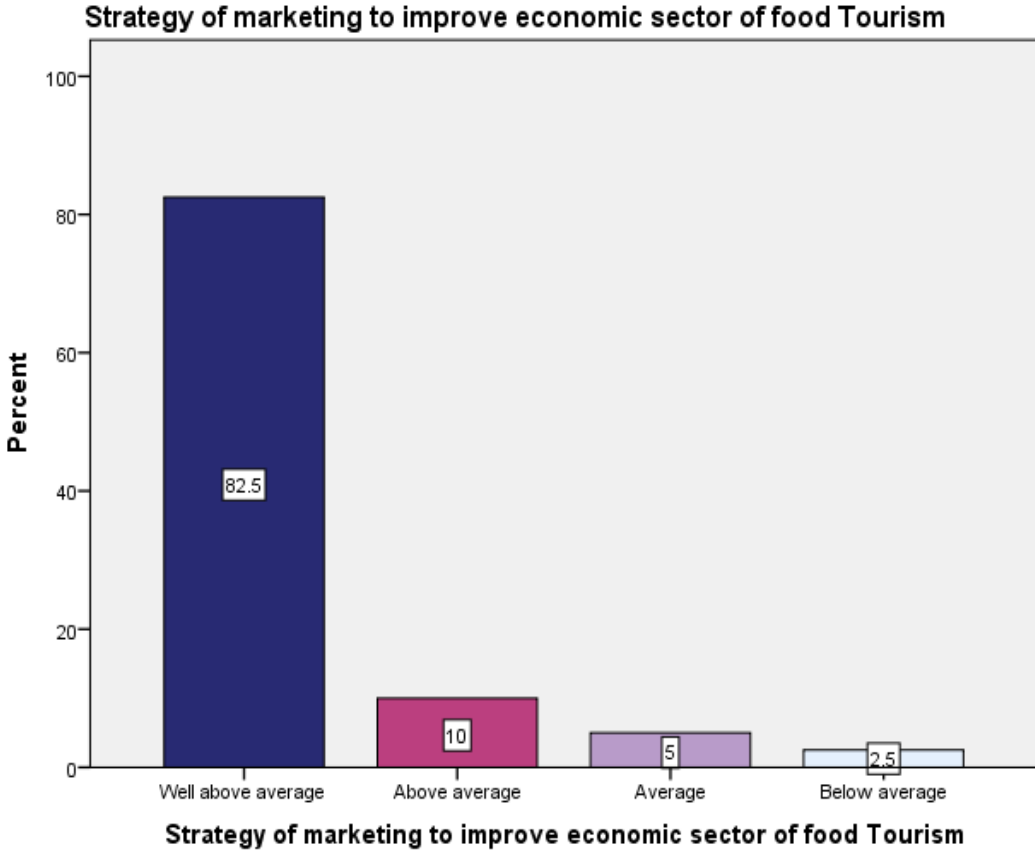


GRAPH 6. Economic Effect

Graph 6 shows that most of the people thought that economy could be able to affect the food sector of tourism successfully. 97.50 percent of participants agreed that economy could be able to affect the food sector of tourism. And the number of disagreeing participants is only 2.50 percent. So the survey participants strongly give economic value to the food sector of tourism. And to them there is a strong economic position in the success in the food sector of tourism. Because if the food tourism achieves its goal then the economic sector enhances economic success automatically because of the connection between each other.

#### Strategy of marketing to improve economic sector of food Tourism

	Frequency	Percent	Valid Percent	Cumulative Percent
Well above average	33	82.5	82.5	82.5
Above average	4	10.0	10.0	92.5
Average	2	5.0	5.0	97.5
Below average	1	2.5	2.5	100.0
Total	40	100.0	100.0	



