

Pull factors of Finland and voluntary work

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<p>This thesis studies pull factors of Finland and voluntary work. The aim of this study is to understand the pull factors of Finland from the perspective of young travellers. Which pull factors attract to choose Finland as their destination? In addition, which pull factors attract young travellers to participate in international voluntary work? The commissioner of this thesis is Allianssi Youth Exchange.</p> <p>The thesis is research-based and includes a quantitative Webropol survey and some qualitative observation of volunteers in one international voluntary camp in Finland this summer. The theory is written during spring and summer 2016. The questionnaire was open from mid August till mid October and the results were examined after this period. 76 volunteers out of 230 responded to the questionnaire.</p> <p>The theory part includes a small introduction to the travel industry, travel industry in Finland and its marketing. The theory also introduces history, attitudes and values of volunteering and competencies gained in voluntary work. This first part of the theory illustrates background for the study. Then the theory discusses pull factors of Finland as destination and pull factors of volunteering. This part illustrates the versatility of pull factors towards Finland and voluntary work.</p> <p>The results indicate the main pull factors of Finland are interesting voluntary camp, nature and its phenomena as well as culture. The main pull factor of voluntary work is adventure and travelling. Other important pull factors are recommendation from friend or family, getting experience for future studies or career and willingness to do something good, i.e. altruism. In addition, getting to know people, getting to know different cultures and expanding one's worldview are important pull factors of voluntary work. Unfortunately generalization between age groups, nationality or by experience in travelling in Finland or in voluntary work is impossible, because there is no clear evidence of differentiation between these groups.</p> <p>The results are useful to Allianssi, because they can analyse more about their strengths and which pull factors they have. They can market their camps, develop or create new camps by this information. This information is useful to travel industry in Finland because now there can be created a travel theme targeted to young travellers.</p>	
Keywords Pull factor, Attraction, Voluntary work, Travelling in Finland	

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1 Introduction

The aim of this study is to discover the pull factors, which young people have towards travelling to Finland and doing voluntary work. The thesis concentrates on youth travel and young travellers. The research problem is to understand Finnish travel industry and volunteering from a young traveller's perspective. The research questions are "Which are pull factors of Finland" and "Which are pull factors of international voluntary work?"

In addition how long they stay in Finland, what they want to do in here, which cities to visit... Are they interested in cultural things or silence and nature or a more active holiday? (Visit Finland, 2015). Which is the biggest pull factor towards volunteering, could it be travelling, doing charity work, personal growth or having fun? (Hietaluoma, 2011). Also what do they expect from the camp: personal growth, getting to meet new people or doing something good. (Hakkarainen & Kontinen, 2008).

According to a dictionary "Attraction" is defined as "something that makes people want to go to a place or do a particular thing", for example "Life in Los Angeles has so many attractions - nightclubs, good restaurants, and so on." (Cambridge Dictionary, 2016). Tourism Destination management report defines it as

An attraction is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience. The experience can be recreational, spiritual, or otherwise. An attraction is an outstanding example (for whatever criteria used) of a resource, which includes all the elements in a particular class. (Brown & Stange, 2013.)

According to a dictionary "Pull Factor" is defined as "something that attracts people to a place or an activity", for example "Warm weather and a low living costs are two of the pull factors drawing retirees to Texas" (Cambridge Dictionary, 2016). While Tourism essays defines it as "pull factors are destination generated forces and the knowledge that tourists hold about a destination. Pull factors emerge due to the attractiveness of a destination, including beaches, recreation facilities and cultural attractions." (UKEssays, 2015.) Definitions by Tourism Destination Management and Tourism essays are used in this thesis.

Finland offers multiple attractions to tourists. Visit Finland offers three travel themes: Silence, please, Cultural beat and Wild & Free. Silence, please includes relaxation, saunas and cottage life. Cultural beat focuses on music, design and food. Wild & Free theme offers husky rides and ice swimming. (Visit Finland, 2016.)

Allianssi Youth Exchanges organizes international voluntary work camps in Finland mainly in summer time. Foreign volunteers can choose a camp from different themes for example environmental, cultural or kids. The voluntary camps last for two to three weeks and they are organized all over Finland.

The purpose of my thesis is to answer all the research questions listed above and get a better understanding of the pull factors Finland have among young travellers. In addition, which are the pull factors to join an international voluntary camp?

I chose this topic because it is interesting for me. I have done voluntary work in India in 2012 and this summer I worked as a volunteer camp tutor in an international voluntary camp in Suomenlinna sea fortress. I can act as a topic expert from my own experiences and with the theory part this thesis will have a broad perspective.

The relevance of this study can be seen beneficial both to our travel industry and to my commissioner. From the responses we can get supporting information to define the attractions in Finland, which appeal to youth travellers. A completely new travel theme could be developed to target young travellers. This theme could involve places, activities and services, which attract them to Finland. For Allianssi Youth Exchange the information gathered from the research could be used as marketing tool to new volunteers. A new voluntary camp could be developed using the combination of pull factors of Finland and voluntary work.

This thesis is a research-based study and it contains quantitative and qualitative research methods. A quantitative Webropol survey is done and sent to all participants attending the summer 2016 voluntary camps in Finland. The survey is sent after each camp to guarantee the best possible number of answers. The survey is anonymous and easy to answer using a smart phone.

Moreover observation is done in Suomenlinna camp to enhance a more qualitative approach to the subject.

2 Travel industry and trends

This chapter discusses global travel industry and its changes. How has the industry changed and to which direction it is heading? It discusses tourists' values and expectations to show the prevalent trends in the travel industry.

Tourism and travelling has become reachable and possible for major groups. Nowadays people can afford and have the possibility to travel. There are all the time new destinations increasing all around the world. Still the United States, China and France remain as the main visited destinations. (UNWTO, 2016.) Through globalization it has also increased competition in tourism (Puhakka, 2011). Tourism has increased from 25 million in 1950 to 1186 million in 2015 globally. International tourist arrivals have increased in Asia, Americas and in Pacific, now competing with the world's most visited region, Europe. (UNWTO, 2016.) Over half of the trips, 53% are made for leisure reasons, 14% are business trips and 27% had several reasons for their travel such as visiting friends and relatives (UNWTO, 2016).

According to UNWTO Tourism towards 2030, a forecasting project and report, international tourist arrivals are expected to increase by 3.3% a year, meaning 43 million tourists a year. Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, the Middle East and Africa are expected to be growing destinations by international tourist arrivals. (UNWTO, 2016.) If tourism is increasing all the time, also the reasons, attitudes and values are also altering. In which way is the travel industry heading?

According to Puhakka (2011) travel industry is changing to experience travel and more customised services. Tourists face pressure learning new, self-actualization and all the time having new and more spectacular experiences rather than just a beach holiday. Their trips need to have a meaning. This change has increased the amount of volunteer travel, Sabbath trips, creative tourism and in addition spiritual trips. What comes to ethics and responsible travel; slow tourism and local travel has increased. (Puhakka, 2011.) At the same time luxury or more wellbeing and health travel has increased by the ageing population and the feeling well attitude has taken a place in values. Cultural trip trends are related to traditions and back to basics travel. In nature travel, authenticity and safe danger are increasing trends. In the future space travel will be increasing. In able to these trends to increase tourists now spend

more money to make the holiday customised and fitting to their own personal needs and wants. They want to have many experiences rather than a long holiday. (Puhakka, 2011.)

2.1 Travel industry in Finland

This chapter discusses travel industry in Finland: its facts and how Finland is marketed. Visit Finland's marketing categories can be seen as different categories of pull factors of Finland. In addition it illustrates which topics Finland offers to travellers and tourists. What Finland offers to tourists is directly related to the pull factors of Finland.

2.1.1 Facts

According to Visit Finland traveller survey (Finpro, 2016) foreign travellers in Finland 2015 did 8.7 million trips to Finland, which is nine percent less than the year before. The number of Russian tourists decreased even though the total number is still one third of the tourists in Finland. On the contrary the number of Japanese and Chinese tourist increased by one third. The Japanese increased their daily trips and the Chinese increased the number of overnights spent. Total nights slept in Finland was 29.9 million overnights; Asian tourists increased the number. Out of six million travellers, 71% had Finland as their main destination. From all the travellers, 43% did a day trip to Finland. In addition there were 2.5 million transit travellers. Finland is the mostly used transit country to Sweden, Russia and Estonia. (Finpro, 2016.)

Tourists spend 2.6 billion euros in Finland, which makes 300 euros per trip. This number is seven percent less than last year. The amount of money used by Russians decreased but the amount of money spent by the Chinese and Japanese increased. In addition South American tourists have increased the amount of money spent on their trips to Finland. (Finpro, 2016.)

According to Regional and structural patterns of tourism in Finland (Vuoristo, 2002) Helsinki and Lapland have the most total visitor nights compared to other areas of Finland. In Helsinki there were over 1 million and 600 000 annual visitors. This study is over ten years old and you can see the growth of tourism in Finland if compared to the Visit Finland traveller survey.

2.1.2 Visit Finland marketing

This chapter discusses Visit Finland's three travel themes. These themes are used to market Finland and lure tourists' to travel to Finland. These themes show the pull factors Finland has among tourists and different and versatile dimensions of Finnish travel industry. "Visit Finland actively promotes Finnish tourism in its capacity as a national expert in the sector" (Visit Finland, 2016).

Visit Finland has developed three travel themes for travellers to find out issues that interest them in Finland: Silence, please, Cultural beat and Wild and free. The names already give you a hint what kind of activities they hold inside. "Silence, please is a getaway from the hectic modern life, respecting the space, quiet and time". (Visit Finland, 2016.) Finland is presented as a place to still discover peaceful surroundings without many people. Finnish summer cottages to all tastes are mentioned as a rest place away from the city. Following of course the sauna, "the land of 3 million saunas" (Visit Finland, 2016.) is a cleaning place to the body but also to the mind and thoughts. Saunas can be found everywhere from cities to countryside. Deep relaxation and Finnish traditions in cohesion is the best way exploring Finland and finding the silence and relaxation. Another way is to experience a once in a lifetime night spend in an igloo and watching the northern lights from your skylight window. In the morning you can head to cross-country skiing or hiking and enjoy the silence and untouched nature around you. Lastly picking berries and mushrooms is mentioned in this silence, please category. (Visit Finland, 2016.)

Cultural beat is about Finnish design, music, architecture and food. This category presents to modern travellers ways to discover different cultural events and brands that are not only marketed to foreigners but also Finns are taking part and consuming. Well-known Marimekko and newcomer IVANA Helsinki with other names represent the Finnish design. In addition, a map of the design district Helsinki is available online and as a tangible map to follow and find the design areas from clothes to interiors and from newest fashion to vintage. (Design District Helsinki, 2016.) On the map you can also find museums and art galleries as well as places to eat, drink and sleep. On Visit Finland's webpage you can uncover numerous music festivals and other Finnish events like midsummer festivals and even odd ones like the wife carrying competition. Also just by walking around Helsinki you will witness the diverse Finnish architecture, which is the combination of east and west influences. Lastly but defi-

nitely not the least Finnish food: it is marketed saying that that Finns respect their food. Some traditional foods are introduced and encouraged to try. Salmiakki, lörtsy, Carelian pies, grill sausages, rye bread, cinnamon buns, blueberry pie, reindeer meat and leipäjuusto also known Finnish Squeaky Cheese and the list goes on. (Visit Finland, 2016.)

