

## **Dance classes for tourists – Developing a new service**

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<p>Dance is a tradition, part of culture and a way to express oneself. Additionally, it is a good exercise for the mind and body. In many countries, tourists are offered the possibility to join dance classes and learn local traditional dances. In this thesis dance classes are considered as a potential tourism service product and concepts of classes for tourists arriving to Tuusulanjärvi area are suggested.</p> <p>The commissioner of this thesis is a founder of Keski-Uudenmaan Tanssiopisto, a dance school in Järvenpää, Finland. As the commissioner of this thesis is experienced in teaching dance for different groups and has a special interest in tourism, she came up with an idea to start offering dance classes also for tourists. The aim of the thesis is to suggest dance classes suitable for tourists visiting Tuusulanjärvi area.</p> <p>The theoretical framework of this thesis reviews Tuusulanjärvi area as a travel destination, as well as discusses dance in tourism and development process of new services. Additionally, since the commissioner of the thesis has a special interest in offering classes for Korean tourists, Korean travellers are discussed. The knowledge gathered from the theoretical framework is used as the base of the research questionnaire and the final suggestions.</p> <p>The research method used in the thesis is quantitative research survey. The questionnaire was implemented in Finnish and English in order to reach both Finnish and International respondents. The questionnaire consisted of questions of preferred activities when traveling and qualities making the activities appealing, the qualities making dance classes suitable for tourists and questions about Tuusulanjärvi area as a travel destination. The questionnaire was implemented by using Google Forms and was shared through links in Facebook. The questionnaire received total of 75 responses.</p> <p>Based on the responses of the survey, suggestions of dance classes suitable for tourists were created. One of the suggestions is primarily planned for domestic tourists, while two of the suggestions are planned for foreign tourists visiting Finland.</p> <p>Different dance classes suggested in this thesis are primarily planned to be applied for tourists in Tuusulanjärvi area. However, dance professionals in other parts of Finland with an interest to expand into tourism can benefit from this research as well.</p>	
<b>Keywords</b> Dance, service development, tourism, Tuusulanjärvi	

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# 1 Introduction

Dance is a tradition, part of culture and a way of expressing oneself. It is also good exercise for the mind and body. Dance classes are widely available in dance schools and studios around the world. In many countries, tourists can attend dance classes and for example learn traditional dances typical for the local culture. In the thesis dance classes are considered as a potential tourism product.

The commissioner of the thesis is the founder of Keski-Uudenmaan Tanssiopisto, a dance school in Järvenpää. She has experience in teaching dance for groups and has an interest to start offering dance classes also for tourists arriving to Tuusulanjärvi area. She got the idea after she heard there is a demand for new activities offered for the tourists. Many travellers nowadays are interested in more active holidays. She is interested in both Finnish and foreign travellers coming to Tuusulanjärvi area. She has a special interest in Korean travellers and has taught dance for Koreans in a Korean tv show.

The aim of the thesis is to come up with suggestions of dance classes that could be suitable for tourists. Even though the suggestions are created Tuusulanjärvi area in mind, they can benefit also dance schools and studios, that are interested in offering dance classes for tourists, in other parts of Finland as well.

Tuusulanjärvi tourism area consists of Lake Tuusula and the two surrounding cities, Tuusula and Järvenpää. The area is best known for its artist community that bloomed in early 1900's. The beautiful lakeside scenery and rich cultural history is the base for tourism in the area. Tuusulanjärvi area is located half an hour car drive away from Helsinki, the capital city of Finland and 15 minutes car drive away from Helsinki-Vantaa airport, the busiest airport in Finland with over 20 million passengers a year (Finavia 2018).

The theoretical framework of the thesis discusses Tuusulanjärvi area as a travel destination, dance in tourism and creation of new service concepts. Korean travellers are also discussed, since the commissioner of the thesis has special interest in offering classes for Korean tourists. The knowledge gathered from the theoretical framework is used as the base of the research questionnaire and the final suggestions.

The research method used in this thesis is quantitative research survey. The method got chosen since dance classes for tourists is a new product for the commissioner. Opinions from a wider group of people can help in forming a bigger picture of the market for a new product. The questionnaire consists of 16 questions and is implemented in two languages,

in Finnish and in English. The questionnaire is not delimited in any particular group of people. The research questionnaire is used to better understand what makes an activity attractive in the eyes of tourists and to collect ideas to support ideating dance classes for tourists. The aim is to create a suggestion of dance class product appealing for tourists based on the answers of the survey.

## **2 Tuusulanjärvi area as a destination**

Tuusulanjärvi tourism area consists of two cities Tuusula and Järvenpää, located around lake Tuusulanjärvi. The beautiful lakeside scenery and rich cultural history is the base for tourism in the area. Tuusulanjärvi area is located only a short distance away from Helsinki. The area is easily accessible by train or bus. By car it takes only 15 minutes from Helsinki-Vantaa airport and 30 minutes from Helsinki city centre. (Visit lake Tuusula, 2017.)

Tuusulanjärvi area is rich in culture and is best known for its artist community that bloomed in early 1900's. The beautiful Tuusulanjärvi lakeside is the scenery that inspired many Finnish Masters of Art, including Finnish composer Jean Sibelius, who made their home in the area. The artist community was formed when the best-known artists of the golden age of Finnish art settled in the Tuusulanjärvi area in the footsteps of the Finnish national writer Aleksis Kivi. The artists moved to peaceful Tuusulanjärvi area to get away from the noise of Helsinki. The beautiful sceneries around the lake inspired their work. The members of the community knew each other well and shared same ideologies and interests. They had interest in all kind of arts including music, literature, theatre and visual arts. They also shared similar ideas about education, interior design, gardening and upbringing the children. Nowadays the homes of the artists serve as museums representing the golden age of Finnish art and telling the story behind creation of Finnish culture. (Visit lake Tuusula, 2018.)

The beautiful lakeside of lake Tuusulanjärvi is also great for tourists who want to experience Finnish nature and outdoor activities without getting too far from the capital area. Lake Tuusulanjärvi has shoreline of 22km. The lake and the surroundings are great for all kinds of outdoor activities, both in summer and in winter. The surroundings of the Lake Tuusula are excellent for bicycling. Many local hotels offer bike rentals. (Visit lake Tuusula, 2018.)

### **2.1 Characteristics of the area**

Since the area is known for the artist community, it is perfect for travellers interested in Finnish culture and the history of Finnish arts. Many of the homes of the artists of Finnish golden age of art are now representing the time as museums. Some examples of them are Aleksis Kivi memorial cottage, Ainola, the home of Aino and Jean Sibelius and Ahola, the first artist villa in the area. The homes are close to each other and are easy to visit in same day or for example during a weekend trip. (Visit Lake Tuusula, 2018) The artist

community originates from November 1897, when the writer Juhani Aho and his wife, Venny Soldan-Brofeldt first moved to the area, into a villa that is now known as Ahola. (Suomen museot, osa XI, Uusimaa, Itä-Uusimaa. 2008)

In addition to the cultural history of Finland the area offers museums also for those interested in military history. Also, plenty of cultural events, such as music festivals, club evenings, concerts, theatre plays, and art exhibitions take place in the area. (Visit lake Tuusula, 2018)

Lake Tuusula has shoreline of 22km. The lake and the surroundings are great for all kinds of outdoor activities, both in summer and in winter. The surroundings of the Lake Tuusula are excellent for bicycling thanks to the 26 km bicycle route circling the lake. It is also popular to visit the museums around the lake by bike. The route is suitable for all ages from children to elderly. Along the bicycle route there are many cafes, restaurants and parks. The local hotels in the area provide bicycles for their customers, and there is a rental shop for bicycles in Järvenpää city centre. (Visit lake Tuusula, 2017)

Other outdoor activities in the area include water activities such as fishing, swimming, rowing, paddling and sailing. In the winter the area offers possibilities for skiing and ice-skating. Also, some guided activities like rowing competitions with Finnish 'church boats' are offered by local operators. The beautiful surroundings of lake Tuusula, offer easy access to Finnish nature near Helsinki. (Visit lake Tuusula, 2018)