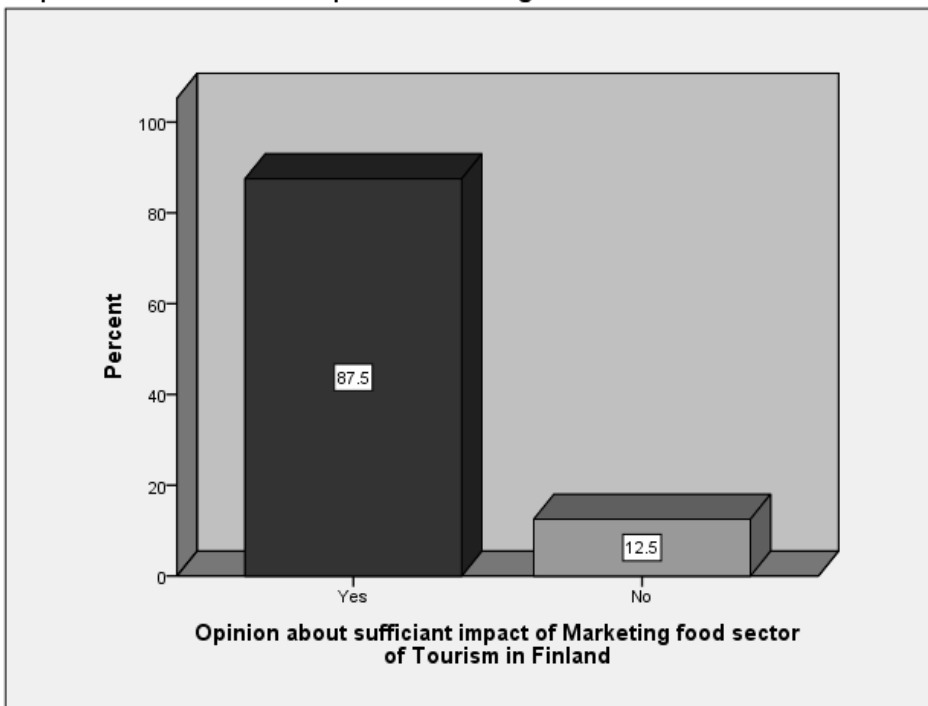
GRAPH 7. Strategy of Marketing

The graph above shows that the strategy to improve the economic sector of food tourism is agreed by most of the people. According to the graph their opinion is that they have some strategy which they follow very strictly. And all organizations have their own strategy of marketing to improve the economic sector of food tourism that is followed by every employee in their organization. The graph shows that some participants are above average to think that the strategy of marketing is able to improve the economic sector of food tourism they are 10%. And, there are very few below average who thought there is no strategy of marketing to improve the food sector of tourism.

**Opinion about sufficient impact of Marketing of food sector of Tourism in Finland**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	35	87.5	87.5	87.5
No	5	12.5	12.5	100.0
Total	40	100.0	100.0	

**Opinion about sufficient impact of Marketing food sector of Tourism in Finland**



**GRAPH 8. Sufficient Impact of Marketing Availability in Finland**

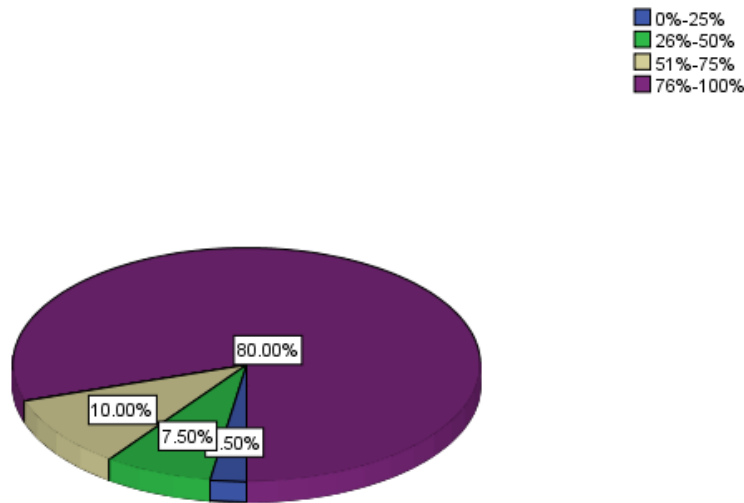
The graph shows that most of the people think that there is a sufficient impact in marketing the food sector of tourism in Finland. To improve the food sector of tourism in Finland they have to have sufficient arrangements to satisfy the tourist in the food sector and this arrangement they reveal through marketing. And this marketing gave the idea to the tourist to know everything that what kind of food is available for them. And this will help them to be aware about food availability. Although according to the graph some participants do not think that there is sufficient impact of marketing the food sector of

tourism in Finland but they are few participants. Most of the participants agreed with the positive answer that there is a sufficient impact of marketing availability in Finland.