The Wild and free category consists of extreme activities combined with wilderness, and both summer and winter activities you can experience in Finland. This category is definitely opposite to the two explained earlier. Mountain biking into the wild is introduced first. "The scenery varies from lakes and forests to peaceful farmland and small villages." Secondly they mention an excursion with snow mobile to a cruise on an icebreaker and floating on an ice block. (Visit Finland, 2016.) In my opinion this is definitely something wild and extraordinary. Ice swimming is also mentioned. Huskie sled ride in the forest gives you the adrenaline and the nature experience. These are not also so common to Finnish residents but more like arranged activities. Then more common activities also to Finns are kayaking, camping, skiing and snowboarding. You can go to lakes and rivers to do fishing or then choose to do white-water rafting. Through camping you can discover the national parks and untouched nature and grill sausages on open fire. You can find not crowded ski resorts in Lapland and go skiing or snowboarding. (Visit Finland, 2016.) Wild and free category definitely offers versatile activities to test your limits and experience remote Finland.

3 Voluntary work

This chapter discusses international voluntary work, its history and it compares the attitudes towards voluntary work to create an understanding what voluntary work is. It describes youth work and non-formal learning because voluntary work is part of them both. Voluntary work has similar aspects than in non-formal learning and youth work, and introduction of these shows the elements of volunteering. Then Allianssi Youth Exchange, the commissioner is introduced to show all the different services they provide. Lastly the chapter presents different aspects of Finnish voluntary camps to show the versatility of voluntary work, which can be done in Finland.

3.1 Description

International voluntary work aims to create grassroots level contacts and understanding between people with different backgrounds. The principle is aspiration towards justice and responsibility as an individual and as on an international level. The work is mainly done in non-profit societies and organizations. (MaaIlmanvaihto ry, 2016.)

The history of voluntary work is deep-rooted and there is always voluntary work made everywhere but the values and motives change according to the predominant life style. The hectic lifestyle of today has replaced commitment and long time voluntary work and nowadays voluntary work is done in short periods for example two to four weeks' voluntary camps. (Hakkarainen & Kontinen, 2008.)

Voluntary work stands for taking responsibility and commitment to common good. According to Hakkarainen and Kontinen (2008) there are two opposite signs of active voluntary work participation in the society: a sign of a healthy or a sick society. When active voluntary work is done in a way that citizens have an active role and can contribute to develop common good, it signifies a healthy and open society. The volunteers want it and they do not feel the need or must to do it. If, however, citizens have to participate in voluntary work to take responsibility for the important and prerequisite issues that the society or government can not or does not see it is essential, it is a sign of a sick society. (Hakkarainen & Kontinen, 2008.)

3.2 Non-formal learning

This chapter discusses non-formal learning to show how volunteering works. Voluntary work is non-formal learning and this chapter presents different aspects about it. In order to understand the pull factors of volunteering it is important to know how voluntary work is organized, how do it happens and what it benefits.

According to Kiilakoski (2015) gaining knowledge, skills and attitudes cannot be only learned in formal educational learning meaning schools and universities but it needs to be complemented with non-formal education. Non-formal learning happens in interaction with everyday life situations and gives us valuable learning experiences. Non-formal learning can happen in work place, hobbies, in daily life and of course in voluntary work. Non-formal learning is also life-long compared to conventional education. By life-long it means the whole human life and not only book learning in schools. Non-formal learning could happen in every interaction with different people in different environments. All situations can be seen as learning environments where people interact, learn new things, criticise, question things and learn work together to common good. (Kiilakoski, 2015.)

It can be said that non-formal learning happens outside schools and universities but it is still important to understand that non-formal learning does not happen accidentally. For example, the goal of hobbies is to teach and share knowledge, and it is an organized environment for learning. In addition, what comes to motives, non-formal learning is mostly optional. The motive comes from the person itself, and it is intrinsic, compared to formal education where the pressure comes from the society and rules, and the motivation is extrinsic. The non-formal learning changes by people, by method and by time, so the non-formal learning is more difficult to predict and to recognize. In addition non-formal learning may lead to criticism and questioning normal practices and the society and it encourages people to active citizenship by the competencies they have learned. (Kiilakoski, 2015.)

3.3 Youth work

Youth work is a typical form of non-formal learning. The evaluation methods are not top-down methods and participants are there for voluntary reasons. Youth work focuses on the process rather than an outcome compared to for-

mal learning. This way the outcomes are hard to predict. The outcomes are not even clear to youth work; the whole learning is based on the young people's interests and needs. It is an alternative way of learning and "it is more about providing an environment where different young people are able to engage in groups and are able to communicate and share ideas." (Kiilakoski, 2015.)

According to Kiilakoski (2015) international voluntary services can be seen as youth work. The ground power of volunteering and youth work is voluntary participation. As described earlier in the non-formal learning chapter, the motivation comes from inside the person itself and not from an outside must. This way the learning and activities are more meaningful and significant and the style is cooperation and teamwork rather than authority power. Other four features of youth work are firstly age-specific activity; the needs and cultures of young people are appreciated. Young people need to have opportunity to participate in peer groups, be joyful and active. Secondly, the value of peer relations is important and recognized in learning. Thirdly, education acts as core element in youth work, its goal is to help young people becoming independent and show ways to live meaningful lives. The third part also involves recreation and social friendship. The fourth feature is the importance of culture, and how to engage into it and again how to question and criticize cultural norms and expectations. (Kiilakoski, 2015.)

How to predict and recognize competencies gained through youth work? The learning process is open-ended and changes according to the needs and wants of the young people. Again, the importance is on the process rather than the goals. Results thrive from taking part in the activities and most likely emerge during the learning process. Teamwork and peer relations act in major role, learning from each other and having the influence to how things are and will be done. As the recognizing of the competencies is hard, it is important to analyse and understand the huge number of experiences. The non-formal and formal learning are blurring together, as the non-formal learning is being analysed and evaluated by formal learning techniques. In addition, non-formal learning is qualified and recognized by formal learning styles such as certificates and diplomas. Skill demonstrations will be demanded to evaluate the gained competencies. On the contrary formal learning is adapting styles from non-formal learning such as work-based learning and use of social media. In future formal and informal are blurred and coalesced together and using both

styles at the same time. (Kiilakoski, 2015.) More about the competencies learned in youth work and more precisely in voluntary work will be discussed more in depth in Attraction to voluntary work chapter.

3.4 Allianssi Youth Exchange

Allianssi Youth Exchange is part of Finland's Youth Cooperation Allianssi, which is national youth work service- and policymaker organization. It is a politically and religion wise independent guardian, whose members are over 100 national youth work organizations. (Allianssi Youth Exchange, 2016.) Allianssi Youth Exchange organizes work experiences, hotel work, au pairing, language courses and voluntary work abroad.

There are three different ways to volunteer: European Voluntary Service, EVS, international voluntary camps and Medium term volunteer, MTV. They vary by the length; voluntary camps last from two to four weeks. MTV program last from one to six months and EVS is from six to twelve months. EVS projects are in Europe, MTV programs are outside Europe and voluntary camps can be done all around the world. (Allianssi Youth Exchange, 2016.)

In addition there are several other Finnish organizations, which arrange volunteering for example Maailmanvaihto ry, Kansainvälinen vapaaehtoistyö ry, Maailmalle.net, Projects Abroad and Kilroy Finland. The services, price and all practical issues vary by organization but the main idea is to do voluntary work abroad.

3.5 Work camps in Finland 2016 by Allianssi Youth Exchange

In addition that Allianssi organizes opportunities to Finns to go abroad, they also organize international work camps in Finland to foreigners. This year Allianssi has organized 23 different voluntary camps all over Finland. 21 of the camps were in summer time but two of them took place during winter and Easter. All the camps last for two to three weeks and vary a lot by the content. The camps are all over Finland from Helsinki to Sodankylä, to Punkaharju and to Oulainen. (Work camps in Finland, 2016.)

Almost all the camps had an extra fee or registration fee; this fee was paid to Allianssi for organizing the practical issues and cooperation with the camp leaders. Allianssi acts as the organizer and middle hand in the volunteering

process, because all the camps have camp leaders from themselves to take care the practical issues on spot. For example in Suomenlinna camp, there were at least five different camp leaders. All the camp leaders were experts and work in Suomenlinna or other relevant fields for the voluntary project. The camp leaders are responsible for everything in the camp and lead the work over there. Then camp tutors, meaning me and the other tutor in the Suomenlinna camp, we were responsible for the social and team spirit for the camp participants. (Work camps in Finland, 2016.) More experiences of being a camp tutor in voluntary camp will be introduced in the process chapter.

The themes vary by the camp but can be divided into six categories: cultural, educational, environmental, kids, teen and renovation. The camps can have only one theme or mixed, for example cultural/educational. The cultural theme is about music, food and lifestyle. For example our Suomenlinna camp was cultural/renovation and we helped to organize Viapori Jazz festival. The educational theme is around schools and contains for example teaching English or other subjects. The environmental theme is logically related to nature and preserving it for example one camp was called “Keep Lapland tidy”. The kids theme is helping children in daily life for example playing and teaching. Lastly the renovation theme: in Suomenlinna camp we renovated the old fortress and it surroundings. We took care of the flora there and restored two cannons. The work was done to enhance Suomenlinna’s image for the next year and coming 100-year celebration for Finland’s independence. (Work camps in Finland, 2016.)

The number of volunteers varies from five to 18 volunteers per camp. This year’s number of volunteers is 230. (Work camps in Finland, 2016.)



Image 1: picture from Suomenlinna voluntary camp

4 Pull factors of Finland

This chapter analyses the attraction and pull factors of travelling to Finland. Why Finland is chosen to one's destination, and which is the pull factor? Which aspects make Finland so appealing to several foreign travellers? This chapter introduces several studies which all have pull factors of Finland in common. In addition different geographical areas of Finland are introduced.

4.1 Why Finland study

"Why Finland" study (Hietaluoma, 2001.) is a research about exchange students' applying to Finnish universities. The aim of the study is to find out the reasons why they chose Finland. A survey was done for 561 exchange students from 52 different countries: they all came to Finnish universities in 2000. Even though the survey is done with students it is highly relevant for the thesis subject because the target group of this study is the same i.e. young people.

Only one fifth of the students had visited Finland before, so the previous experience did not have a huge role of why they chose Finland to their host country. The answers can be divided into three segments and segment two seems to be the most relevant for this thesis. Firstly students (80%) mentioned aspects related to studies, for example the reputation of Finnish universities, course supply and language studies. In addition career growth and speciality field studies were mentioned as reasons to choose Finland. (Hietaluoma, 2001.)

Secondly also 80% of the students mentioned Finland as a country, its nature, culture and people as equal reasons to choose Finland as their exchange destination. Finland is perceived different, exotic and a one-of-a-kind destination. Mentioned differences were culture, language and geographical alterations from their home country. In addition they mentioned Finland as a possibility to discover a new and unknown culture. A more specific image of forest and lake landscapes, winter phenomena and snow. Also Finnish people are perceived green and respectful and loving towards nature. (Hietaluoma, 2001.)