Tuusulanjärvi area offers also possibilities for those who want to experience Finnish nature. Lake Tuusula is surrounded by countryside and woodlands. The Finnish nature is easily accessible thanks to the nature trails, parks and viewpoints in the area. One of the most beautiful viewpoints is Sarvikallio. The place that was frequently visited by the golden age artist community and that inspired their work. Lake Tuusula offers also good places for bird watching. There are two bird towers in the lakeside. Several bird species make their nests in the area or take a rest during migration. (Visit lake Tuusula. 2017)

Tuusulanjärvi area has a good offering in accommodation. Hotel Gustavelund is the biggest hotel in the area with 97 rooms and facilities for meetings. The meeting facilities in Gustavelund include 103-seat auditorium and 20 other meeting rooms and restaurant with 250 seating places. (Gustavelund. 2018) Some of the other accommodation providers are Hotel Krapa, an idyllic small hotel set in a 100-year old brick barn, Härmän Rati B&B with 8 twin rooms, Onnela Inn with 35 rooms, Scandic hotel Järvenpää, Pescator villas and Vanhakylä manor camping cabins. (Visit lake Tuusula. 2017)

## **2.2 Cooperation possibilities**

Dance lesson as a tourism product is just an activity that a traveller might be interested in as a part of his or her trip. It can be a part of a trip, but it is unlikely to be a reason to travel to the area itself. It can be a fresh new tourism activity to be part of the offering in any tourism area. It can also be a part of the offering of any dance school who wants to expand their business into tourism. However, for a dance lesson to be a successful tourism product, it is important to find beneficial cooperation partners.

## **2.3 Tuusulanjärven Matkailu ry**

Tuusulanjärven Matkailu ry or Lake Tuusula Tourism Association is a local tourism association in Tuusulanjärvi tourism area. It has been founded in February 2001 to promote tourism in the area. The association has round thirty members including local organizations, museums and communities. The association works in close cooperation with the cities Järvenpää and Tuusula. The main task of the organization is to promote and develop the circumstances for tourism in the area as well as to promote cooperation between its members. Tuusulanjärven Matkailu ry is the association that maintains Visit lake Tuusula website and publishes brochures and advertising material about tourism in the area. It also coordinates tourism development projects and organizes training sessions for its members. It also cooperates with other organizations in travel sector to promote the tourism in Tuusulanjärvi area. (Visit lake Tuusula. 2019)



### **3 Dance in tourism**

Dance is movement based on rhythm. It gathers people together. (Hakulinen, K. & Yli-Jokipii, P. 2007, 24) There are many different forms of dance that people can enjoy. Some of them are more passive like watching dance performances and some of them allow more active participation like square dancing or creative dance. Some people participating in dance do so only in local level while others travel long distances and spend loads of money to take part in dance as a recreational activity. (McCleary, K. Weaver P. & Meng, F. 2006, 277)

Dance fits easily to be part of tourism, since it can represent the local culture in a unique way, and it offers relaxation and fun. It can also include learning new skills and developing oneself in a fun way in case of participative dance. It can offer involvement in local culture in a way as well. 'Traditional' dance is part of the tourism activity offering in many countries. Good examples of this are Riverdance in Ireland and Flamenco in Spain. (Cronin, M. & O'Connor, B. 2003, 122-123)

#### **3.1 Dance in Finland**

When we think about dance in Finland, Finnish word 'lavatanssit' comes to mind. In Argentina they dance Tango and in France they might set up a dance party for example in weddings, but only in Finland people gather up to dance in a rhythm of diverse music styles in the middle of forest. Brazilians have their samba carnival, but in Finland there is 'Lavatanssit' – a summertime social dance parties in dance pavilions around Finland. (Hakulinen, K. & Yli-Jokipii, P. 2017, 11-12)

'Lavatanssit', open air social dancing in a dance pavilion is typical for Finnish dance culture. It is an old dance tradition that attracts new enthusiasts even today. The open-air dance tradition was at its strongest back in the 1950s and 1960s when such singers as Henry Theel, Eino Grön and others brought Finns to the dance pavilions at weekends. Attending an open-air dance was a popular way of spending Saturday night out in summer especially in rural areas of Finland. In those days, often the whole family would attend, and alcohol was not sold in the dance pavilions. However, many brought their own beverages but kept them hidden from the security staff. A decline in countryside dance pavilions took place in the late 1970s and 1980s when the disco culture got popular and took place from open air dancing. Nowadays some 100 open air dance pavilions still exist and have dances in summer weekends. (Yle uutiset 2012) Some of the popular dance styles in open air dances are Finnish Tango, Jenkka and Humppa.

### **3.2 Dance in Finnish tourism**

When looking at Visit Finland official travel guide of Finland, dance is not one of the popular tourism attractions in Finland. Looking through all the 66 pages of 'activities' presented in the web page, there is not one dance activity option presented. In the 'culture' pages dance is a bit more visible. There are some festivals including dance, such as Seinäjoki Tango Festival and Kuopio Dance Festival. 'Lavatanssit', dancing in a dance pavilion is presented in the page in three different locations in Finland. Also, ballet and clubbing are presented on the pages. When using the search 'dance' in Visit Finland web page, no results actually including dance can be found. (Visit Finland 2019)

When looking at MyHelsinki web page several activities and events including dance can be found. When searching for 'dance' a few dance festivals such as Ruutia!, an international dance festival for children and young, and Helsinki samba carnival 2019 can be found. One very interesting dance activity offered in Helsinki area is 'Kaupunkitanssit'. Free partner dance teaching outdoors offered throughout summer. Teaching language in Kaupunkitanssit is Finnish. Many different dance performances could also be found and a couple of dance workshops. (MyHelsinki 2019)

## **4 Developing a new service concept**

A lot is at stake when developing a new service. To use resources wisely and minimise risks, number of factors should be considered. Firstly, will the new product or service meet the customer expectations. For example, the design of the new service or product, ease of use and benefits should be considered. Secondly, it should be clear what is hoped to achieve with the new product or service. Does it fit the strategy of the business and play to the business' strengths? The clearer the plan is, the easier it is to analyse the risks involved. (Info Entrepreneurs 2019)

### **4.1 Tourist product**

Tourist product is a service offered for travellers. It means that the basic features of a service product apply to it. For a service product it is characteristic that the offered good is immaterial and produced and used at the same time. Therefore, it is impossible to store it or offer it as a complete product. Using a service product is, in most cases, an experience based on satisfaction of a need. The service offeror, the service user and the other customers all affect the way the customer experiences the product. Different customers also experience things differently. As the product is immaterial it makes it more difficult to standardise the quality than if the product was material. It is also impossible to return the product if the customer is not pleased with it. Therefore, careful and constant development based on customer feedback is especially important. (Komppula, R. & Boxberg, M. 2002. 10-11)

Usually a service product is defined as the whole of different service components that together make the product. The components are attraction, services, accessibility, image and price. Special for a tourist product compared to other service products is, that it is also a part of a trip. The trip may be a package trip, or an independent travel planned by the traveller. It may be a destination trip where the traveller is staying in one location for the whole time, or a round trip where there are many locations included in the trip and the traveller stays in some locations for some time and some locations the traveller only passes by. Regardless of the nature of the trip, for the traveller the trip is one whole experience, which starts from the planning process and ends in returning home from the trip. The quality of the experience is the sum of all parts of the trip. As a service product is always a part of a trip, the other parts must be taken into consideration as well. (Komppula, R. & Boxberg, M. 2002. 11)

In the layered model of a tourist product, the product consists of three layers; service concept, service process and service system. In the core of the model is service concept. It is the idea of the value that the customer expects to get from the product and how to create ideal circumstances for the customer expectations to be fulfilled. In other words, it is the value that the service concept can offer for the customer. The next layer, around service concept, is service process. It includes the actual description of the tourism product. For the customer the brochure or an offering tells what the customer needs to know about the product. In the company level the description includes all processes needed to create the value for the customer. The outer layer of tourism product is service system includes the resources needed for creating the value. Good examples of these resources are operating environment where the activities take place, needed equipment and staff. It also includes the organizing and controlling of these resources. (Komppula, R. & Boxberg, M. 2002. 22-24)