**Rating on opinion about sufficient impact of Marketing food sector of  
Tourism in Finland**

	Frequency	Percent	Valid Percent	Cumulative Percent
0%-25%	1	2.5	2.5	2.5
26%-50%	3	7.5	7.5	10.0
Valid 51%-75%	4	10.0	10.0	20.0
76%-100%	32	80.0	80.0	100.0
Total	40	100.0	100.0	

**Rating on opinion about sufficient impact of Marketing food sector of Tourism in Finland**



GRAPH 9. Rating on Sufficient Impact of Marketing in Finland

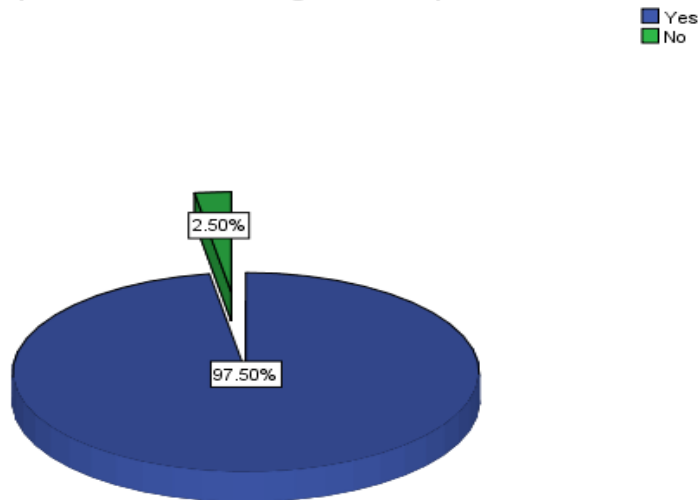
According to the graph above most of the people think that the food sector has a sufficient impact on tourism marketing in Finland. Their opinion was that if there is no marketing then nobody could be able to get success because through marketing people get to know about everything so if there is no marketing there is no success for the lack of marketing so they think that there is a sufficient impact of marketing the food sector of tourism in Finland and they know the value of marketing. So according to the graph most of the participants rate 76%-100% about the sufficient impact of marketing the food sector of tourism in Finland. The lowest 0%-25% rate is given by only one participant. But most of the participants agree that there is a sufficient impact of marketing the food sector of tourism in Finland.



### Importance of marketing to develop food sector of tourism

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	39	97.5	97.5	97.5
Valid No	1	2.5	2.5	100.0
Total	40	100.0	100.0	