Other reasons besides nature were technology and good quality of life. Finland is seen highly advanced in the technology field and having special know-

how in this area. In addition, an image of a wellbeing country and equality between men and women was mentioned. Finland is seen small, safe and as a balanced society. The third segment was about several reasons and not related necessarily to Finland, for example want to travel away from home country. (Hietaluoma, 2001.)

When compared to Visit Finland marketing categories, this information can be linked to the categories Silence, please and Cultural beat. Nature, lakes, snow and the image of a one of a kind destination support the information from the Silence, please category. References to culture, language and people link to the knowledge from the Cultural beat category. The information overlaps and supports the fact that Finland attracts travellers by its nature and culture.

4.2 Visit Finland traveller study

While the above study was conducted with exchange students, this Visit Finland study was conducted with foreign travellers in Finland. Both studies examine the pull factors of Finland. The Visit Finland traveller study was conducted in 2015 and it studies the tourists' behaviour, has facts about day trips and overnights and most interestingly it answers the question "What interests you in Finland?" (Visit Finland, 2015). The respondents are divided according to continents: Europe, Northern-America, Latin America, Asia, Africa and Australia & Oceania. The Finnish activities/ pull factors are divided into seven categories: Finnish culture sites, Finnish archipelago, Finnish taste experience for example Finnish food, Finnish sauna, wellbeing services and treatments, summer activities in the countryside like cycling, hiking, animal observation and lastly summer activities in water for example swimming, paddling, sailing, cruises and fishing. (Visit Finland, 2015.)

Travellers coming from outside Europe were most interested in Finnish culture sites. Finnish culture sites got the most scores (from 50 to 80%), in addition Finnish food (25-50%), and sauna (30-40%) and summer activities in the countryside (25-50%) got also high scores and were equally interesting things to do in Finland. One exception was the response given by Latin American travellers: only 15% was interested in sauna. However, the same study claims that every sixth trip included visiting a Finnish sauna. Finnish archipelago and summer activities in water followed these activities with 10-35%. Wellbeing

services got the least points (less than 15%), and they are mostly used by Russian tourists. (Visit Finland, 2015.)

This information links also to all the categories introduced in Visit Finland marketing but in addition to the category Wild & Free. Summer activities are mentioned in Visit Finland study for example cycling and paddling. This supports the fact that people are attracted to come to Finland by its activities and not only by nature and sauna.

4.3 The Japanese stereotyped images of Finland

Compared to the previous studies mentioned earlier, this study focuses only to Japanese tourists and which pull factors of Finland they have. According to the thesis *The Japanese stereotyped images of Finland* (Varamäki, 2004) the Japanese stereotypes support the nature image of Finland. In this thesis the results were got from a questionnaire filled by travellers coming from Tokyo and Osaka. The results include nature-orientation, forests, lakes, midnight sun, fjords, northern lights, winter and snow. These results contribute to the similar results got in the *Why Finland* study and in the *Visit Finland* study. For this reason, it can be assumed that nature is a significant pull factor to travel to Finland. In addition to nature, the Japanese mentioned more imaginary aspects such as the Moomins and Santa Claus. Taking part to a Scandinavian tour was the most common reason for travel to Finland. Other reasons were an overall interest of Finland, a direct flight or recommendation by friends or family. (Varamäki, 2004.)

4.4 Finland.fi

On a webpage “this is Finland” Finns and tourists can find all kind of information and facts about Finland. There is an article “for goodness’ sake, Finland is number two” (This is Finland, 2016) which states that Finland has got a second place on the global Good Country Index. The index is about saving the environment, sustaining the good surroundings and maintaining the standard of living for the next generations. The Good Country Index “tries to measure how much each country on earth contributes to the planet and to the human race”. The index is divided into seven categories: prosperity and equality, science and technology, health and wellbeing, world order, planet and climate, culture and international peace and security. Finland did not get ranked in the

second place on each category but the final score is second place. (This is Finland, 2016.) Compared and connected with Why Finland study the technology development and good quality of life is a fact and tourists appreciate it (Hietaluoma, 2001). This fact also acts a pull factor to travel to Finland.

4.5 Free things to do in Helsinki

Tapeparade is a blog written by a British musician and event organizer, Laila. Laila has visited Helsinki and has posted a “Helsinki: Free things to do” text. Also Laila expected Helsinki to be expensive and prepared herself with a lot of money. (Laila, 14. September 2016.) It seems that people tend to think of Helsinki as expensive. Still on the text you can find 17 different free things to do in Helsinki and this was a positive surprise to Laila. I can imagine how other young travellers with low budget could benefit from this blog posting. On the list you can find for example visiting several parks in Helsinki, Helsinki Cathedral and Senate Square, Church of Silence and admiring Market Square’s supply of fresh food. Visiting Marimekko store, Temppeliaukio Rock Church, Sibelius monument and visiting several vintage and design shops on Design District. (Laila, 14. September 2016.) All these free things act as pull factors to choose Finland and Helsinki as their travel destination. Against the expectations Helsinki is not that expensive you might assume.

4.6 Geographic areas of Finland

According to Regional and structural patterns of tourism in Finland (Vuoristo, 2002) Finland is divided into five areas concerning tourism development. These areas are Southern and southwestern Cultural Finland, Central Lake region, Ostrobothnia, Eastern Hill region and Lapland. However, in the thesis Budventures in Finland (Saarelainen, 2015) the listed geographic areas were capital Helsinki, countryside near by the capital, north, east, west, all over and no matter where (Saarelainen, 2015). The options seem to be slightly unclear and the regions in Vuoristo’s study are too narrow. Vuoristo admits that the areas do not involve all the main tourist attractions (Vuoristo, 2002). Therefore I combined the above studies and included seven geographic options and one open option. Options are made to cover a broad area of attractions in Finland. The choices are capital city Helsinki, Lapland, Central Finland: lake region, Southwestern Finland: Tampere, Porvoo, Turku, Eastern Finland, West coast, Archipelago: Åland and other. From the Visit Finland webpage also Archipelago was added to the answer options.

5 Pull factors towards voluntary work

This chapter answers the research question “Which are the pull factors of voluntary work?” It introduces several values and attitudes, which volunteers share. These values act as pull factors of voluntary work. In addition it discusses diverse competencies learned through voluntary work to show these competencies act as pull factors of volunteering.

5.1 Volunteering in development cooperation

The volunteering and development cooperation report made by Development Cooperation Service Centre, known as Kepa (Hakkarainen & Kontinen, 2008.) studies the pull factors towards voluntary work and the practical and tangible experiences from voluntary work mostly outside Europe. Often the pull factor is a combination of altruism, developing oneself by learning new things and getting to know different people.

Kepa is an umbrella organization for 280 member organizations. Kepa is focused to strengthen small and middle-sized organizations by their services. Half of the organizations main focus is on development cooperation and the other half focuses on international education in Finland.

The mental image of volunteers has changed recently. Before volunteering has been seen as sacrifice and the volunteers did not earn, learn or either get anything from the experience. Nowadays the mental image has turned upside down. Now the volunteers also benefit from the voluntary work. They feel happiness, they get important experience for themselves and feel goodness. According to Yeung, this goodness can be described in three letters: know-how, participation and happiness. (Hakkarainen & Kontinen, page 16.)

When talking about values and morale, all Finns are in a way global helpers, since public development cooperation is executed by tax money. (Hakkarainen & Kontinen, 2008.) Global helping stands for sharing and dividing the world’s resources into equal parts. There are also active helpers: 50% of Finns donate money to Finnish organizations abroad. Eight percent are members in these organizations and five percent act as volunteers in these organizations.

Another question is what kind of values towards voluntary work do volunteers have in common? Values act as pull factors to volunteer. Values activate when they are threatened, for example if I have protecting nature as my value, I activate myself when nature is vulnerable. Values develop through your whole life by different life situations and they determine your choices and acts. Values can be also characterised to three categories: humanistic values, religion values and moral choices. Humanistic values emphasize common human rights, religion values highlight love for one's fellow man and moral choice is between right versus wrong. (Hakkarainen & Kontinen, 2008.)

Now back to the question: what kinds of values, meaning pull factors towards voluntary work do volunteers have in common? Firstly altruism, willingness to help others is a global phenomenon and it belongs to people's values all around the world. Secondly social bonds act as pull factors and activate people to volunteer, a friend or relative might have invited a person to volunteer. Here is also a list of five basic common reasons to volunteer: golden rule 41%, joy and learning 60%, making new friends 22%, familiarization with foreign culture 19% and feeling pity and guilt 29%. (Hakkarainen & Kontinen, 2008.) The golden rule is about treating another in a same way he would like to be treated. The love shared is Christian and helping is a moral obligation. Golden rule is about justice, equality and love for one's fellow man. The second reason joy and learning is helping people who need it. Person with this reason desires to learn new aspects about world and developing countries. The third is basically making new friends. Fourth reason is interest towards different cultures and lifestyles, also benefit for future career is mentioned. Lastly a person can feel guilt of others poverty and agony. News from people suffering in the developing countries acts as a pull factor to volunteer. (Hakkarainen & Kontinen, 2008.)

In addition to those mentioned above, people volunteer to advance their own and others' wellbeing and to change prevalent policies. Here is a list of other pull factors towards voluntary work, which are found in Kepa's (Hakkarainen & Kontinen, 2008.) report: develop oneself by learning new, get to know new people and things, someone for example friend asked to join or recommended, personal extension of worldview, having an adventure, self-actualization, personal internationalization and possibility to make use of own skills.

There is also another way to divide the pull factors to volunteer. A study about the nature of Finns as helpers (Hakkarainen & Kontinen, 2008) lists four value orientations: altruism, conventionalism, egoism and personal altruism. Of course, people can have characteristics from multiple orientation groups and overlap but it is just normal. Altruism can be here described to support tolerance and bargaining for one's own good. It is against inequality and altruistic people donate money more often to organizations. When the value orientation is conventionalism, Finns donate often a big amount of money but only to few organizations. Pull factors of volunteering with altruism and conventionalism is learning and golden rule i.e. treating another in a same way he would like to be treated. Also getting to know different cultures and benefit for future is in mind for the people who belong to the conventionalism group. When the value orientation is egoism, people do not donate money often and do not participate actively in the organizations. Their pull factor behind volunteering is feeling pity and guilt, in addition to making new friends. (Hakkarainen & Kontinen, 2008.)

Another division of value orientation is global humanity, global religiousness and global partnership. All these divisions overlap and support each other, and have similarities together. People who value global humanity consider issues such as tolerance, unselfishness, bargaining, equality, justice and human rights important. This supports altruism value orientation as mentioned earlier. In other words, value-wise altruism and global humanity walk hand in hand. Global religiousness on the other hand stands for religious values: obedience of the helpers and respectful behaviour. This global religiousness is a more conservative way to see volunteering: the helper is in a better life situation and has the right to interfere to their lives that are in need of it. This value orientation contributes to the same values than in egoism. Global partnerships support that in development cooperation work objectives are to respect true partnership and independency of the receiver of help. (Hakkarainen & Kontinen, 2008.)