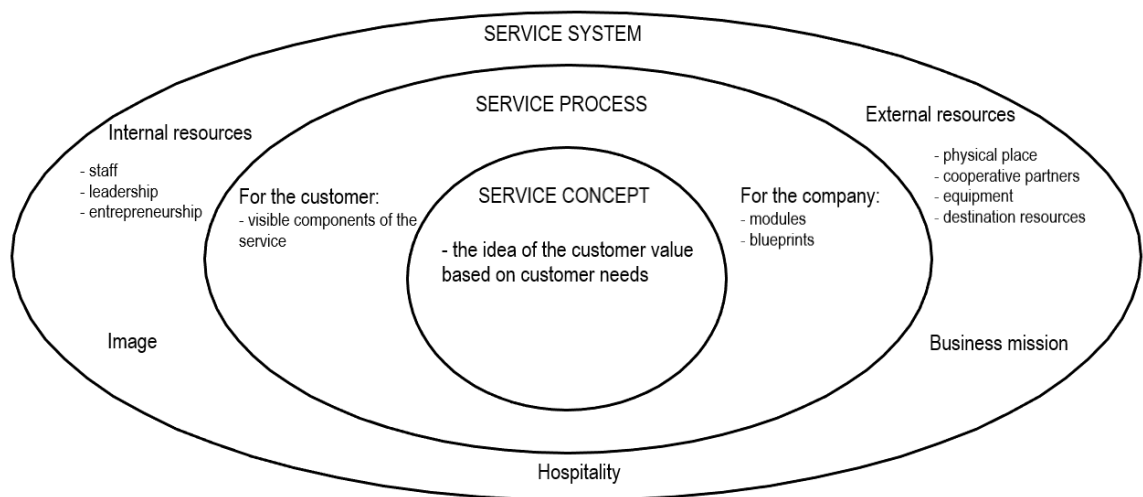


Figure 1, The layers of customer-oriented tourist product. Source: Komppula & Boxberg, 2002

#### 4.1.1 Service product quality

The quality of the service product is the experience the customer gets from the product. The service provider and the customer often have different opinions of what make the product successful. The provider often sees the quality as the sum of input and resources used for the product. The customer on the other hand, sees the quality as the experience and the feeling customer gets from the product and compares it with the expectations and images she or he had beforehand. (Rissanen, T. 2006. 17)

## **4.2 Service development**

Behind a new service there is always a new idea of a service that could be carried out. When developing new ideas into practice, creativity, new perspectives and critical thinking is needed. In addition to these, innovativeness is needed. It means the ability to create something new and useful from the chaos of ideas and information creativity produces. (Kinnunen, R. 2004,10)

New ideas of services are often formed when the staff working in the organization faces a demand for a service in practice. Sometimes customer feedback or a demand from partner organizations may lead to a new idea of a service. A less creative way of developing new services is copying services from competitors. Most of the ideas die before they come to action, because it requires enthusiasm, faith and will to carry the new service from an idea into action. (Kinnunen, R. 2004, 40)

## **4.3 Customer understanding – South Korean travellers**

Korean outbound travel is growing strongly. In 2017 nearly 26,5 million Korean departures were recorded. It is roughly half of the population of South Korea. The number of Koreans traveling abroad is even bigger than the Japanese regardless the population difference in these countries. The increase in Korean travels from previous year is 18.4% and growth from year 2015 is 37%. In 2017 Koreans travelled abroad average 2.6 times a year with average 5.9 days per stay. The growth of Korean outbound travel is expected to continue strong in upcoming years. (Toivanen, J. 2018)

In 2017 there were 51600 overnight stays in Finland by Korean travellers. That is 23% more from previous year. Most of the stays were in Helsinki area with 81% of total stays. Korean travellers visit Finland typically in summer season. In 2017, 35800 of the total 51600 stays took place in summer season. 87% of the stays in summer season took place in Helsinki area, and only 2% in Lapland. In Winter season Lapland was slightly more popular destination with 20% of the stays taking place there. (Toivanen, J. 2018)

In 2018 there were 59 915 overnight stays by Korean travellers in whole Finland. That is again over 16% growth from previous year. 41 639 of the stays were in Uusimaa region. (Visit Finland 2019)

Popular travel seasons among Korean travellers are school holidays. Some of them are Chuseok; 10 days holiday in October, winter holiday period; 4-6 weeks from December to January and Lunar New year in February. (Toivanen, J. 2018)

The most popular travel destinations for Korean travellers are the countries nearby. It is popular to travel to countries like Japan, China, Vietnam or Thailand. The main reason is that these countries are nearby, cheap and easy to access. In Europe, the most popular destinations among Korean travellers are traditional big tourist cities like Paris and Barcelona. In recent years more and more Koreans choose to travel to Eastern and Northern Europe as well. Among Nordic countries Finland is the most popular country in the winter season, but in summer Norway and Sweden are more popular than Finland. The nature and the fjords in Norway make it more attractive destination for Korean travellers in summer season. Also, Switzerland is one of Finland's main competitors among Korean travellers in both, summer and winter season. (Visit Finland, 2018)

The most popular attraction among Korean travellers coming to Finland is city sightseeing in Helsinki. Cafes and restaurants are well enjoyed as well as shopping for designs products. (Toivanen, J. 2018)

In the winter season, the main attraction in Finland that Koreans are interested in, is the northern lights. It is also the main reason for traveling to Lapland. Igloo hotels, Santa Claus village and unique winter activities, such as reindeer or husky sledge rides are popular among travellers who have more time to spend. (Toivanen, J. 2018) Canada and Iceland are the main competitors in winter destinations to see northern lights, since both advertise themselves as the best country to see northern lights. Other interesting winter activities for Korean travellers are different unique experiences such as husky or reindeer safaris. Also, Finnish design is becoming more popular among Korean travellers and shopping popular brand products is important activity when traveling. (Visit Finland, 2018)

In the summer season Korean travellers see Finland mostly as a stopover destination or a small part of a round trip around Europe. Nordic countries are almost always seen as this kind of small parts of bigger round trip. In the summer season it is popular among Korean travellers to visit easily accessible nature destinations such as Nuuksio national park. Picking berries or mushrooms may be exciting and unique experience for Korean travellers. (Visit Finland, 2018)

Usually Korean travellers do not know very well what Finland has to offer as a travel destination. This gives extra importance for marketing and specific information given beforehand. Younger generation Korean travellers travel mostly independently, while families and older Koreans prefer traveling in big groups. It is typical for Korean travellers to rather travel in Summer or autumn than in winter or spring. When traveling to Europe, they usually visit many countries during one trip. Nowadays Koreans travel a lot and when traveling they spend a lot of money. (Visit Finland, 2018)

## 5 Research methods

The research method in this thesis work is quantitative research in form of a questionnaire. The quantitative questions in the survey are supplemented with open ended questions included. The questionnaire is implemented in English and Finnish languages. Questionnaire was chosen as the research method, since dance lessons are relatively new product in Finnish tourism.

### 5.1 Quantitative research

Quantitative research is a research technique that uses ways of generating numerical data. The data can then be transformed into statistics. It is used to quantify people's opinions, attitudes, behaviours and other defined variables. In quantitative research measurable data is used to formulate facts and to uncover patterns. Quantitative data collecting methods are more structured than qualitative methods. Types of quantitative data collecting methods are for example online surveys, paper surveys, face-to-face interviews, online polls and systematic observations. (Snap Surveys Ltd. Muijs D. 2011)

There are two types of quantitative research designs; descriptive and experimental. In descriptive research design subjects are usually measured only once and in experimental design subjects are measured before and after a treatment. A descriptive study indicates associations between variables while an experimental study indicates causality. (University of Southern California, 2019)

The aim of a quantitative research study is to construct statistics that attempt to explain what is observed. That is done by classifying features and counting them. The data in quantitative research study is gathered using structured research tools and can usually be repeated to confirm the validity. In the core of a quantitative research study is a research question set in advance. The collected data is then presented in form of numbers and statistics and often arranged in tables, charts or figures. (University of Southern California, 2019)

Social survey is one of the main methods that use the features of quantitative research. Survey is a research method that has capacity to generate quantitative data on large numbers of people who represent wider population. (Bryman 2003,11) The data in a survey is typically collected by questionnaire or interview from individuals representing predefined group of people. The collected data allows the researcher to find relations among the variables reflected in the questionnaire. (Bryman 2003, 32)



Most survey research is based on so called ‘correlational’ or ‘cross-sectional’ research design. That means that the data is collected on a cross-section of people on a single point of time to find out ways and degrees that variables are related to each other.