Importance of marketing to develop food sector of tourism



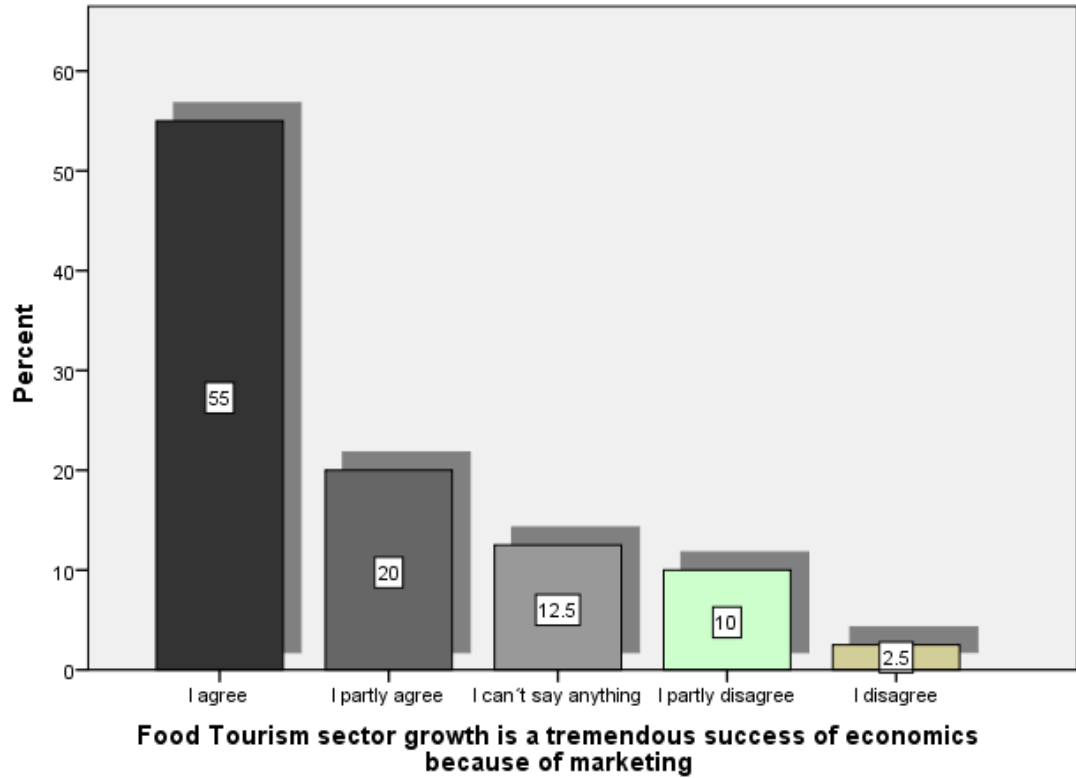
GRAPH 10. Importance of Marketing

The graph above points out that most of the participants think that marketing has a great importance in developing the food sector of tourism. According to the graph, 97.50% of participants think that without marketing the food sector they could not reach tourism expectations. Tourists will be unaware of the quality of food for various reasons such as lacking of marketing information. So all the participants highly recommend in the graph the importance of marketing the food sector of tourism. Just a few participants think that there is no importance of marketing which is only 2%. But, most of the participants' opinion was the same in the graph. That is most of the participants agree with the positive support about the importance of marketing. They think that because of marketing they are getting an idea about different types of things so they value the importance of marketing for their everyday knowledge.

Food Tourism sector growth is a tremendous economic success of marketing

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	22	55.0	55.0	55.0
I partly agree	8	20.0	20.0	75.0
I can't say anything	5	12.5	12.5	87.5
I partly disagree	4	10.0	10.0	97.5
I disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

**Food Tourism sector growth is a tremendous success of economics because of marketing**



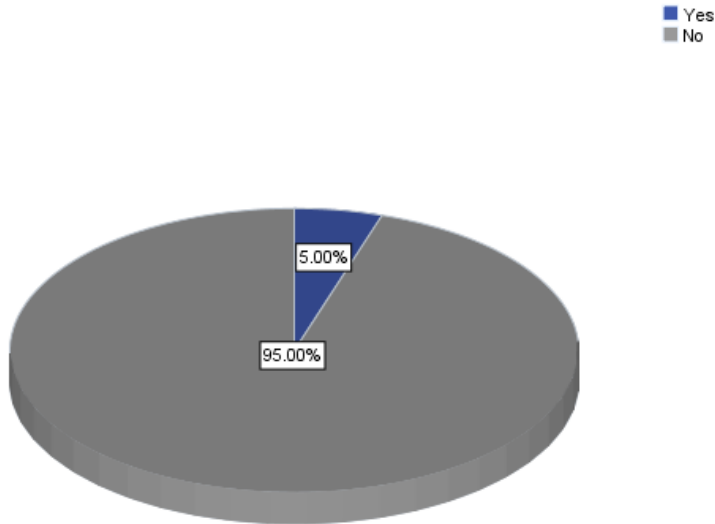
GRAPH 11. Economic Growth

The graph indicates that most of the participants agree that food tourism growth could be able to give a tremendous success because of marketing. Their opinion was that marketing affects the economy successfully to go further and to achieve the goal for economic growth. The graph shows that partly agree 20%. Some participants cannot say anything. The fewest participants disagree 2.5%, who think that there is no influence of marketing to get a tremendous economic success in the food sector of tourism. According to the graph most participants think that the food sector of tourism gets a tremendous success because of marketing. So the economic growth is enhanced because of marketing.

**Would you be happy if food sector of tourism stop Marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	2	5.0	5.0	5.0
No	38	95.0	95.0	100.0
Total	40	100.0	100.0	