5.2 Thesis: Towards more functioning voluntary travel

Kontkanen and Saarinen used Söderman and Snead's study (Kontkanen & Saarinen, 2014) and found ten most common pull factors to volunteer. The first three are most common reasons to volunteer: a dream comes true, utilization of language skills and broadening one's worldview. Other reasons are

unselfishness, gap year/ perfect timing, influence of friends and family, operation of different voluntary projects, positive voluntary work experience, experience for future and want to something else than just travel. (Kontkanen & Saarinen, 2014.)

Here we can find many similar reasons as stated in Kepa's report (Hakkarainen & Kontinen, 2008) for example broadening one's worldview and gaining experience for future.

Now we have a broader vision of the wide scale of pull factors of volunteering. A dream comes true, perfect timing and operation of different voluntary projects are also mentioned now. The pull factors can vary greatly, for example if you compare a dream comes true and perfect timing. A dream comes true is definitely a long time goal to volunteer but perfect timing does not show necessarily any long time interest towards volunteering.

5.3 Why Finland study

Why Finland study (Hietaluoma, 2001) examines the pull factors, which exchange students have towards exchange. What is the reason to go? Even though these reasons are not towards voluntary work they could still be seen important for my thesis. The respondents are the same age group as my target group, they travel and most likely they want to learn and experience new cultures and people. There were 14 different pull factors of exchange and now I will concentrate on which have the highest scores and are relevant to my study. Firstly, personal growth, 65%, possibility to study in English, 55%, learning a new language, 53%, career development, 42%, willingness to travel, 38% and learning about a new country and its culture, 35%. (Hietaluoma, 2001.) All these pull factors are also mentioned in Kepas's report (Hakkarainen & Kontinen, 2008) and in the thesis (Kontkanen & Saarinen, 2014).

5.4 I have experienced, I've, competencies

This I've report (Kiilakoski, 2015) studies youth work, non-formal learning and competences gained in international voluntary services. Competencies or competency is "a cluster of related knowledge, skills, and attitudes that affects a major part of one's job (or a role or responsibility), that correlates with performance on the job, that can be measured against well-accepted standards,

and that can be improved via training and development”. (Kiilakoski, 2015.) The I´ve project aims to find out and recognize the competencies gathered and learned through volunteering. This report and project aims to give more in depth understanding and segmentation of the competencies learned in volunteering. These competencies act as pull factors towards voluntary work as explained earlier. For example in Keka´s report (Hakkarainen & Kontinen, 2008) learning new is a major pull factor of participating in voluntary work.

Before starting to analyse the competencies gained in international voluntary services, here is another definition for competences “Competences are the result from the mobilization of knowledge, skills, attitudes and values as well as their skills and experiences that makes an individual in a specific context, to solve a problem or situation that presents itself in different arenas of their life.” (Kiilakoski, 2015.)

The competencies can be divided into three categories: individual, social and global competencies. Individual or personal competencies are learned skills on an individual level for example relating to social situation, entrepreneurship and mathematical and linguistic skills. Individual competencies can be divided into six categories of competences: firstly self-management, setting goals and ways to achieve them. “Learning to learn” is the ability to organize one´s learning in individual level of needs. Taking responsibility refers to taking responsibility and acting in the same way. Entrepreneurship and innovation stands for new ideas and multiple ways of achieving them. Mathematical skills are way to use mathematics and logic to solve everyday problems. Lastly digital learning is the ability to use technology to develop one´s skills. (Kiilakoski, 2015.)

Social competences relate to working together, finding a role in a group and engaging with peers. These are for example leadership and organizational skills. Social competences have a major role in international voluntary services because there is always need and possibilities to work with people you have never met before. (Kiilakoski, 2015)

Social competences are also categorised into six different dimensions of working together. Firstly ICT competence refers to know-how in information and communication technology and ways to communicate with it. Next, participation stands for having opinions on social issues in the society. Leadership competence is taking everyone´s ideas and opinions into account and leading

them to shared goal for example. Organizational skills refer to time management and ability to use one's own resources. Teamwork stands for appreciating others and their different ideas or values and still being able to work towards same goals together. Lastly communication competences refer to desire to talk with people and share thoughts and ideas. (Kiilakoski, 2015.)

Then global or intercultural competences stand for understanding wider and different dimensions of a society and diversity. It helps to understand different cultures and how to deal with them in a tolerant way. Nowadays working with people with different backgrounds is becoming more common and global competences boost the understanding, respecting and familiarization with different people. Global competences are also divided into six categories. Cultural awareness refers to understanding international community by awareness of different cultures. Global understanding of diversity stands for having interest towards global issues. Openness and tolerance is about lacking prejudices. Cultural competences stand for understanding emotions in creative media such as music and arts and being able to express oneself. With foreign language skills you know how to use them in oral and written way and the meaning of different languages to cultures. Lastly language skills in one's mother tongue stand for expressing feelings, ideas, opinions and facts in multiple ways. (Kiilakoski, 2015.)

These competencies learned in international voluntary services are pull factors towards volunteering. The competencies are the same as for example in Kepa's report (Hakkarainen & Kontinen, 2008) and in other sources of pull factors towards voluntary work. Individual competences can be related to joy and learning, benefit for future career, developing oneself by learning new, personal extension of worldview, personal growth, self-actualization, personal internationalization and possibility to make use of one's own skills. In addition, a dream comes true, utilization of language skills and broadening one's worldview link to individual competences. For example, personal growth and actualization connect with individual competences such as self-management and goal setting.

Social competences can be related to making new friends, doing together and golden rule i.e. treating another in a same way he would like to be treated. It is the ability to work with different kind of people. In addition, joy and learning, benefit for future career and developing oneself by learning new can be also

related to social competences, because these involve also organizational and leadership skills. When you take a closer look to the value orientation: global partnerships, it also supports social competences. It supports that in development cooperation work, the primary goal is to respect true partnership and independency of the receiver of help.

Global competencies overlap with language skills, familiarization with foreign culture and altruism. Also global humanity as value orientation supports global competences. People who value global humanity consider issues important such as tolerance, unselfishness, bargaining, equality, justice and human rights. These all develop global awareness and understanding wider issues of globalization. It is about tolerance towards all cultures and people.

5.5 I´ve report 2

In another I´ve report (Stiehr, 2015) they studied the benefits of certificates earned in international voluntary services. As mentioned earlier, voluntary work and non-formal learning are assessed by formal learning qualifications such as certificates. This I´ve report analyses the benefits from the perspective of camp leaders and volunteers. The benefits are for future for example academic or professional advantages.

The results vary from the perspective of camp leaders and volunteers. The camp leaders assume the certificate has more benefit for future and in contrast the volunteers did not see it that important. From the perspective of camp leaders, the advantages in studies was 44.6%, advantages in job applications, 70.1%, increase in self-esteem got 89.8% and other advantages 16.4%. When comparing it with the perspective of volunteers the results are lower. The advantages in studies got 30.2%, so 14% less benefit from the perspective of volunteers. Advantages in job applications got 47.6%, which was over 20% less than the camp leaders had suggested. Other advantages got 17.7% and no advantages got 29.6%. Even though the results were lower and the volunteers did not see the certificates that important for their academic and professional life, they appreciated the certificate as a memory of their time in the voluntary services. They saw it beneficial when applying to other voluntary work, to a camp leader or other similar non-formal learning fields. (Stiehr, 2015.)

6 Process

The theory, Webropol survey and my personal interest about this subject have deepened the knowledge about the pull factors of Finland and voluntary work. Studying this subject from the different angles and perspectives has given a deep insight to the subject. The theory has increased the theoretical knowledge from the subject, which has been very close to my own interest for a long time. The process started by defining the terms attraction and pull factor. These words are crucial for my thesis. These terms create more clear and in-depth meaning and understanding what I am looking for and studying for. Both terms, attraction and pull factor are used as synonymous.

The short introduction to travel industry and facts about the travel industry in Finland illustrated a broader picture and ground where my study is based. Visit Finland's marketing, the three categories Silence, please, Cultural beat and Wild & Free now gave me information about the pull factors of Finland. Discussing these categories highlighted the different elements that Finland has as a tourist destination. These categories show that in Finland there are many recreational opportunities and several aspects attract people to travel to Finland. The sources showed that Finland has a lot to offer from adrenaline packed husky rides to relaxing sauna experiences. In addition, Finland is not a middle of nowhere but has wide range of festivals, competitions and traditions. When Finland has this broad supply, both winter and summer activities, it attracts people to travel here and the pull factors are not only for wealthy tourists but these activities also attract young people to come to Finland.

Next in the discussion there is voluntary work. The history of voluntary work describes the background of volunteering. The society has changed and so the voluntary work is also changed to shorter periods. In my thesis I also concentrate on the short periods such as two- to three-week voluntary camps. The brief discussion on attitudes towards volunteering illustrates the prevalent relationships to voluntary work. The elements of youth work and non-formal learning are crucial to voluntary work because voluntary work has the same elements than non-formal learning and youth work. These create the base for understanding why people want to take part in volunteering. The competencies gained in youth work and volunteering differ from formal education. Competencies learned through volunteering act as pull factors to volunteer.

In addition, the presentation of the commissioner of my thesis, Allianssi Youth Exchange illustrated its activities and services. Allianssi arranges a lot of voluntary work activities in Finland: that's why they are interested in finding out whether the theoretical findings and my study have similarities. The presentation of the Finnish voluntary camps done this year describes the elements of Finnish voluntary work.

Next in the discussion there are pull factors of Finland. Why people choose Finland as their destination? Which are the pull factors Finland has from the perspective of foreign travellers? The Why Finland study and Visit Finland study illustrate information about the pull factors towards Finland. Nature, culture and Finnish people are mentioned as pull factors of Finland, and these overlap with the Silence, please and Cultural beat categories. The Visit Finland study supports the information about the pull factors towards Finland: nature, sauna and culture. In addition Wild & Free category could be seen in the study for example summer activities. Hiking, paddling and cycling are common activities in the summer. The Japanese stereotyped images of Finland and Finland.fi webpage mention nature, sauna, Finnish people and culture several times. In addition Finnish food, activities, wellbeing society, safety and wellbeing services are mentioned a couple of times. The Japanese stereotyped images of Finland study shows also differences in the pull factors. The study shows more imaginary pull factors such as Moomins and Santa Claus. This supporting information from different sources shows the variety of attractions and pull factors towards Finland.

Next in the process there are pull factors of voluntary work. Clarification of the mental image of volunteers and how it is today show that volunteers are gaining knowledge and learning rather than suffering. Definitions of the terms value and global helping illustrate background for the theory. Introduction of three different value categories show that there are certain values that volunteers share for example human rights. These values act as pull factors to volunteer. A list of several values illustrated the pull factors people have towards volunteering. One list of the values is: golden rule, joy and learning, making new friends, familiarization with foreign culture and feeling pity and guilt. Discussion about values and value orientation e.g. what kind of helpers Finns are show that people have different values and they could be divided by several reasons to several categories. The introduction of various values describes that always the motivation comes from inside the person and values are also

individual. The different values shows that people have different pull factors towards volunteering. The thesis: Towards more functioning voluntary travel and from Why Finland study show again list of pull factors to volunteer and these pull factors overlap and support the values introduced earlier.

Next in the discussion there are competencies, which are gained through non-formal learning and volunteering. These competencies act as pull factors to volunteer. The competencies can be divided into individual, social and global competencies. Comparison of the benefits gained through volunteering shows how the perceptions of the competencies gained vary by the perspectives of camp leaders compared to volunteers.