(Bryman 2003,11)

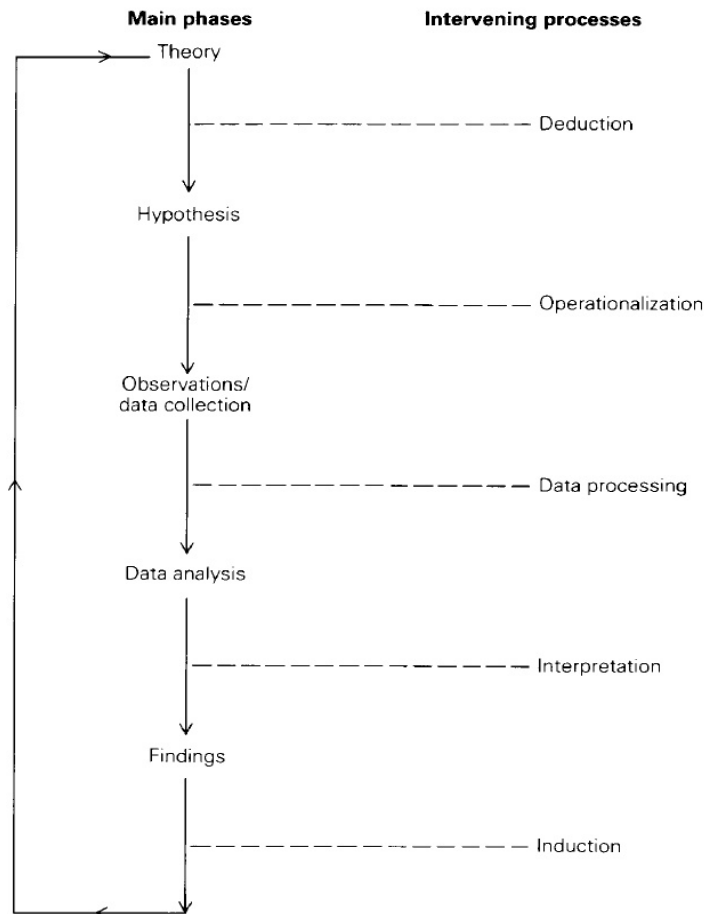


Figure 2 (Bryman 2003, 20) Research process.

## 5.2 Research questionnaire

The chosen research method in this thesis work is a quantitative research questionnaire. The questionnaire is implemented in both English and in Finnish languages. These languages were chosen since the commissioner of this thesis is interested in both domestic and international tourists. Both surveys include the same questions. Only difference is that the English questionnaire has a bit longer introduction of Tuusulanjärvi tourism area, since foreign respondents expectedly have less or none knowledge about the area. Also, in the

English survey the country of residence is asked in addition of the home city. In the Finnish survey only the city of residence is asked.

The survey consists of sixteen questions. The questions can be shared into four groups. First in the questionnaire there are three background questions; Gender, age and place of residence. Second there are four questions about travel habits and preferred activities when traveling. Third there are 6 questions considering respondents interest towards dance lessons as a part of their travel, and ideas to develop a dance class better suitable for tourists. The fourth and last group of questions consist of three questions about Tuusulanjärvi area as a tourism destination.

### **5.3 Implementation**

The research questionnaire was implemented using Google Forms and shared through links in Facebook. The questionnaire was anonymous, and no contact information was collected. It was implemented in both English and Finnish languages. Both surveys had same questions, only in different languages. The English questionnaire targeted foreign respondents while the Finnish questionnaire targeted domestic respondents from Finland. The target group was not defined and answers from people with different ages, nationalities and backgrounds were collected.

### **5.4 Results**

Both the English and the Finnish surveys got a good amount of answers. The English questionnaire got 34 responses while the Finnish one got 41. In total there were 75 responses. The results of both surveys were analysed together and only if there was a clear difference between the answers of Finnish and Foreign responses the difference was pointed out in the analysis.

#### **5.4.1 Background questions**

First in the questionnaire, three background questions were asked; gender, age and place of residence. They were asked to make it possible to compare the differences between different age groups, genders and nationalities. Place of residence helps to understand the differences in knowledge about Tuusulanjärvi area and on the other hand cultural differences in the answers.

The English questionnaire got 34 responses and the Finnish one 41. In total there were 75 responses. In the English questionnaire, 59% (20) of the respondents were women and 41% (14) were men. In the Finnish questionnaire 58,5% (24) were women, 39% (16) men and 2,4% (1) other gender.

There were answers from all age groups from under 20-year-olds to 70+ years. Both questionnaires got most answers from people who were in the age group from 20 to 29 years. In the English questionnaire 88% of the responses were from that age group and in the Finnish questionnaire 43,9%. The big percentage of the age group in question can be explained by the age of the researcher. The people in that age group were easiest reachable by the researcher.

The Finnish questionnaire got most answers from people from Helsinki (24,4% of the answers) and Salo (22% of the answers). In the English Questionnaire 56% (19) of the answerers were from Asian countries and 38% (13) from European countries. 6% (2) of the answerers did not specify their city or country of residence. In the English questionnaire there were answers from people from 14 different countries. Most of the answers were from China (including Hong Kong) with 26% (9) of the answers.

#### **5.4.2 Questionnaire theme 1: Preferred activities when traveling and qualities making the activities appealing**

In the first theme of the questionnaire, the preferred activities when traveling and the qualities making these travel activities attractive were recorded. The idea of this theme is to better understand what qualities make activities appealing when traveling. Understanding this can help in making the dance class an attractive tourism activity. This theme includes four questions.

First in this theme the respondents were asked; Do you do sports when traveling? What kind of sports? The aim of this question was to find out the habits of the respondents, if they do sports when traveling and what kind of sports attract them when they are on a trip. Most of the respondents of both English and Finnish questionnaire do at least some sports when traveling. In total only 11 (14,7%) respondents out of 75 answered, that they do no sports at all when traveling. That means that 85,3% of the respondents do at least some sports when traveling. The most popular sports activity among all the respondents was walking. In total 24% of all the respondents answered that they do at least walking when traveling. However, there was a big difference between the Finnish and the English questionnaire. 15 (36,6%) out of 41 respondents of the Finnish questionnaire answered

walking, while only 3 (9%) out of 34 respondents of the English questionnaire answered the same. There were no noticeable differences between age groups. The second most popular sport when traveling among the respondents was swimming, with 19% of the respondents naming it. Other popular sports activities when traveling were gym and fitness, hiking and jogging with at least 8 mentions each. Also dancing, cycling, horse riding and basketball were mentioned more than twice. Five of the respondents named dancing as one of the sports activities they do when traveling.

As a second question in this theme the respondents were asked to name three adjectives that best describe a sports activity that they would like as a part of their trip. The following word clouds show all the responses. The bigger the word is written, the more people named it.



Figure 3, Word cloud of the adjectives describing a sports activity, that the respondents would like as a part of their trip. Respondents of the English questionnaire (34 respondents).



Figure 4, Word cloud of the adjectives describing a sports activity, that the respondents would like as a part of their trip. Respondents of the Finnish questionnaire. (41 respondents.)

As seen in the word clouds above the most common adjectives describing preferred activities when traveling were, in the English questionnaire, fun, interesting and exciting. Other very common ones were adventurous, relaxing, easy and energetic. In the Finnish questionnaire the most common answers were hauska (fun), virkistävä (refreshing) and rentouttava (relaxing). Other very common answers were mielenkiintoinen (interesting), helppo (easy) and piristävä (exhilarating).

Third question in this theme was: Where do you search for information about activities in your travel destination? The respondents had options and could choose as many answers as they want. The most common answer to this question in total of all the respondents of both surveys was Google with 56 (74,7%) of the respondents choosing it. The second most common answer was social media with 44 (58,7%) respondents choosing it. The other sources of information were not as popular. 23 respondents chose Tripadvisor, 17 travel guidebooks, 17 city travel website, 15 city website and only 5 chose travel magazines.



Figure 5. Sources of information about activities in travel destination. The respondents could choose as many options as they wanted. All respondents.

Fourth and last question of this theme was: What are the things that affect your decision most, when purchasing an activity? The respondents had to choose three out of the given options. The most common answer to this question was 'price' with 59 (78,7%) of the respondents choosing it as one of their answers. Second most common answer was 'interesting activity' with 41 (54,7%) of the respondents and third 'location' with 37 (49,3%) of the respondents choosing it. Fourth was 'recommendations' with 32 and fifth 'quality' with 27 of the respondents choosing them.