**Would you be happy if food sector of tourism stop Marketing**



GRAPH 12. Marketing unavailability

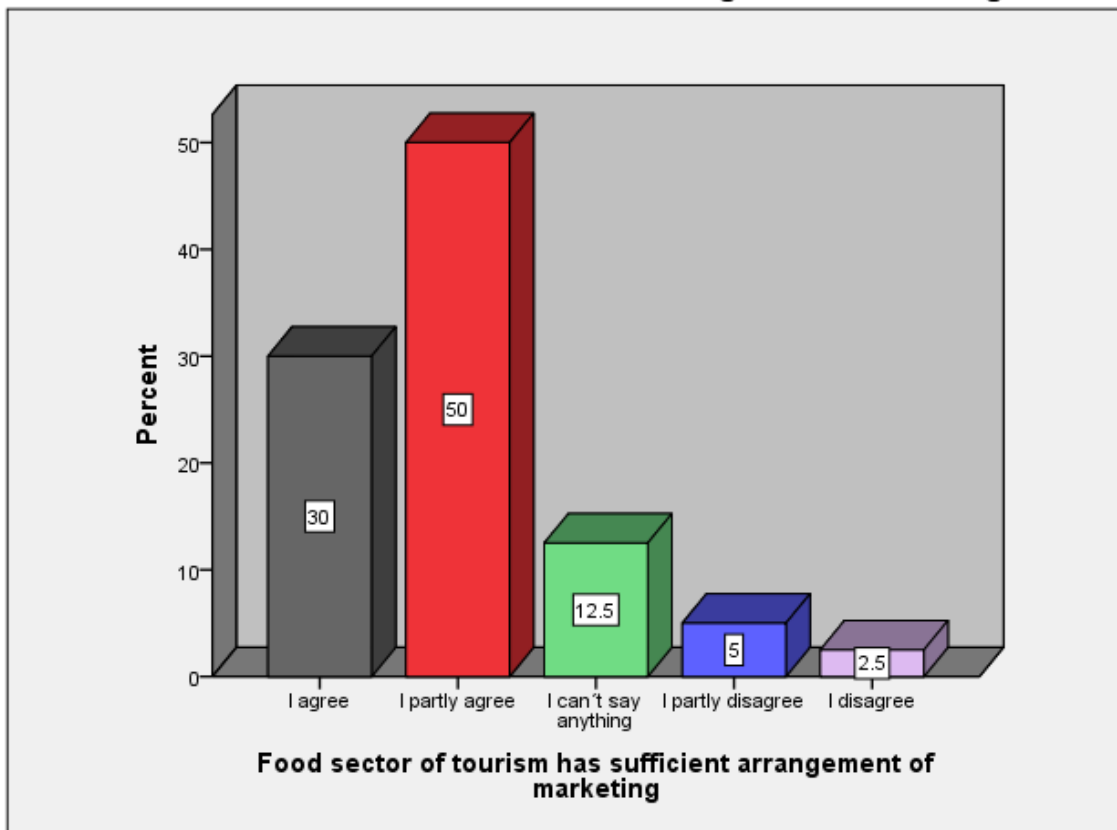
The graph shows that 95. % participants support marketing. So they give importance to marketing. They do not support that it would be a good decision to stop marketing. They think that marketing helps to increase the development of the economic sector in food tourism. If the food sector of tourism stopped marketing it could be able to badly impact economy to fall in crash. So they support marketing to get success in the economic sector of food tourism. A few, which are 5. % of participants think that there is no value of marketing so it won't be any problem if the food sector of tourism stopped marketing. But

the highest number of participants does not agree with this opinion that it would be a wise decision if the food sector of tourism stopped marketing.

**Food sector of tourism has sufficient arrangement of marketing**

	Frequency	Percent	Valid Percent	Cumulative Percent
I agree	12	30.0	30.0	30.0
I partly agree	20	50.0	50.0	80.0
I can't say anything	5	12.5	12.5	92.5
I partly disagree	2	5.0	5.0	97.5
I disagree	1	2.5	2.5	100.0
Total	40	100.0	100.0	

**Food sector of tourism has sufficient arrangement of marketing**



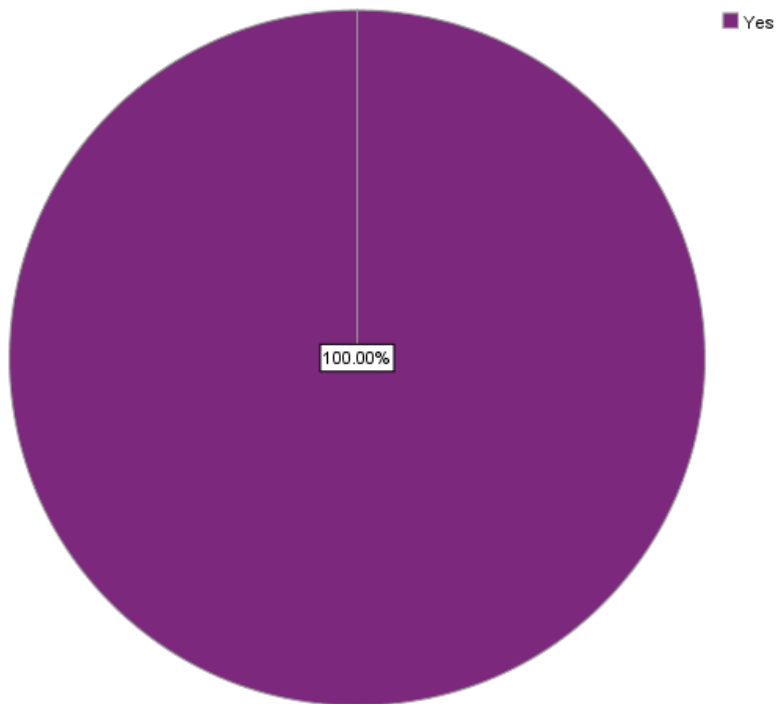
GRAPH 13. Sufficient Arrangement of Marketing