6.1 Questionnaire process

This chapter discusses the questionnaire process and the co-operation with thesis coordinator and with commissioner Tiina from Allianssi, the Webropol experience and the publishing of the questionnaire. Quantitative research and questionnaire enabled a wider group of respondents and answers. The large number of respondents enabled making tables and enabled comparing and generalizing results. Repeating surveys, covering a wide range of activities and studying attitudes and perceptions of population as a whole (Sievers, 2014) are reasons for choosing quantitative research methods. “Quantitative research methods describe and measure the level of occurrences on the basis of numbers and calculations. Moreover, the questions of “how many?” and “how often?” are often asked in quantitative studies.” (Research Methodology, 2016)

The process started by sketching the questionnaire first to a paper. The goal was to keep the questionnaire short and simple that it would be easy and fast to answer. This way enabled more answers than compared to a complex questionnaire. The questions are divided into three categories; first basic information about the respondent, secondly questions about pull factors to Finland and following attractions towards voluntary work.

First four questions build background information about the respondents. The use of these questions is to divide and create respondent groups to find out if they possibly have something in common. Division of the age groups are 18-20, 21-25, 26-30 and over 30 years because the target group of this thesis is

young travellers. Next the respondents were asked about their gender in order to see whether they are female or male.

The respondents were asked to list their nationality to see for example if the Europeans and Asians have different pull factors towards coming to Finland and voluntary work. Like in the study *The Japanese stereotyped images of Finland* (Varamäki, 2004), the Japanese had more imaginary aspects in their answers: the nature part was the same but in addition they mentioned Moomins and Santa Claus. The results will show if there is clear segmentation and differentiation between different nationalities. The last basic information question studies the background of the respondents. The choices are student, working, unemployed or other. This question illustrates how the distribution percentage of the respondents' current life situation is divided and if this situation can be generalized being the most active of participating in voluntary work. The questions are multiple choices expect for the third question, nationality.

The next six questions examine attractions and pull factors towards travelling to Finland. The question is "How many times have you travelled abroad before?" The question about travelling abroad aimed to find out what kind of travel experience they had and to see if this may affect the pull factors of coming to Finland or volunteering. Also the commissioner, Tiina from Allianssi suggested asking this kind of question. The next question about reasons for travel had the following answer options: independent travel, travelling with family, voluntary work, language course, visiting friends and family or other. This question aimed to find out the pull factors to travel.

Next question is "Is this your first time in Finland?" and this question aims to illustrate if there is differentiation in the answers by the ones who's first time is in Finland and who already have visited Finland. The next question aims to shows the attractiveness of Finland besides the voluntary camp. Does the voluntary camp act as the pull factor or travelling in Finland?

The next question is "Which part of Finland are you going to travel?" and the options are based on Budventures thesis (Saarelainen, 2015) and the study *Regional and structural patterns of tourism in Finland* (Vuoristo, 2002). See options in Appendix 1. This question aims to show if Helsinki and Lapland are

the most attractive places to visit, comparable of the knowledge learned from the above mentioned studies.

Last question about pull factors towards Finland is “Why did you choose Finland as your destination?” See options in Appendix 1. The options are based on the theory and created in cooperation with the commissioner.

The last four questions explore attractions and pull factors towards participating in voluntary work. The question about experience in voluntary work aimed to find out about voluntary work experience and to see if this may affect the pull factors of volunteering. Also the question “Where have you done voluntary work?” aimed to find out about volunteering experience.

The next question is “How did you choose to do voluntary work?” See options in Appendix 1. The options unemployment and safe way to travel were suggestions from the commissioner, Tiina from Allianssi. Other options are based on the theory learned for example recommendation from friend or family and willingness to do something good i.e. altruism. The options have been mentioned in values and competencies sections. This question directly answers the research question: which are the pull factors of volunteering? What are the reasons to participate in voluntary work?

The last question studies what the volunteers expect to gain from a voluntary camp? Language skills, becoming independent and team work skills were suggested by Allianssi. These were also mentioned in the theory. Options such as getting to know people and getting to know different cultures were mentioned several times in the theory. Different competence categories are also included in these options. Becoming independent stands for individual competencies. Getting to know people and teamwork skills stand for social competencies. The rest of the options stand for global competencies. The question aims to find out the pull factors towards voluntary work.

For creating the questionnaire I got co-operation help from thesis supervisor Kristiina and commissioner Tiina from Allianssi. After sketching the questions by me, the questions were presented to thesis supervisor. The questionnaire was decided to make anonymous in order to increase the number of respondents.

The supervisor advised that the questions should be easily understood and formulated. More multiple-choice questions were formulated in order to make the answers more convenient to analyse, and the number of answers would be higher. Also thesis supervisor highlighted that the research problem and objective of the research should be clearly linked in the questionnaire, meaning the questions should be formulated in a way that they would answer the research problem. The unclear expressions were replaced with more easily understandable options. Words pull factor and attraction were chosen to the questionnaire. New question is "Why did you choose Finland as your destination? It is more easily understood and has also multiple-choice options. Also it clearly answers the research question.

After discussing with thesis supervisor and altering the questionnaire to be more convenient, easily understood and more respondent friendly, the questionnaire was sent to commissioner Tiina to Allianssi. The cooperation with commissioner further shaped the questionnaire and it was transferred to Webropol survey.

The Webropol survey experience was pleasant and educational. Transferring data to Excel made it convenient to analyse a large number of answers. It was also easy to make tables and figures. The only problem was with questions were the respondents had to mark answers from one to three in rank order. However, the Webropol helpdesk gave the needed information to structure the questions. After completing the questionnaire, technical parts were tested with my mother, as many times it was necessary to avoid bad response experience. For example the skip question feature and other technical aspects were tested. The questionnaire was published after being tested also by my friends.

On the request of Allianssi the questionnaire was sent to them and they wanted to send it to all participants who had been taking part in voluntary camps in Finland this year. I had no impact on the message they send to the participants and in this way I had no impact to try to encourage the volunteers to answer the questionnaire. If I had been able to decide this, I would have wanted to send the questionnaire by myself. Luckily I had a small introduction about the study in the beginning of the questionnaire. Still, I got enough responses to analyse and got answers to my research questions.

7 Results and generalization

This chapter analyses the answers got from the questionnaire. First all the results are written out and analysed. If there is same information detected than in the theory? Could the results be generalized? Is there any clear differentiation on the results for example compared between different nationalities, age or experience?

Questionnaire of doing voluntary work in Finland on Webropol was open from the middle of July till the middle of October in 2016. Commissioner Allianssi required sending the questionnaire by them and they sent the public link to all participants who had participated this year to an Allianssi voluntary work camp in Finland. The total number of volunteers in the year 2016 was 230 in 23 different voluntary camps. 76 of the 230 responded to the questionnaire. This information allows the comparison between the number of respondents and the actual number of volunteers. Can there be made any generalizations?

7.1 Results

The questionnaire was sent to all volunteers in Finland in 2016. The number of respondents is 76 from 230, 33%. Together with Allianssi we decided this is enough answers. A really good respondent percentage would be over 60% and over 20% relates to poor reliability (Vilpas, 2013). The percentage number 33% relates to relatively good reliability. The information from the ones who did not respond to the questionnaire is not known but probably they represent similar age group and other aspects. This shows the loss of answers do not weaken that much reliability. (Taanila, 2013.) In addition the respondents represented 22 nationalities and it could be said that this has given a broad perspective of different nationalities. This shows more credibility of the study.

7.1.1 Age and gender

From the 76 respondents 35 are between the ages 18 to 20, meaning 46%. The second largest group is between the ages 21 to 25; the number is 28 respondents, 36%. Six of them are between the ages 26 to 30, 8% and lastly seven of them are over 30 years, 9%. This shows that most of the respondents are young, from 18 to 25 years old. Then 56 of the respondents are female, 74% and 20 of them are male, 26%. This shows most of the respondents are female.

7.1.2 Nationality and background

The 76 respondents represented 22 different nationalities; American, Armenian, Belarusian, Belgian, British, Canadian, Czech, Dutch, French, German, Greek, Italian, Japanese, South Korean, Mexican, Polish, Russian, Serbian, Spanish, Taiwanese, Turkish and Ukrainian. The biggest groups were Italian, 11 participants, French, 10 participants, Russian, seven participants, South Korea and Spain both with six participants and Czech with five participants. The rest of the nationalities are represented with less than five participants. Then what comes to the background of the participants, 58 of them are students, 76%. Nine of them are working, six are unemployed and three of them are both studying and working. This shows most of the participants are students.

7.1.3 Travel experience and reasons for travel

For the question “How many times have you travelled abroad before?” 31 of the respondents have travelled over ten times, 41%. 18 respondents have travelled six to ten times, 24% and 19 respondents have travelled three to five times, 25%. Only eight have travelled one to two times and for no one this was their first trip. This shows that almost half are experienced travellers and also for most of the respondents travelling belongs to their lives.

The next question was “Which is the most common reason for your travel?” and there were two major answers. First, 40 of the respondents answered “independent travel”. Almost as many, 37 respondents answered “voluntary work”. Then 29 respondents said travelling with family. 15 of the respondents answered “visiting friends and relatives”. Nine answered “language course” and only two answered “work”. Other five answers included “Contact with the native culture”, “Meeting new people, getting to new culture, travelling with friends”, “studies”, “discover the world” and “university study”. These results show that the most common reasons for travel are independent travel and voluntary work.

7.1.4 Travelling in Finland and experience

The next question studies the travel experience in Finland: “Is this your first time in Finland?” For 65 respondents, 86%, this journey was their first time in

Finland and for 11 respondents, 14%, this was not the first time. This indicates that for the most of the respondents this was their first time in Finland. The next question studies the plans after the camp: “Are you planning to continue travelling in Finland after the camp?” 53 of the respondents, 70% answered yes and 23 respondents, 30% answered no. The results show that the majority will continue travelling in Finland after the camp.

Next question studies most attracting geographic areas of Finland “Which part of Finland are you going to travel? Select three of the following options. Mark from 1-3, 1=the most attractive.” On this question I have compared the answers in two ways: first answers, which were ranked as number one, being the most attractive place to visit. I have marked this green on the table 1. Other way of studying these results is by the total scores, meaning answers, which were ranked as first, second and third attractive place to visit. The answers are added together. For example capital city Helsinki got 29 first answers, 22 second answers and seven third answers, total 58 answers. This is marked orange in the table 1. This table helps to understand how the results have been compared.