#### 5.4.3 Questionnaire theme 2: The qualities making dance classes suitable for tourists

This theme includes 6 questions mapping the respondents' opinions about dance classes as tourism activity. In this part of the questionnaire ideas to make dance classes better suitable for tourists were collected. This theme is the key part of the questionnaire.

First question of this theme was: Would you be interested in attending a dance class when traveling? Why or why not? 52% of the respondents were interested in attending a dance class when traveling while 36% were not. 12% answered maybe or don't know. Some common reasons to be interested in attending a dance class were, that it would be a way to get to know local culture and meet new people. Many answered that it would be fun or that they are interested in trying new things. Some common reasons why the respondents would not be interested in dance classes when traveling were, that they are not interested in dancing, they are not very good at it or that there is no time for dance lessons when traveling. In the following table there are answers collected to questions why or why not people would be interested in attending a dance class when traveling. If the same or

very similar reason has been mentioned in other answers as well, the number of mentions is on brackets. The answers to English and Finnish questionnaire are counted separately.

Reasons why interested	Reasons why not interested
opportunity to learn about the culture of the country (2)	it is not good for shy people
sounds fun (2)	not interested in dancing (6)
interested in learning traditional dance	not good at dancing (4)
possibility to learn about local dance with local people (2)	limited time when traveling (4)
interested in a dance classes on the nature, etc. on the beach	Not interested in dancing sober
I want to learn from international trainers	
I'm open to new things	
opportunity to meet new people (3)	
I like dancing and music (2)	
seems like a cool authentic activity	
if it's cheap and seems fun I would attend	
tarpeeksi helpot tunnit	tanssiminen ei kiinnostaa (5)
uusi kokemus (3)	en tanssi (2)
olen harrastanut tanssia	tuntuu ahdistavalta tanssia randomisti
kaikkea kannattaa kokeilla	rytmiveri ei virtaa suonissa
voisi olla hauskaa (4)	en pidä tanssimisestä
tanssi on osa elämääni	
mukavaa ja hyvää liikuntaa	
kuulostaa mielenkiintoiselta	
jos voi osallistua kaveriporukalla	
hyvässä seurassa voisin osallistua (2)	
eri maissa voisi päästä kokeilemaan paikallisia tanssilajeja (2)	
jos on elämyksellistä ja antoisaa	
pidän tanssimisestä (2)	
tanssi ja musiikki voi yhdistää ihmisiä ilman yhteistä kieltä	

Table 6. Reasons why people are interested in attending a dance class when traveling or why not.

The second question in this theme and the 9<sup>th</sup> question of the questionnaire had nine things or qualities of a dance class listed and the respondents were asked to rate all of them from 1 to 4 for how important they find them, 1 being not important and 4 being very important. There were two things that the respondents found especially important, both being rated with average of over 3. The most important thing was 'The skills and enthusiasm of the instructor' with average of 3,6 out of 4. The second most important thing was to get 'new experiences' with average of 3,4. The rest of the qualities or things were quite similar of importance with average grades between 2,7 and 2,9. The least important thing for the respondents was closeness of nature with average of only 2,3.

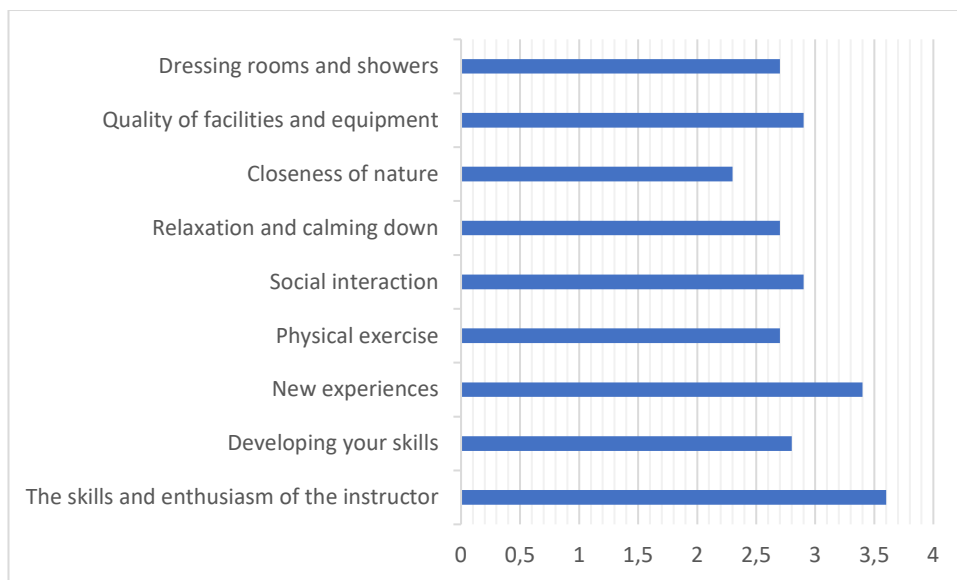


Figure 7. The respondents were instructed to rate the things about dance classes from 1 to 4, 1 being not important and 4 being very important. The averages of each thing. All respondents.

The third question of the theme and 10<sup>th</sup> question of the questionnaire was: If you would be attending a dance class when traveling, what else would you like to do during your trip? The most common answer to this question was to eat. 26,7% (20) of the respondents mentioned eating in their answer. Many of the respondents would like to eat local food. Many of the respondents also mentioned that they would be hungry after a dance class. The second most common answer to this question was to explore the destination and go sightseeing. Also, many would like to enjoy the nature in the area or get to know new people.

The fourth question of the theme and 11<sup>th</sup> of the questionnaire was: What are the things that you would be willing to pay extra to make the dance experience the best possible?



29,3% (22) of the respondents did not know or answered nothing to this question. Most commonly the respondents were willing to pay extra for good and professional or famous dance instructor. 14,7% (11) of the respondents mentioned the quality of teaching and the instructor in their answers. Many also answered that they would be willing to pay extra for special venue, for example in the nature with beautiful view. 13,3% (10) mentioned venue in their answer. Some answered that they would be willing to pay extra for a meal after the class or for a snack. Also, sauna and swimming were mentioned couple of times.

The fifth question of the theme and the 12<sup>th</sup> of the questionnaire was: What are the matters that would make the dance class better suitable for travellers in your opinion? The most common opinion was that the dance class must be easy to follow and suitable for people with different level of experience in dance. The second most common opinion was that the dance class should have a good and easily accessible location. The location could also be somehow special, for example an outdoor location, dance pavilion or a beautiful building. Many also answered that since the dance class intends to target tourists, Finnish dance culture should be made use of and there should be traditional Finnish dances. Also, the instructor should speak English and possibly other languages as well. One good point that was mentioned several times is that the dance class should be very well marketed. Marketing in social media would be beneficial as well as good reviews and clear information easily found.

Last in this theme the respondents were asked if they think a dance class would be better suitable for travellers as an independent activity or as a part of a travel package. 58,7% (44) of the respondents thought that the dance class would be better suitable to be offered as an independent activity. However, there were differences between the Finnish and English questionnaires. In the Finnish questionnaire the opinions were almost half and half with 53,7% (22) thinking that the dance class would be better suitable as an independent activity and 46,3% (19) thinking it would better suit to be a part of a travel package. In the English questionnaire 64,7% (22) of the respondents answered independent activity and only 35,3% (12) answered travel package.