The graph shows that the food sector of tourism has sufficient arrangements of marketing was agreed by 30% of participant. Most of the participants partly agreed about the sufficient arrangement of marketing. According to them, although there are good arrangements of marketing still it is important to have more availability to achieve the highest goal. There are 12.5% of participants when cannot say anything about it. 5% of participants partly disagree and 2.5% of participants disagree to think that there are sufficient arrangements of marketing. So according to the graph the highest number of participants partly agree to consider that there are sufficient arrangements of marketing in the food sector of tourism.

**Approval of the statement "food sector of economy is efficient and profitable for tourism sector"**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	40	100.0	100.0	100.0

Approval of the statement "food sector of economics is efficient and profitable for tourism sector"



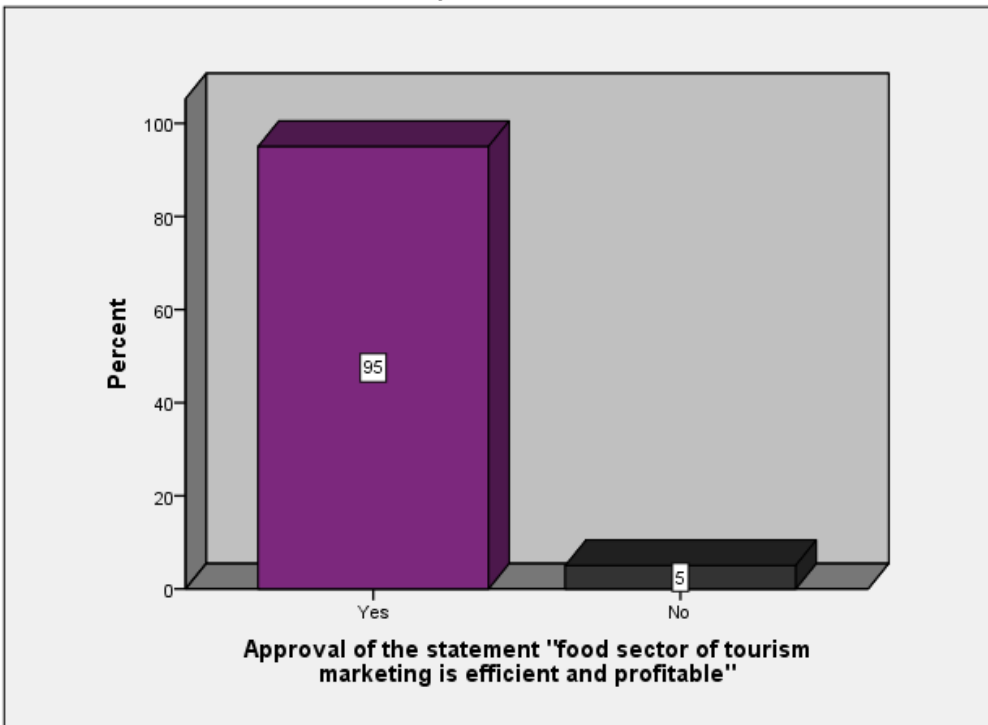
GRAPH 14. Approval Statement of Economic Importance

According to the graph all the participants agreed about the economic importance of the food sector of tourism. All of the participants think that to enhance the economy of the food sector keeps a vital role. They think that the food sector is a big part of the economic sector of tourism. So all of them approve the statement that the food sector is economically efficient and profitable for the tourism sector of any country to get the expected success of economy. Economy is a big sector and it is necessary to maintain economic development. So to maintain economic development the food sector of tourism has a lot of importance to get efficient and profitable success in the economy of any country. So, all the participants agreed with the graph statement.