Capital city Helsinki got most 1 answers, 29 from 76, 38%. Closely following with 27 answers, 35.5% is Lapland. Then when comparing the total scores, Helsinki is still the most attractive by 58 answers from 228 answers, 25%. Lapland has 53 answers, 23%. Central Finland, lake region is third attractive place by 40 votes, 18%. Eastern Finland scored the smallest number of votes

Table 1. Summary of results got from question 9

	1	2	3	4	5	6	7
1	Which part of Finland are you going to travel? Select three of the following options. Mark from 1-3, 1= the most attractive						
2	Capital city Helsinki	29	22	7	Yhteensä	58	Keskiarvo
3	Lapland	27	13	13		53	1,735849
4	Central Finland: lake region	4	13	23		40	2,475
5	South-western Finland: Tampere, Porvoo, Turku	5	16	12		33	2,212121
6	Eastern Finland	0	3	7		10	2,7
7	West coast	4	1	7		12	2,25
8	Archipelago: Åland	5	6	5		16	2
9	Other, which:	2	2	2		6	2
10	Yhteensä	76	76	76		228	2,124207
11							

7.1.5 Why Finland?

This question studies attraction towards Finland: “Why did you choose Finland as your destination? Select three of the following options. Mark from 1-3, 1=most attractive.” This question is the most important relating to attraction

towards Finland and it aims to answer to my research questions. Again answers were compared in two ways (see chapter 7.1.4). First when studying the answers which were ranked being the most attractive reason to choose Finland, “interesting voluntary camp” got most scores with 23 respondents. The following 20 respondents ranked “nature and its phenomena” as the second reason to choose Finland. “Culture” got 18 answers and it is the third attractive reason to choose Finland. Other choices got less than five votes.

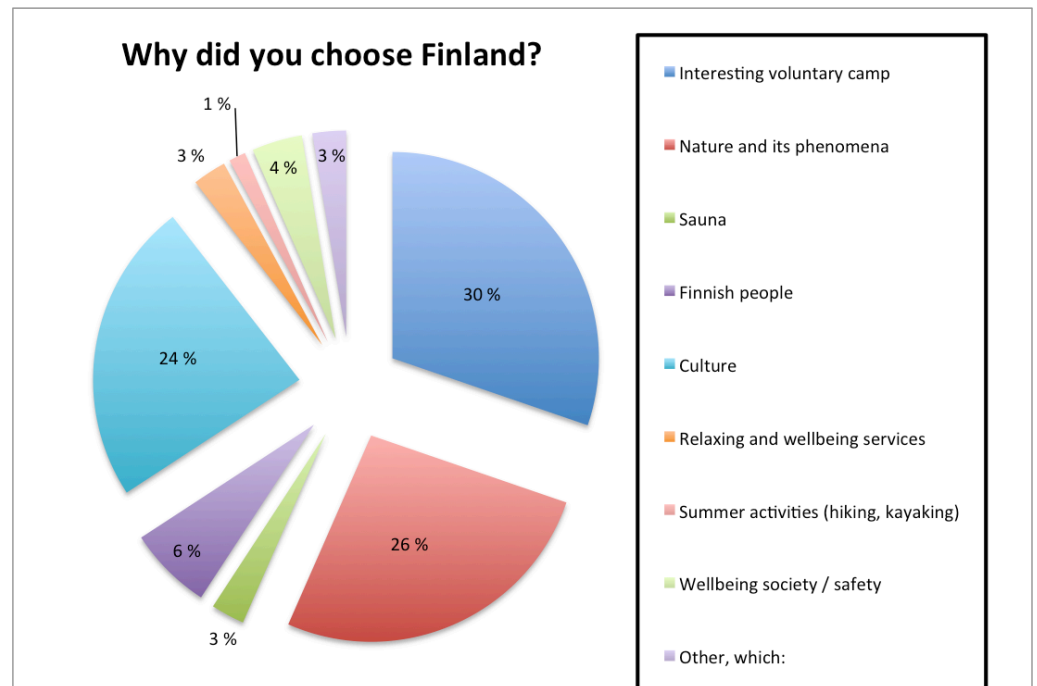


Figure 1: Why did you choose Finland? According to answers, which are rated being the most attractive reason

Then when comparing the results with total scores: “nature and its phenomena” got most votes, 64 from total 228, 28%. “Interesting voluntary camp” got 55 answers, 24%. “Culture” got 41 answers, 18%. This means a different ranking order compared to the earlier one. Both analyses have same answers as most attractive but the order is different. In the figure 1 the most attractive feature is “interesting voluntary camp”, the second is “nature and its phenomena” and the third “culture”. According to the figure 2 below, the most attractive feature is “nature and its phenomena”, the second is “interesting voluntary camp” and the third “culture”.

This seems to indicate that interesting voluntary camp and nature are competing to be most attractive reason to choose Finland as their destination. There

are also four “other” answers to choose Finland as their destination: “winter activities”, “Sister did a work camp in Finland and recommended it to me”, “TO HAVE COINS FROM FINLAND” and “Not far from Russia, cheap trip”. Studies such as Why Finland study and Visit Finland’s study seem to support these findings. They include all the Visit Finland’s marketing categories; Silence, please, Cultural beat and Wild & Free.

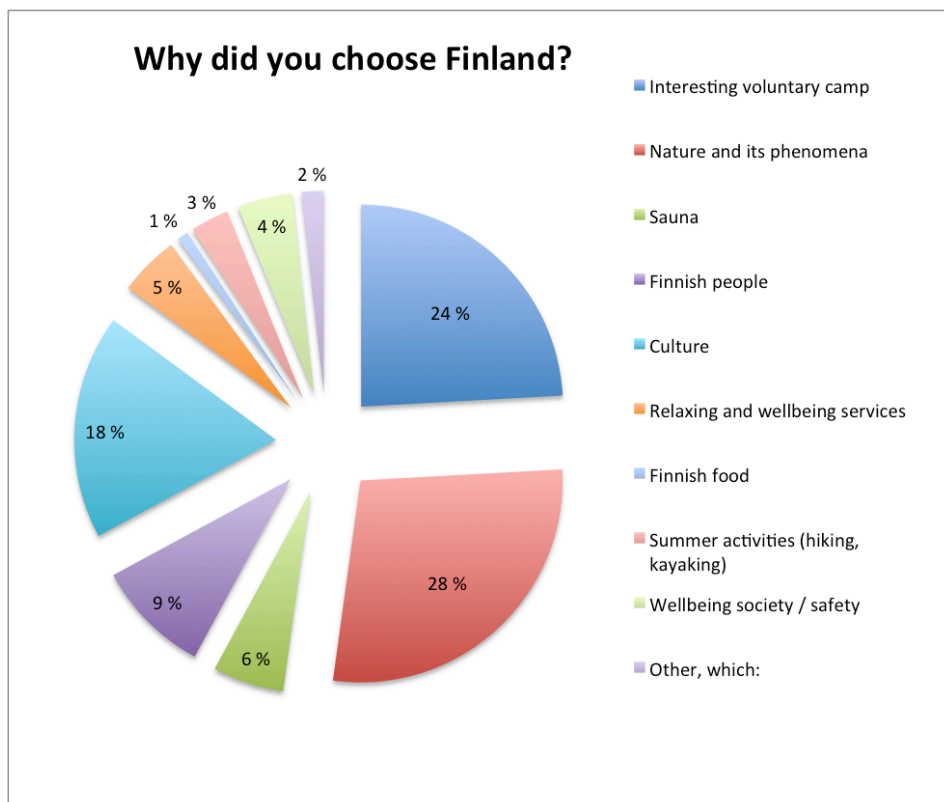


Figure 2: Why did you choose Finland? According to total scores

7.1.6 Voluntary work experience

This chapter moves from attraction towards Finland to pull factors of volunteering. Firstly volunteering experience was studied by the question “Have you done voluntary work before?” 54 of the respondents, 71% answered yes. 22 of the respondents, 29% answered no. This means most of the respondents have done voluntary work before.

Next question also studies the experience “Where have you done voluntary work?” 25 of the respondents, 46% who answered yes to the first question

have done voluntary work abroad and 21 respondents, 39% have done voluntary work in their home country. 16 of the respondents, 30% answered in both.

7.1.7 Reasons to volunteer and expectations

The question is formulated in a way that the answer options could be ranked from one to three, one being the most attractive reason. The thirteenth question is “How did you choose to do voluntary work? Select three of the following options. Mark from 1-3, 1= the most important reason.” Again the same way has been used for comparing answers (see 7.1.4). In the figure 1 only the answers that have been ranked as the most attractive reason have been used. In the figure 2, the total scores have been used, meaning the total number of first, second and third answers.

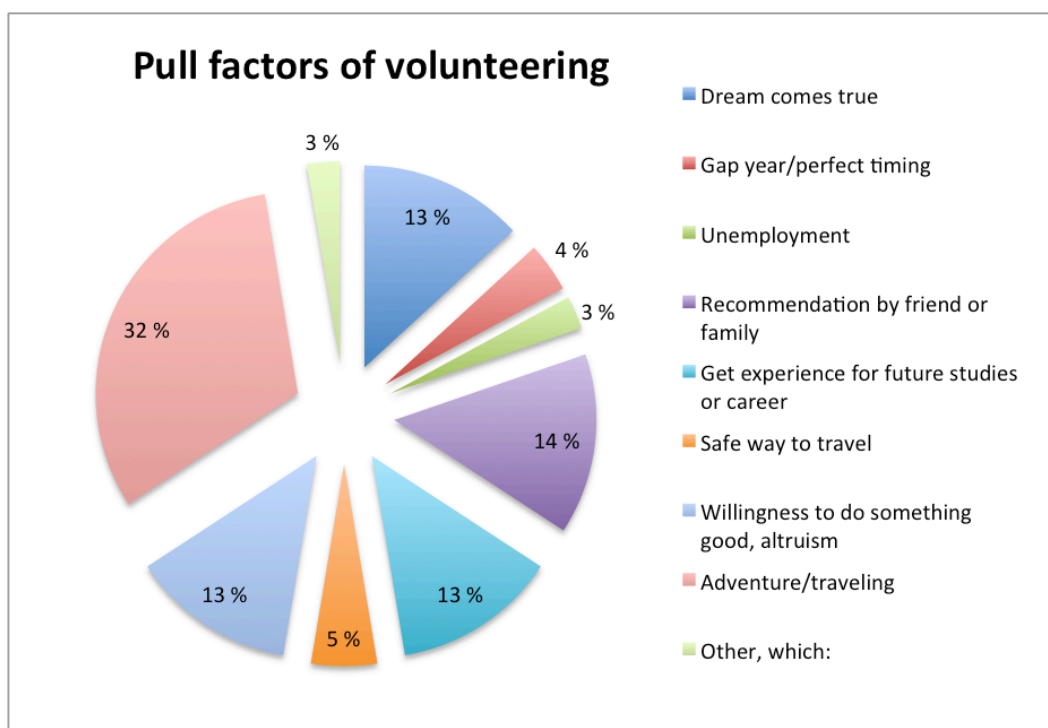


Figure 3: Pull factors of volunteering, according to answers, which are rated the most attractive

When studying the figure 3 and answers, which were ranked as the most important reason, “adventure and travelling” has got most scores. 24 of the respondents have ranked “adventure and travelling” the most important reason. Following with 11 answers is “recommendation by friend or family”. All three pull factors: “dream comes true”, “get experience for future studies or

career” and “willingness to do something good, altruism” have got all 10 votes. Less than 5 respondents have ranked other options.