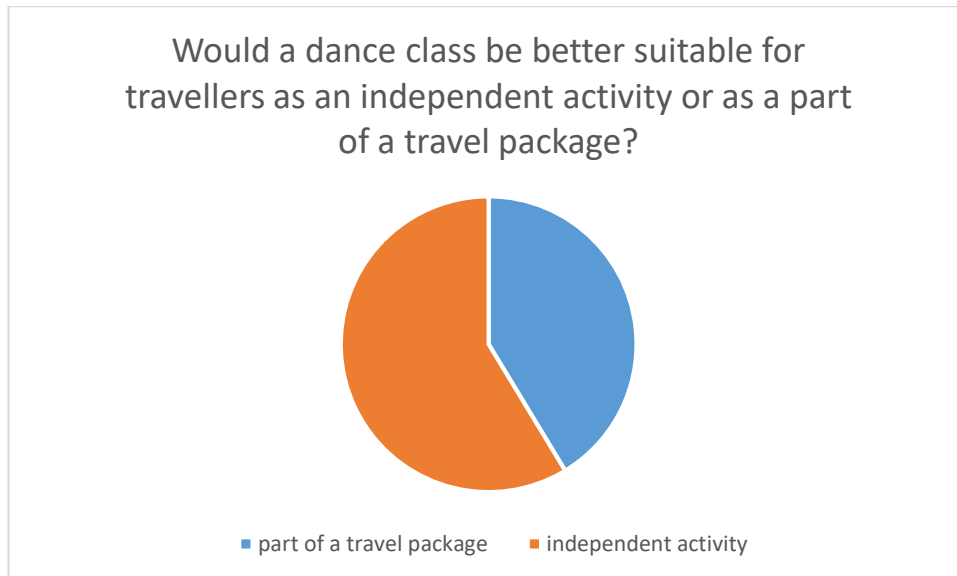


Figure 8. Would a dance class be better suitable for tourists as an independent activity or as a part of a travel package. All answers.

#### 5.4.4 Questionnaire theme 3: Tuusulanjärvi area as a destination

The last part of the questionnaire consists of three questions about Tuusulanjärvi area as a destination. The purpose of this part is to find out how well people know the area and what would they be interested in doing there if they travelled to the area. The last question is about preferred accommodation. The answers of this theme support in tailoring the dance class to fit Tuusulanjärvi tourism area.

The first question of this theme and the 14<sup>th</sup> of the questionnaire was: What comes into your mind when you think Tuusulanjärvi area as a travel destination? The purpose of this question was to learn if the respondents are familiar with the area and what they think about it. As expected in advance, Tuusulanjärvi area is not very well-known area. 44% (33) of the respondents answered that nothing comes into their mind or they have no idea when they think about the area. From those who had a thought about the area, nature was the most common answer among them with 14,7% (11) of them mentioning it. Other things that were mentioned more than three times were beautiful scenery and lake.

In the second question of the theme and second last of the survey, the respondents were asked what kind of accommodation they would prefer if they travelled to Tuusulanjärvi area. The respondents had to choose at least one option but could choose more if they wanted. The most popular choice was 'hotel' with 48% (36) of the respondents choosing as one of their options. The second most popular choice was 'cottage' with 45,3% (34) of

the respondents choosing it as one of their options. Camping area was not very popular option among respondents with only 10,7% (8) choosing it as one of their options.

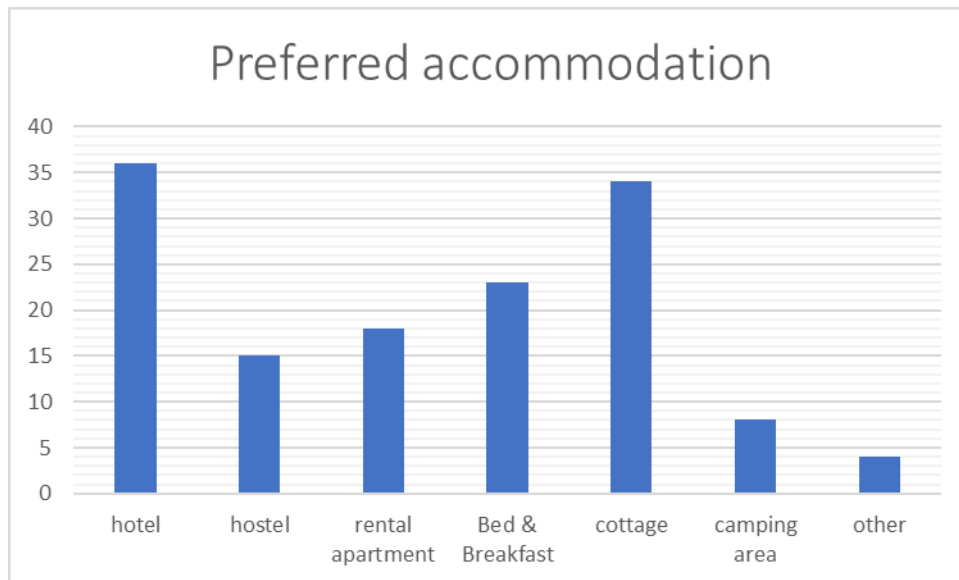


Figure 9. Preferred accommodation if visiting Tuusulanjärvi area. The chart shows how many out of the 75 respondents would find the accommodation as an option.

The last question of this theme and the survey had a list of activities of Tuusulanjärvi. The respondents were asked to rate all of them from 1 to 4 how interested they would be in the activities. 1 being not interested at all and 4 being very interested. The respondents were most interested in nature activities with average grade of 3,3 out of 4. The second most interesting activity was bicycling around lake Tuusula with average grade of 3,2. The respondents were third most interested in water activities with average grade of 3,1 and fourth cultural events with average of 3,0 out of 4. The respondents were least interested in golf, with average grade 1,9 out of 4. The average grade for dance was 2,6.

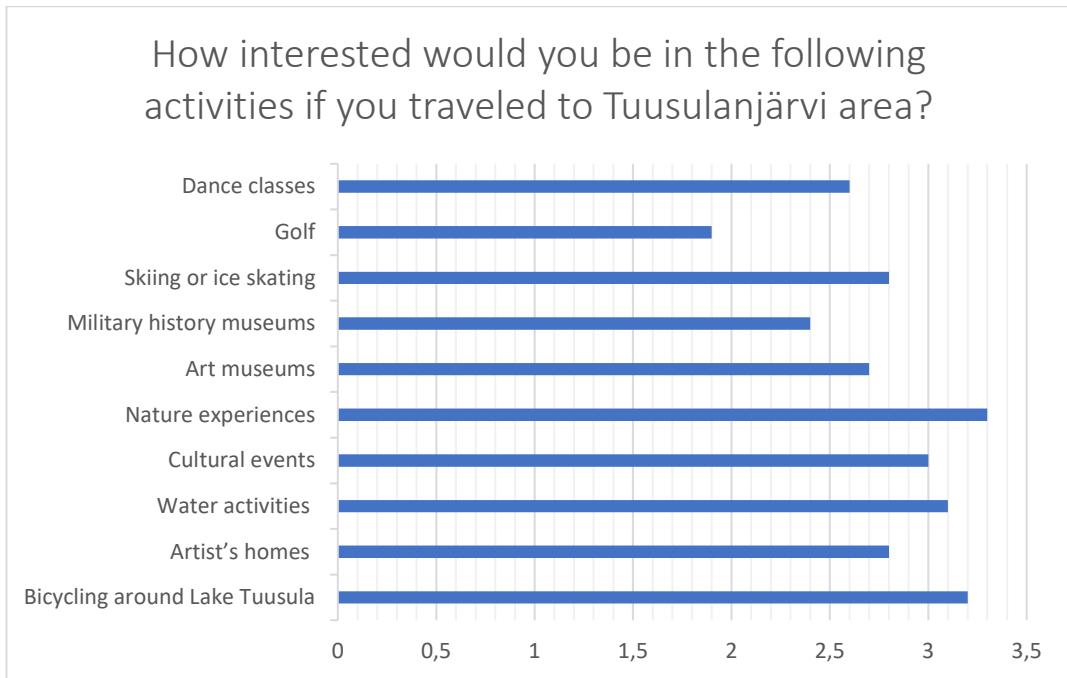


Figure 10. How interesting the respondents find the activities offered in Tuusulanjärvi area in a scale from 1 to 4, 1 being not interesting at all and 4 being very interesting. All respondents.

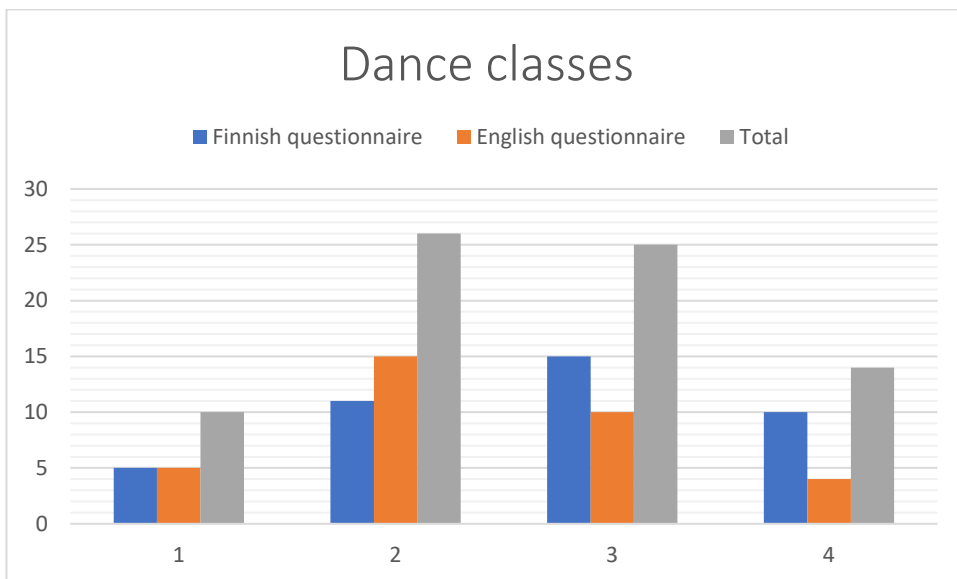


Figure 11. How interested the respondents would be in the activity; dance classes. 1 being not interested at all and 4 being very interested. All respondents.

#### 5.4.5 Summary of the results

As learned in the results of theme 1 of the questionnaire most of the respondents do at least some sports when traveling. According to the results of the questionnaire, good features for sports activities offered for tourists are at least fun, interesting, easy, relaxing, refreshing and exciting. When purchasing an activity, the things that affect the decision most often are the price, the content and the location of the activity. Recommendations and the quality of the activity affect the decision very often as well. The respondents of the survey search for information about the activities offered in their travel destination most often by using Google. Social media is the second most common source of information.

The answers to the second theme tell that about half of the respondents (52%) of the survey would be interested in attending a dance class when traveling. The common reasons to be interested in dance classes when traveling were, that it could be a good way to get to know local culture and meet new people. The respondents would be interested in dance classes also because it sounds like a fun activity or it is something they have never tried before. Common reasons not to be interested in dance lessons when traveling were that some of the respondents are not interested in dancing altogether, they are not very good at it or there is no time for dancing when traveling.

When asked about the qualities of dance classes in general, the respondents found it most important that the instructor of the class is skilled and enthusiastic. A dance class should also offer new experiences for the participants. Professional or famous dance teacher or a special location, for example in the nature with beautiful view, could offer extra value to the experience according to some respondents of the survey. Food or snack after the class could also be a way of offering extra value to the participants as well as possibility to go to sauna and swimming after class. If the respondents of the survey would attend a dance class, they would like to also eat out and try local food during their trip. They would also like to explore the destination and go sightseeing or enjoy the nature in the area.

According to the respondents of the survey a dance class offered for travellers should be easy to follow and suitable for people with different backgrounds from total beginners to experienced dancers. The location should be easily accessible and somehow special, for example beautiful place outdoors, in a dance pavilion or in an unusual building. Traditional Finnish dances should be offered for foreign travellers and the instructor should speak at least English. The dance classes should be well marketed for the tourists and marketing in social media would be beneficial as well as good reviews. Clear information about the

dance classes should be easily available and found. 58,5% of the respondents thought that dance classes would be better suitable for travellers as an independent activity while 41,5% thought that it would better suit for travellers as a part of a travel package.

The respondents of the survey did not know Tuusulanjärvi area very well. Nature with beautiful scenery and the lake was most common things mentioned when the respondents were asked what comes into their minds when they think about Tuusulanjärvi area. The most interesting activities in Tuusulanjärvi area out of the given options according to the respondents were nature activities, bicycling around lake Tuusula, water activities and cultural events. Dance classes were rated with an average grade of 2,6 out of 4. The respondents would be most interested in staying in a hotel or in a cottage if they travelled to Tuusulanjärvi area.

## **6 Suggestions**

Based on the responses of the questionnaires example dance classes suitable for tourists were created. These dance classes are just suggestions based on the ideas and qualities that came up in the answers of the questionnaire. Other kinds of dance classes can also be tailored to better meet the needs of the tourists using the results of the questionnaire.

### **6.1 Fun and relaxing dance classes for tourists**

Target group: Individuals, groups, people staying at the hotel, people taking part in a meeting, business travellers. Mostly Finnish tourists.

Place: At a hotel, if weather is good outdoors, if the weather is bad, indoors

Time: around the year

Includes: 1,5h dance class

What kind of dances: easy to follow, suitable for all dancers from beginners to experienced dancers, fun and relaxing, focus on having a moment for yourself

Value for the customers: exercise and relaxation on a meeting day for business travellers, fun and easy exercise for leisure travellers

The dance class would be held on the premises of a hotel. It would be open to the people staying in the hotel as well as other tourists coming to the area.

### **6.2 Finnish dances for foreign tourists**

#### **6.2.1 Finnish dances for foreign tourists, class**

Target group: Foreign tourist groups (10-50 people)

Place: Can be tailored according to the wishes of the group and the group size. For example, a dance pavilion or an outdoor location. In winter indoor location, for example in the premises of a hotel or in a dance school/studio

Time: According to bookings around the year

Arrival: by bus

Includes: 1,5h dance class, snack (coffee and Finnish pulla) after class, English speaking dance instructor

What kind of dances: Finnish traditional dances and dance representing Finnish culture, easy to follow

Value for the customers: Getting to know Finnish culture in a fun way, good activity balancing a tour schedule full of sightseeing

### **6.2.2 Finnish dances for foreign tourists, package**

Target group: Foreign tourist groups (about 6 to 20 people)

Place: A place with a suitable space for the dance class, sauna facilities and restaurant service

Includes: 1,5h dance class, sauna and swimming, dinner (traditional Finnish food), English speaking dance instructor

What kind of dances: Finnish traditional dances and dance representing Finnish culture, easy to follow

Value for the customers: Authentic Finnish experience, getting to know Finnish culture, full package for an evening

Suitable places to organize this kind of dance class packages in Tuusulanjärvi area could be places like hotel Krapa or hotel Gustavelund. The people attending the dance class package could even stay overnight in the hotel in question. This kind of package could be also suitable for travellers who only have overnight stopover in Finland. In that case transportation from and to Helsinki airport could be included to the package as well as accommodation with breakfast.

### **6.3 'Lavatanssit' dance class for tourists**

Target group: Foreign tourist groups (10 to 50 people)

Place: Dance pavilion

Arrival: by bus

Time: Summer weekends before open air dances

Includes: 1,5h dance class about Finnish traditional dances typical for open air social dances, light meal, guidance to traditional Finnish open-air social dances and admission to the evening's dances, English speaking instructors

Value for customers: Getting to know Finnish culture, interaction with local people, unique experience

This kind of dance classes would make it possible for foreigners to get to know Finnish dance culture. The dance class would be suitable for example Asian tourist groups interested in Finnish culture and authentic cultural events. However, dance pavilion with active summer dance schedule would be needed for putting this kind of dance class into action. In Tuusulanjärvi area there are no dance pavilions that actively organize open air dance



parties. Männistön lava in Tuusula organizes open dance party only in Midsummers. Ruusulinna and Mäntsälän suurlava are the nearest dance pavilions actively organizing dance parties in summer. This suggestion was presented even though it is not very well suitable to Tuusulanjärvi area, because it would well fit the ideas and opinions that came up in the answers of the research survey.

## 7 Discussion

In this thesis suggestions for dance classes for tourists arriving to Tuusulanjärvi area were created. Tuusulanjärvi area as a destination was studied and opinions and ideas of dance classes for tourists were collected. These ideas were then made into suggestions of dance classes.

The results of this thesis work can benefit not only the commissioner of this thesis but also other dance schools and dance professionals in expanding their business into tourism. Dance schools and professionals operating in similar locations as Tuusulanjärvi area, for example in Porvoo, can directly benefit from the results of this thesis if they have an interest in expanding into tourism.

The writer of this thesis is not by any means a dance professional but a tourism student. Therefore, the more precise content of the dance classes is left for the dance professionals to decide. The dance class suggestions in this thesis are based on the results of the quantitative research of the thesis work. The suggestions of the dance classes include opinions and ideas collected from the people answering the research survey.

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## Appendices

### Appendix 1. Research questionnaire, English version

#### Dance classes for tourists – research questionnaire

Tuusulanjärvi area in Finland, is a culturally interesting tourism area also offering a wide range of outdoor activities. The area consists of Lake Tuusula and the two surrounding cities, Tuusula and Järvenpää. Tuusulanjärvi area is located about half an hour car drive away from Helsinki city centre and 15-minute drive away from Helsinki-Vantaa airport. The area is known for its artist community that bloomed in early 1900's. Nowadays the homes of the artists serve as museums representing the golden age of Finnish art. The area is interesting destination for travellers interested in culture but also for those interested in Finnish nature and outdoor activities. Some of the activities offered in the area include bicycling, paddling, rowing, swimming and in the winter skiing and ice-skating.

The questionnaire is a part of UAS thesis work. The commissioner of the thesis aims to organize dance classes especially tailored for tourists arriving Tuusulanjärvi area. The aim of this questionnaire is, by surveying opinions and ideas, to help in developing the new product.

Please answer the questionnaire and tell us your best ideas 😊

Thank you!

1. Gender

- Female
- Male
- Other

2. Age

- Under 20 years
- 20-29 years
- 30-39 years
- 40-49 years
- 50-59 years
- 60-69 years
- 70+ years

3. Place of residence (city, country):

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4. Do you do sports when traveling? What kind of sports?

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5. Name three adjectives that best describe a sports activity that you would like as a part of your trip:

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6. Where do you search for information about activities in your travel destination?
- City website
  - City travel website
  - Social media
  - Tripadvisor
  - Google
  - Travel magazines
  - Travel guidebooks
  - Other: \_\_\_\_\_

7. What are the things that affect your decision most, when purchasing an activity? Select three options.
- Price
  - Quality
  - Location
  - Recommendations
  - Easy to find information
  - Interesting activity
  - Reservation online
  - Reservation over the phone
  - Accessible by public transport

8. Would you be interested in attending a dance class when traveling? Why or why not?
- \_\_\_\_\_

9. How important do you find the following things about a dance class?  
 1=not important      2=not that important      3=important      4=very important

	1	2	3	4
The skills and enthusiasm of the instructor				
Developing your skills				
New experiences				
Physical exercise				
Social interaction				
Relaxation and calming down				
Closeness of nature				
Quality of facilities and equipment				
Dressing rooms and showers				

10. If you would be attending a dance class when traveling, what else would you like to do during your trip?
- \_\_\_\_\_
- \_\_\_\_\_

11. What are the things that you would be willing to pay extra to make the dance experience the best possible?

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12. What are the matters that would make the dance class better suitable for travellers in your opinion?

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13. Do you think a dance class would be better suitable for travellers
- as an independently offered activity
  - as a part of a travel package?

14. What comes into your mind when you think Tuusulanjärvi area as a travel destination?

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15. What kind of accommodation would you prefer if you traveled to Tuusulanjärvi area?
- Hotel
  - Hostel
  - Rental apartment
  - Bed & Breakfast
  - Cottage
  - Camping area
  - Other, what? \_\_\_\_\_

16. How interested would you be in the following activities if you traveled to Tuusulanjärvi area?

1=not interested at all                      2= not very interested  
 3=interested                                      4=very interested

	1	2	3	4
Bicycling around Lake Tuusula				
Artist's homes (museums representing the lives of artists from the golden era of Finnish art)				
Water activities (swimming, paddling, rowing etc.)				
Cultural events				
Nature experiences				
Art museums				
Military history museums				
Skiing or ice skating				
Golf				
Dance classes				

Thank you for your time!

## Appendix 2. Research questionnaire, Finnish version

### Tanssia turisteille – Kehittämiskysely

Tuusulanjärven alue on kulttuurillisesti kiinnostava matkailukohde, joka tarjoaa lisäksi monipuoliset mahdollisuudet ulkoiluun ja liikunta-aktiviteetteihin. Alue koostuu Tuusulanjärveä ympäröivästä alueesta, Tuusulasta ja Järvenpäästä. Tuusulanjärven alue sijaitsee noin puolen tunnin ajomatkan päässä Helsingistä ja noin 15 minuutin ajomatkan päässä Helsinki-Vantaan lentokentältä. Tuusulanjärven alueen matkailijoille haluttaisiin alkaa tarjoamaan tanssitunteja. Tämän kyselyn tarkoituksena on kartoittaa mielipiteitä ja ideoita tanssituntien kehittämiseksi, tavoitteena matkailijoiden tarpeisiin räätälöity tanssikokemus.

Kysely toteutetaan osana AMK opinnäytetyötä. Kiitos ajastasi.

1. Sukupuoli

- Nainen
- Mies
- Muu

2. Ikä

- Alle 20 vuotta
- 20-29 vuotta
- 30-39 vuotta
- 40-49 vuotta
- 50-59 vuotta
- 60-69 vuotta
- 70+ vuotta

3. Asuinpaikkakunta \_\_\_\_\_

4. Harrastatko yleensä liikuntaa matkalla ollessasi? Mitä?

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5. Luettele kolme adjektiivia, joilla kuvailisit mieleistäsi liikuntakokemusta osana matkaa.

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6. Mitä kautta etsit tietoa matkakohteen aktiviteeteista?

- Kaupungin internetsivuilta
- Kaupungin matkailusivuilta
- Sosiaalisesta mediasta
- Tripadvisor
- Google
- Matkailulehdistä
- Matkaoppaista
- Muu, mikä? \_\_\_\_\_



7. Mitkä asiat vaikuttavat aktiviteetin ostopäätökseen? Valitse kolme itsellesi sopivinta.
- Hinta
  - Laatu
  - Sijainti
  - Suosittelut
  - Aktiviteetistä löytyy helposti tietoa
  - Mielenkiintoinen aktiviteetti
  - Aktiviteetti on varattavissa internetissä
  - Aktiviteetti on varattavissa puhelimitse
  - Paikalle pääsee julkisilla kulkuneuvoilla

8. Olisitko kiinnostunut osallistumaan tanssitunnille matkaillessasi? Miksi tai miksi et?

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9. Kuinka tärkeää mielestäsi tanssitunnissa on  
 1=ei yhtään tärkeää    2=ei kovin tärkeää    3=tärkeää    4=erittäin tärkeää

	1	2	3	4
Ohjaajan ammattitaito ja innostuneisuus				
Omien taitojen kehittäminen				
Uudet kokemukset				
Kunnon kohotus				
Sosiaalinen kanssakäyminen				
Rentoutuminen ja rauhoittuminen				
Luonnon läheisyys				
Laadukkaat tilat ja välineet				
Pukuhuone ja suihkut				

10. Jos osallistuisit tanssitunnille matkustaessasi, mitä haluaisit tehdä tanssitunnin lisäksi matkallasi?

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11. Mistä asioista olisit valmis maksamaan lisää, jotta tanssituntikokemus olisi paras mahdollinen?

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12. Mitkä asiat tekisivät mielestäsi tanssitunnista matkailijoille tavanomaista tanssituntia sopivamman?

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13. Toimisiko tanssitunti mielestäsi paremmin

- itsenäisenä aktiviteettinä
- osana matkapakettia?

14. Mitä sinulle tulee mieleen Tuusulanjärven alueesta matkakohteena?

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15. Millaisesta majoituksesta olisit kiinnostunut, jos matkustaisit Tuusulanjärven alueelle?

- hotelli
- hostelli
- huoneisto
- Bed & Breakfast
- mökki
- leirintäalue
- muu, mikä? \_\_\_\_\_

16. Kuinka kiinnostunut olisit seuraavista aktiviteeteistä, jos matkustaisit Tuusulanjärven alueelle?

1=en lainkaan kiinnostunut

2= en juurikaan kiinnostunut

3=melko kiinnostunut

4=erittäin kiinnostunut

	1	2	3	4
Tuusulanjärven ympärilyöntäminen				
Taiteilijakodit (toimivat nykyisin museoina)				
Vesiaktiviteetit (esim. uiminen, melominen, soutaminen)				
Kulttuuritapahtumat				
Luontokokemukset				
Taidemuseot				
Sotahistorialliset museot				
Hiihto tai luistelu				
Golf				
Tanssi				

Kiitos vastauksestasi!