**Approval of the statement "the food sector of tourism marketing is efficient and profitable"**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	38	95.0	95.0	95.0
Valid No	2	5.0	5.0	100.0
Total	40	100.0	100.0	

**Approval of the statement "food sector of tourism marketing is efficient and profitable"**



GRAPH 15. Approval Statement of Marketing

According to the graph the highest number of participants think that the marketing of the food sector of tourism is efficient and profitable. They think this because they know the value of marketing in the food



sector of tourism. The chart shows that 95% of participants agreed to give importance of marketing in the food sector of tourism. They considered that if there is no marketing then there is no benefit of anything because marketing helps on organization to reach the tourist expectations. So if the marketing is able to achieve the target then it is profitable for the economy. So marketing has a lot of importance here to get the success. Only 5% of participants think that there is no need of marketing in the food sector of tourism. But the majority of participant's opinion agrees with the support of marketing the food sector of tourism.

## 7 CONCLUSION

There are many important marketing tools to improve food tourism in Finland and outside of Finland. Food is a fundamental need of human beings so there is no doubt people give their priority to food first so the food sector in tourism is a big part of life. There are many tourist visits every day in many countries and their visitation gives economic support to tourist places. Some countries are totally depend on tourist economy and the tourist destination country when the tourist visits their first priority is always food. If the tourist is unable to get food according to their demand then they never feel interested to visit that place.

Marketing is an important combination to enhance economic success. Through marketing people get aware of anything. So it is easy for the tourist to visit that place if they know before what type of food is available there where the tourist wants to visit. And marketing helps the tourist to have knowledge about this information. If marketing quality is not good then nothing could be able to get success. Every organization has their own specialty of marketing that they follow very strictly. Such as McDonald's has their own strategy of marketing that is easy and fast food. Almost all the big cities have a McDonald's so people are able to have food fast when they are hungry and the food is cheap also. Like McDonald's there are so many food organizations that have their own strategy of marketing that they follow to achieve the goal of the organization. So marketing has a vital role to improve the economic sector of food tourism.

There is no doubt that if the marketing sector is poor it is quite impossible to develop the economic sector of food tourism. Because marketing and economic sectors are deeply connected with each other. Although some organizations do not support marketing because of their some own negative experience still it is agreed by most of the people in the survey that marketing has a lot of importance to enhance development economically in the food sector of tourism in Finland and outside of Finland.

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**SURVEY ON FOOD TOURISM**

The purpose of this survey is to gather idea about impact of marketing and economics in food sector of tourism. In order to achieve this one practical survey is done in S@R Duo restaurant between the customer and worker. The participants take questionnaires' paper and they answer their opinion. All the participants was cooperative. So their participation is highly appreciated.

## 1. Gender

Male  Female

## 2. Please indicate your age group

Under 20  
 20 - 25  
 26 - 30  
 31 or older

## 3. What is your nationality? Please indicate below

---

## 4. Do you think marketing can effect food sector of Tourism?

Yes  
 No

## 5. How can you rate your opinion about impact of economics in food sector of tourism?

0 - 25%  
 26 - 50%  
 51 - 75%  
 75 - 100%

6. Do you think economics can effect food sector of tourism?

- Yes
- No

7. How do you rate strategy of marketing to improve economics sector of food Tourism?

- Well above average
- Above average
- Average
- Below average

8. Do you think in Finland impact of Marketing is sufficient in food sector of Tourism?

- Yes
- No

9. How can you rate your opinion about impact of marketing in food sector of Tourism in Finland?

- 0 - 25%
- 26 - 50%
- 51 - 75%
- 76 - 100%

10. Is there any importance of marketing to develop food sector of tourism?

- Yes
- No

11. Food tourism sector growth a tremendous success of economics because of marketing-

- I agree
- I partly agree
- I can't say anything
- I partly disagree
- I disagree

12. Would you be happy if food sector of tourism stop marketing?

- Yes
- No

13. Food sector of tourism has sufficient arrangement of marketing?

- I agree
- I partly agree
- I can't say
- I partly disagree
- I disagree

14. Do you approve the statement that food sector of economics is efficient and profitable for tourism sector?

- Yes
- No

If "No" why? -----

15. Do you approve the statement that food sector of tourism marketing is efficient and profitable?

- Yes
- No

If "No" why not? -----

Thank you for your cooperation.