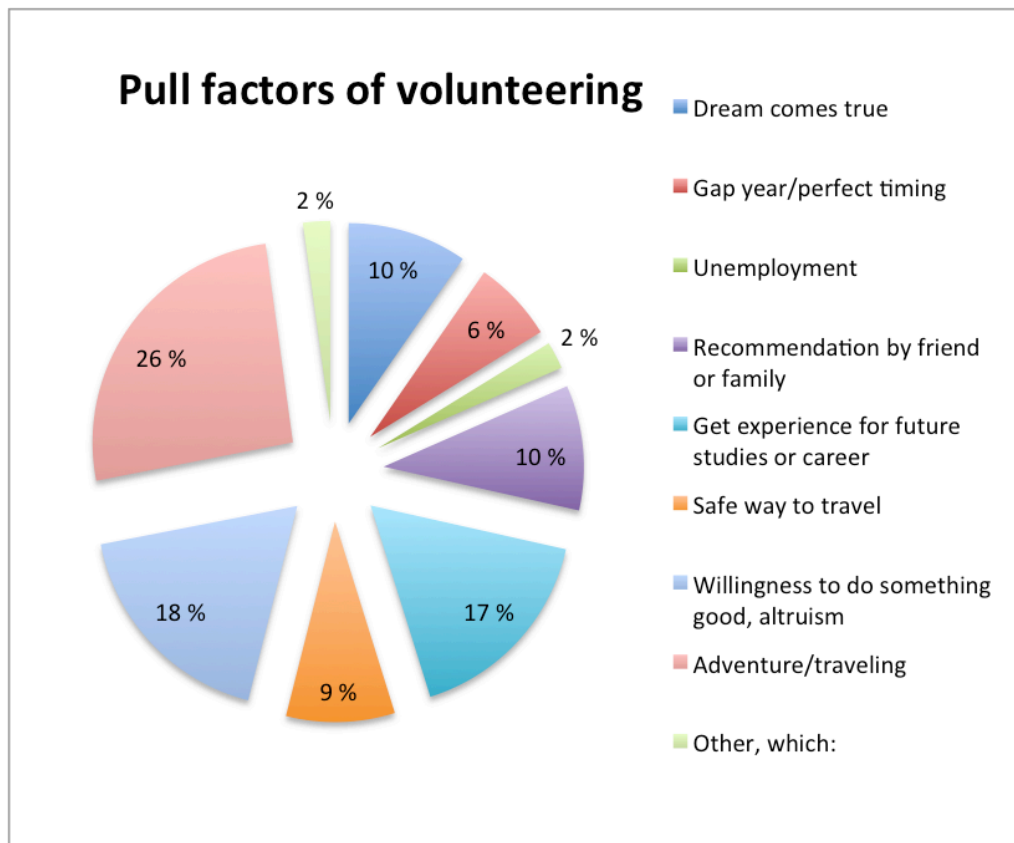


Figure 4: Pull factors of volunteering according to total scores

When examining the total scores, “adventure and travelling” has got the most votes, 59 from 228. Following with 41 answers is “willingness to do something good, altruism”. With 38 answers is “get experience for future studies or career”. Other pull factors mentioned in the open choice are “nature and culture”, “to discover new culture without being a tourist” and “language”. Now comparing these answers, there are three pull factors, which are mentioned in both ways of interpreting the answers. These reasons are adventure and travelling, willingness to do something good, altruism and get experience for future studies or career.

The last question is “What do you expect to gain from voluntary camp? Select three of the following options. Mark from 1-3, 1=the most important reason.” The responses are analysed in a similar fashion. See chapter 7.1.4 for clarification of the comparison. When studying the answers, which are ranked being the most important reason. 24 of the respondents, 32% have ranked “getting to know people” as the most important reason. 20 of the respondents, 26% have ranked “getting to know different culture” as most important reason. Nine

of the respondents, 12% have ranked “expanding worldview” as their most important reason to volunteer. “Become independent”, “become more international” and “language skills” have all got 7 votes, 9% as being the most important reason.

Then comparing it to the total scores, 59 votes from 228, 26% is for “getting to know different culture”. 52 votes, 23% are for “getting to know people” as most important reason. 35 votes, 15% are for “expanding one’s worldview”. Then following “language skills” with 12%, “become more international” with 11% and with 8% is “become independent”. From both perspectives “getting to know people”, “getting to know different cultures” and “expanding one’s worldview” are ranked as main pull factors of volunteering. Getting to know people stands for social competencies, and getting to know different culture and expanding worldview stand for global competencies.

7.2 Observation

Observation is just looking and it “allows for insight into contexts, relationships, behaviour”. It “can provide information previously unknown to researchers that are crucial for project design, data collection, and interpretation of other data” (Family Health International, 2008) According to Sievers presentation observation can reveal information not reachable in other ways. (Sievers, 2014). Observation gives also a qualitative approach to the thesis and results. Below are the results of observation. The examples give more qualitative and personal approach to the subject.

Discussing with commissioner Tiina from Allianssi she pointed out that in the international voluntary camps in Finland we as Finns need to be ready to weird questions or acts that international guests might have or do. Observation revealed that sauna is an odd place for foreigners. This weird experience also showed that foreigners are interested in the sauna culture. This summer I was taking part as camp tutor in a UNESCO voluntary camp in Suomenlinna and we had the possibility to go to a sauna. It was definitely an interesting experience, Hilla, another camp tutor, and me went to the sauna for a little bit later than the girls from the camp. What happened was that they were sitting in a cold sauna, they had not thrown water to the stones, they had not take a shower before and they were there in their bikinis. Also they wanted to experience the real and authentic sauna experience but they did not want to take

shower or rest away from the sauna. They just sat inside suffering from the heat and did not believe us when we told them that the meaning of the sauna is not suffering a long time there but enjoying it longer with cold showers and drinks between. Also Ben Ross wrote an article about Finnish sauna etiquette (Ross, 2016) and mentioned that Finns like it hot and cold. It is in the etiquette to take a cold shower or dip in a lake to cool off in between turns in the hot room.

Also related to Visit Finland's Cultural beat and food (Visit Finland, 2016). I had the opportunity to take part and observe how foreign travellers adapt and react to Finnish items and food. Only one person from 12 liked salmiakki. Carelian pies and squeaky cheese were tasty from everyone's perspective.

In addition informal interviews with the volunteers revealed some of the pull factors why they chose Finland. Two Armenian guys wanted to go somewhere where it is cold. In Armenia at the time mid August there was over 40 degrees and Finland seemed to be cold destination option. They really enjoyed the plus 10 degrees cold rainy days. An Italian girl is studying Swedish and she is also interested in the Nordic countries and this was the pull factor to choose Finland. A Czech girl is also studying Finnish culture and language in her university and this was the pull factor to choose Finland. She was also going to visit Finland again in the future and possibly to come study here.

Two Spanish guys wanted to experience a Nordic country and this was the pull factor to choose Finland. One Russian girl had fallen in love with Finland on her first trip to Finland this year in January. She had visited Suomenlinna before and was so keen to it that she wanted to participate in a voluntary camp organized there. She was also keen to Salmiakki and other Finnish food; in addition, she liked Finnish music such as Santa Cruz. Two Greek teachers wanted to experience and learn about the Finnish education system and compare it to their own. By this pull factor they decided to choose Finland as their destination.

7.3 Generalization

After describing the results this chapter analyses the responses by comparing different factors to see if some generalization arise. This chapter compares different factors for example age groups, gender and nationality. Does how

many times the volunteers have visited Finland or the experience from voluntary work have an effect on the pull factors? Some results of the analysis can be generalized and some not.

7.3.1 Age groups

First the reasons why different age groups choose Finland as their destination were compared. Age group one between 18 to 20 years, eleven from 35 answered interesting voluntary camp being the most attractive reason to choose Finland. Eleven person answered culture being the pull factor. Eight person answered nature and its phenomena's as their main attraction to choose Finland. Age group two, 21-25 years, eight from 28 respondents answered nature and its phenomena's the most attractive reason to choose Finland. Interesting voluntary camp and culture got both six answers. In the age group three 26 to 30 years three of six chose nature and its phenomena's the most attractive reason. Two of them ranked interesting voluntary camp and one relaxing and wellbeing services as their main reason to choose Finland. This differs from the other age groups that culture is not mentioned as important reason. There cannot be any generalization to be made because only six persons presented this age group. In the age group four over 30 years, four respondents mentioned interesting voluntary camp as their main attraction to choose Finland. This number is also too small to make generalization that persons over 30 years would have interesting voluntary camp as their main pull factor.

Then comparison of reasons to volunteer was done between age groups. The most important reasons to volunteer are: adventure/travelling by eleven respondents, recommendation by friend or family by eight respondents and get experience for future studies or career by six respondents. From age group two, nine answered adventure/travelling, five answered dreams come true, four answered altruism and four answered get experience for future studies or career. In the age group three the answers have been divided into several reasons. Two from age group four answered adventure/travelling and dream comes true as the main reasons to volunteer. Compared to other groups, the age group two has most answers of dream comes true put into perspective. Still no generalization can be done by the age groups.

Last comparison is what people expect to gain in voluntary work. In age group one the main reasons are getting to know people and getting to know different

culture. In age group two reasons are getting to know people and different culture. From group three both becoming more international and expanding worldview got both two votes from six, meaning no generalization. Also in the age group four, getting to know people and different culture are the main reasons to volunteer. When comparing all these three questions, there is not enough evidence to make generalization between age groups.

7.3.2 Gender

74% of the volunteers are female, does this show that women are more willing to participate in voluntary work or are women more helpful to answer questionnaires? If only considering the questionnaire, it could be that women are more eager to volunteer. At least answering the questionnaire was voluntary and women answered way more than men. Comparing to my camp there was equal number of men and women. Still it is difficult to generalize gender because I don't know the total number of women and men participants in the camps this year.

7.3.3 Nationality

Since the respondents represented altogether 22 nationalities, it would be interesting to see, if the nationalities affected their responses. I have compared nationalities, which are represented by five or more respondents, in addition Japanese with four respondents. The reason why Japanese were added is to see if there is any difference between Asian and other groups. Also the theory includes Japanese stereotyped images of Finland. The nationalities are Italian with 11 respondents, French with 10 respondents, Russian with seven respondents, South Korean with six respondents, Spanish with six respondents, Czech with five respondents and Japanese with four respondents.

The first question is about attraction towards Finland. From Italians five from 11, 45% listed nature and its phenomena's the most attractive reason to choose Finland as their destination. Culture got three answers, interesting voluntary camp two answers and relaxing and wellbeing services one answer. From ten of the French, six of them listed interesting voluntary camp as their most attractive reason. Finnish people got two answers, both nature and wellbeing society/safety got one answer. There is clear difference seen in the answers when comparing the pull factors of the Italians and French. While the

major pull factor for Italians in Finland is nature, the French highlighted interesting voluntary camp as the most important pull factor to choose Finland as their destination.

From the rest of the nationalities there was no coherence in the answers and no generalization can be made. The Russians mentioned voluntary camp, sauna and culture. The South Koreans listed nature, interesting voluntary camp and wellbeing society/safety. The Spanish listed interesting voluntary camp and culture. The Czech respondents answered nature and culture. The Japanese answered culture, Finnish people and wellbeing society/safety.

When it comes to reasons for voluntary work, only answers from the French and Russian respondents could be generalized. Half of the French respondents listed adventure/travelling as their main reason to volunteer. Other answers were divided equally with one answer to reasons: gap year/perfect timing, unemployment, get experience for future studies or career and altruism. Based on this study it could be said that young French volunteers chose to volunteer by the pull factor of adventure and travelling. From the answers of Russian respondents, three of gave recommendation by friends or family as their main reason to volunteer. Other reasons such as a dream comes true, get experience for future studies or career, altruism and adventure got all one answer. From the other nationalities, there is no coherence in their answers. All the answer options received less than two votes.

The last question: "What do you expect to gain from voluntary camp?" Four of the Italians expect to get to know people and five of them expect getting to know different culture. Become independent and teamwork skills got both only one vote. Five of the French respondents expect to get to know people and three of them to get to know different culture. Becoming international and expanding worldview got only one vote. Three South Koreans expect to get to know different culture and getting to know people and expanding worldview got only one vote. Three of the Spanish respondents expect to get to know people. Getting to know different culture, becoming international and expanding worldview got all one vote. Three Russians expect to gain language skills, two of them getting to know people. Becoming independent and international got both one vote. Also three Czechs expect to gain language skills and two getting to know people. Two Japanese expect to become independent and two getting to know different culture.

Based on this comparison we can make a suggested generalization that Italians expect to get to know people and different culture. The French and Spanish expect to get to know people and South Koreans to know different culture. Learning language skills acts as pull factor for Russians and Czechs.

7.3.4 Travel experience in Finland?

This chapter compares if the experience in Finland affects the answers. I will compare the answers of the 65 respondents whose first time was in Finland this summer. 11 of the respondents had visited Finland before. From the 65 first timers in Finland, 21 of the respondents, 32%, ranked interesting voluntary camp as the main pull factor to choose Finland. 20 of the respondents, 31% ranked nature and its phenomena's as the main pull factor. 23%, 15 respondents ranked culture as the main reason to choose Finland.

Then when looking at the answers from the respondents who had already visited Finland, the answers are divided equally with 27% to all reasons. Interesting voluntary camp, nature and culture got all three answers. As you can see there is no difference to be seen in these answers and there cannot be any generalization. The only difference is the answer distribution. The answers from who had visited Finland before the distribution of answers is same than compared to the ones who's first time was in Finland. In addition there was a 86% majority of those whose first time was in Finland this summer by the participation to voluntary camp and this is also a reason why there is no possibility to generalize these answers.

7.3.5 Experience from voluntary work

This chapter analyses if the answer vary by the experience in voluntary work. 54 of the respondents, 71% have done voluntary work before and 22 of them, 29% have not done voluntary work before. Do they share same pull factors?

First was analysed the answers got from the question "How did you choose to do voluntary work?" From the 54 respondents who have done voluntary work before, 18 of them, 33% listed adventure and travelling the most important pull factor to volunteer. 15%, eight of the respondents listed dream comes true as the main reason to volunteer. Also 15% listed altruism being the main pull fac-

tor to volunteer. Seven of the respondents, 13% ranked recommendation by friend or family as main reason to volunteer. Other options got less than four answers.

From the 22 respondents who had not done voluntary work before this summer, six of them, 27% listed adventure as the main reason to volunteer. Also 27% listed get experience for future studies or career as main pull factor to volunteer. Recommendation by friend or family got four answers and other options less than two. Again the number of the ones who have experience and with the ones who do not have, the distribution is quite large. So generalization can be suggested but with totally 100% sure fact there cannot be estimated. Adventure and travelling is the main pull factor why respondents with experience have chosen to do voluntary work. "Adventure and travelling", in addition "get experience for future studies or career" are equal pull factors among respondents who did not have previous experience from volunteering.

Lastly it was compared the answers from the question: "What do you expect to gain from voluntary camp?" From the experienced ones 35% ranked getting to know people as their main expectation and pull factor to volunteer. 22% listed getting to know different culture as main expectation. 11% listed becoming independent as the main expectation. Other options got five or less answers. From the non-experienced ones 36% ranked getting to know different culture as their main expectation of volunteering. 23% listed getting to know people as the main pull factor. 18% listed expanding worldview as their main expectation. If comparing these answers by percentages, it could be said that the experienced ones expect to "get to know people" compared to the non-experienced ones expect to "get to know different culture".

8 Discussion and conclusions

The aim is to research the pull factors and attractions towards Finland and voluntary work. Which pull factors attract young travellers? The target group is young foreign travellers coming to Finland to participate in international voluntary camp organized by Allianssi Youth Exchanges.

Helsinki and Lapland are the most attractive places to visit. This supports the theory that Helsinki and Lapland are the most visited parts in Finland. By this information Allianssi can focus and develop more voluntary camps organized in these areas. Also Finnish travel industry could create more services in Lapland targeted to young foreign travellers for example a hostel in order to meet other travellers.

“Interesting voluntary camp” and “nature and its phenomena” are main pull factors to choose Finland as their destination. “Culture” is the third pull factor. Nature and culture were mentioned several times in the studies “Why Finland” (Hietaluoma, 2001) and Visit Finland traveller study (Visit Finland, 2015). Interesting voluntary camp was added to the questionnaire from the suggestion of commissioner Tiina from Allianssi.

“Adventure and travelling” is the main pull factor of voluntary work. Other important pull factors are “recommendation from friend or family”, “get experience for future studies or career” and “willingness to do something good, altruism”. In addition “getting to know people”, “getting to know different culture” and “expanding one’s worldview” are important pull factors of volunteering. “Getting to know people” stands for social competencies, “getting to know different culture” and “expanding one’s worldview” stand for global competencies. This shows volunteers want to develop their skills in social and global manner rather than individual skills. These findings reflect the Kupa’s report (Hakkarainen & Kontinen, 2008) and the I’ve report (Kiilakoski, 2015). The findings indicate a wide variety of pull factors.

The results are significant because this information is beneficial to Allianssi. Now they can do more analyse about their strengths and which pull factors they have. They could market their camps by this information. For example “participate in international voluntary camp to have an adventure, to meet new people and get experience for future studies”. They could develop or create

new camps for example a nature themed camp in Helsinki or in Nuuksio National Park. The camps could involve more discussion and teaching about Finnish culture.

For the travel industry in Finland this information is beneficial, because now they have another study about young travellers. This time it is combined with voluntary work, and it seems to be a growing trend. The travel industry can focus on developing services and experiences targeted to young travellers. Nature related activities could be marketed more such as Vallisaari island because of the nature. In addition a completely new travel theme could be developed to target young travellers. This theme could involve places, activities and services, which attract them about Finland. The theme could also market international voluntary camps organized by Allianssi.

I came to the conclusion that generalization between age groups, nationality or by experience in travelling in Finland or in voluntary work is impossible, because there is no clear evidence of differentiation between these groups. The pull factors come in this case from personal values and wants and they cannot be generalized. Only one minor generalization could be made by the nationality. While the pull factor for Italians in Finland is nature, the French highlighted interesting voluntary camp as the main pull factor to choose Finland as their destination.

Creating a new and broader questionnaire would be recommendation and development suggestion for future studies. This way there would be more respondents and better generalization could be made for example between the pull factors from different nationalities. In addition more observation could be conducted in order to find out pull factors that are not mentioned in the questionnaire. Like in the observation for this study Finnish cold weather was one pull factor of Finland and it would be interesting to see if this view was supported in a more extensive study.

Well defined research questions, results based comparison and discussion are signs of credibility (Marsden, 2013). The sources for example Why Finland study and Visit Finland traveller survey support the answers got from the questionnaire. Nature and culture were main pull factors of Finland. The respondents represented altogether 22 different nationalities from all over the world and it could be said that this gave a broad perspective of different na-

tionalities. In addition majority of the respondents were from 18 to 25 years old and it matches with the target group of this study. Despite the minor mistake in the question about the location of voluntary work experience, it does not affect the credibility of the study.

Validity stands for planning the thesis in order to be able to answer the research questions (Marsden, 2013). The questionnaire could be repeated next year to the new volunteers in Finland, which shows validity. My own personal experience in voluntary work, the questionnaire and observation during the camp gave this thesis several perspectives. The results are analysed from different perspectives such as age, nationality and experience in travelling in Finland and doing voluntary work and it shows comparison and analysing between the results. This also shows validity of the study.

The thesis project has taught me patience and time management. This topic has come from my personal interests and experience in voluntary work. Through the theory and results I have gained a lot new information and knowledge about this subject. I had challenges with rephrasing and writing, and these are my development areas. I need to learn how to make clear sentences. Still I have gained new knowledge and skills about the subject and how to write a thesis. All in all the whole process was interesting but challenging. Starting was the most challenging, how to narrow the subject and literature search. Following with theory, but when the results from the questionnaire came, it woke up my interest. The analysing of the results was time consuming but interesting. Now I could see the results of my hard work. The funniest pull factor from my point of view was "TO HAVE COINS FROM FINLAND"

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10 Appendix 1

Questionnaire of doing voluntary work in Finland

I am a student in Haaga-Helia University of Applied Sciences from Finland. My main subject is Tourism Management. I am doing my thesis about attractions and pull factors towards Finland and voluntary work. I am also volunteering as camp tutor in Suomenlinna camp.

I hope you can answer all the questions; it would really help my studies and thesis. The questionnaire takes only couple of minutes. Thank you in advance! ☺

1. Age: *

- 18-20
- 21-25
- 26-30
- over 30

2. Gender: *

- Male
- Female

3. Nationality: *

4. Background: *

- Student
- Working
- Unemployed
- Other, which:

5. How many times have you traveled abroad before? *

- 0 times
- 1-2 times
- 3-5 times
- 6-10 times
- over 10 times

6. Which is the most common reason for your travel? *

- Independent travel
- Traveling with family
- Voluntary work

- Work
- Language course
- Visiting friends and relatives
- Other, which:

7. Is this your first time in Finland? *

- Yes
- No

8. Are you planning to continue travelling in Finland after the camp? *

- Yes
- No

9. Which part of Finland are you going to travel? Select three of the following options. Mark from 1-3, 1= the most attractive *

	1	2	3
Capital city Helsinki	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lapland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Central Finland: lake region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
South-western Finland: Tampere, Porvoo, Turku	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eastern Finland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
West coast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Archipelago: Åland	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, which: <input style="width: 150px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Why did you choose Finland as your destination? Select three of the following options. Mark from 1-3, 1= the most attractive *

	1	2	3
Interesting voluntary camp	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nature and its phenomena's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sauna	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finnish people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relaxing and wellbeing services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finnish food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Summer activities (hiking, kayaking)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wellbeing society / safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other, which: <input style="width: 150px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Have you done voluntary work before? *

- Yes
- No

12. Where have you done voluntary work?

- In your home country
- Abroad
- In both

13. How did you choose to do voluntary work? Select three of the following options. Mark from 1-3, 1= the most important reason *

- | | 1 | 2 | 3 |
|---|-----------------------|-----------------------|-----------------------|
| Dream comes true | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gap year/perfect timing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unemployment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Recommendation by friend or family | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Get experience for future studies or career | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Safe way to travel | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Willingness to do something good, altruism | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Adventure/traveling | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other, which: <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. What do you expect to gain from voluntary camp? Select three of the following options. Mark from 1-3, 1=the most important reason *

- | | 1 | 2 | 3 |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| Become independent | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Getting to know people | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Getting to know different culture | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Becoming more international | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Language skills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Teamwork skills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Expanding worldview | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other, which: <input type="text"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |