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UNIT OF BUSINESS AND ADMINISTRATION, KUOPIO

ABOUT THE TRAVEL MARKET BETWEEN CHINA AND  
FINLAND

Wei Xing

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Author(s)		
Wei Xing		
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Antti Iire Heikki Likitalo		Savonia University of Applied Sciences
Abstract		
<p>The purpose of this study is to find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. Also the goal of this work is to find out, how the individuals and travel agents see the travelers needs to change in the future.</p> <p>I chose the quantitative research methodology as my research methods. Data was collected between June through August 2010 and to do interviews based on the questionnaires which designed. All together eight students, including five Chinese students and three Finnish students as well as five travel agencies both in China and Finland responded to the questions.</p> <p>The main findings were: 1) all thirteen respondents were interested in business cooperation in the travel market between China and Finland. Most of respondents liked to travel in each others' country and want to build business relationships between Finland and China. 2) The kind of attractions that people would like to visit. 3) The kind of things they like to consider, for example:accommodation. Based on the results of this study, business opportunities in the travel market does exist under the China - Finland collaboration. The development of a business cooperation would improve future travel planning.</p>		
Keywords		
Travel , Business, China, Finland		
Note		

## CONTENTS

1 INTRODUCTION.....	4
1.1 Thesis Structure .....	5
2 RESEARCH METHODOLOGY.....	6
2.1 Research Method and Collection of Data.....	6
2.2 Processing of Data.....	7
2.3 Questions and Research Sample.....	7
2.4 Analysis of the Data.....	8
2.5 Validity and Reliability of Research.....	8
3 THE MAIN GLOBAL TRENDS EFFECTING THE TOURISM MARKET.....	9
3.1 The Main Global Trends Effecting the Tourism Market.....	9
3.2 The Trend of Development of Global Travel Market.....	11
4 BUSINESS OPPORTUNITIES IN CHINA'S TRAVEL MARKET.....	12
4.1 Brief Information about China.....	12
4.2 The Current Situation of China's Tourism.....	14
4.2.1 Overview of Tourism Industry.....	14
4.2.2 The Current Situation of Development in China's Tourism.....	14
4.3 The Main Travel Attractions in China .....	16
4.4 Business Opportunities in the Travel Market of China .....	20
4.4.1 Chinese People Travel within China.....	20
4.4.1.1 Old People Tourism Market.....	20
4.4.1.2 University Students Tourism Market has Great Development Potential.....	21
4.4.2 More and More Foreign People Come to China for Travel.....	22
5 BUSINESS OPPORTUNITIES IN THE TRAVEL MARKET IN FINLAND.....	24
5.1 Brief Information about Finland.....	24
5.2 Finland's Travel Market.....	25
5.3 The Main Travel Attractions in Finland.....	26
5.4 Business Opportunities in the Travel Market of Finland .....	30
5.4.1 The Home of Santa Claus.....	30
5.4.2 Business Opportunities from Neighbour Countries.....	30

6 BUSINESS COOPERATE OPPORTUNITIES BETWEEN CHINA AND FINLAND.....	31
6.1 Finnish Tourism Board Set Up in China.....	31
6.2 The Travel Agency.....	32
7 RESEARCH RESULTS.....	33
8 DISSCUSION AND CONCLUSION.....	42
REFERENCES.....	45
APPENDIX.....	48

## 1 INTRODUCTION

With the development of globalization, international trade between countries has become more and more frequent. Over time, it formulates a large-scale international market. During the process of international trade, the marketing becomes important. What is international marketing? International marketing is the process of planning and conducting transactions across national borders to create exchanges that satisfy the objectives of individuals and organizations. International marketing has forms ranging from export- import trade to licensing, joint ventures, wholly owned subsidiaries, turnkey operations, and management contracts. (Michael R. & Ilkka, A. 2007, 8-10)

From the different fields in international marketing, I took a topic which focuses on business opportunities in the travel market for my research.

With the development of economy, more and more people are able to travel. Therefore, the travel industry has become more and more popular in the world. When I came to Finland the first time, this country made me feel so comfortable. Different kinds of nature: like the forest and lakes attracts more and more people come to visit Finland. Based on my own experience, I wanted to do this research and project a plan to improve travel between China and Finland.

The goal of this work is to find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. Also the goal of this work is to find out, how the individuals and travel agents see the travelers needs to change in the future.

## 1.1 Thesis Structure

The study proceeds as follows. an overview of methodology is presented in Chapter 2. Chapter 3 introduces the trend of development of the global travel market. Over the past few years, the global tourism market can be said to have had setbacks in growth. The "911" terrorist incident, led to overall setbacks which relates to the aviation, and tourist industries. In 2002, the world slowly came out of the shadow of "911". 2003 ushered in the SARS epidemic in Asia, the war in Iraq, and then the global economic slowdown. In 2004 the global tourism market has rebounded, but at the end of 2004, the big tsunami in South Asia brought a heavy blow to the global tourism market.

Two countries have been discussed for business opportunities about the travel market: China ( Chapter 4) and Finland ( Chapter 5 ).

In these two chapters, Chapter 4 gives a brief introduction about China. The current situation with China's tourism, which will present two points: overview of the tourism industry and the current situation with regards to the development of China's tourism. After this information, I will introduce some of China's famous tourist locations, which will give people a clearer impression of these places. Finally, it focuses on business opportunities in the travel market of China. This is the most of important part of this chapter.

The structure of Chapter 5 is similar with Chapter 4. It introduces Finland's main information and culture. In addition, it introduces the Finnish travel market, famous cities and places as well as business opportunities in the Finnish travel market.

In Chapter 6, attention is given to business opportunities in the travel market in the Finland - China collaboration. In this part, I introduce the Finnish tourist board that is set up in China whose purpose is to help promote business relationships in the tourism market between China and Finland. In addition, I introduce the travel projects of some tourism agencies. This can provide some information to people who want to travel to Finland.

Chapter 7 outlines the results of research concerning the business opportunities in the travel market from the thirteen respondents. The questions and interview were done in June. This study ends in a discussion and the conclusion of business opportunities in the travel markets within China and Finland.

## 2 RESEARCH METHODOLOGY

### 2.1 Research Method and Collection of Data

"Research is any organized inquiry carried out to provide information for solving problems (Cooper D.R., Schindler P. S., 1998 ,40). It was firstly developed in Europe and America, focusing on social science and in psychology areas; at the moment, it is used widely in different fields, especially in the business field. Business research is a systematic inquiry that provides information to guide business decisions." (Cooper D.R., Schindler P. S., 1998, 40)

The purpose of this study is to find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. Also the goal of this work is to find out, how the individuals and travel agents see the travelers needs to change in the future. I chose the qualitative research methodology as my research methods.

I designed questionnaire about " The Travel Market in China and Finland". Firstly, interviews conducted with some of the students were based on the questionnaires in the Appendix as well as those to whom received the questions by email. Because the amount of responses was very important for research results and also because the sample was limited, after I received responses, I decided to use the quantitative research. The results were analyzed, and recommendations were made based on the analyses.

"In the social sciences, quantitative research refers to the systematic empirical investigation of quantitative properties and phenomena and their relationships. The objective of quantitative research is to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection

between empirical observation and mathematical expression of quantitative relationships." (Donald R. Cooper & Pamela S. Schindler, 40 )

The data were collected from the internet, news, journals, professional books, and articles. Many documents, articles and reports had been read before I wrote my thesis. The information about the Chinese and Finnish travel market and their cultures. Different two countries' culture were taken from official documents and web pages. Meanwhile, I interviewed five Chinese people and three Finnish people as well as five travel agencies both in China and Finland by email.

## 2.2 Processing of Data

Microsoft Excel and Microsoft Word was used to analyze information from the responses. The data is based on designed questions and basic description of the travel market. Some types of visuals were created such as pie and column to analyze some of the questions in the appendix. The aim was to sum up information from responses.

## 2.3 Questions and Research Sample

The questionnaire in the appendix was designed in June 2010. After three weeks, the questions for the "The Travel Market in China and Finland" was completed smoothly, and then I did the interviews with five Chinese people and three Finnish people as well as five travel agencies both in China and Finland by email based on these questions.

Questionnaire includes three parts ( see Appendix), for example, the background information and two parts of indepth questions. The total thirteen respondents answered the basic information firstly, and then these people answered questions on the second part and third part according to their previous travel experiences and their own opinions as well as work experiences. All questions focused on business find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. Also to find out, how the individuals and travel agents see the travelers needs to change in the future. The respondents could express their own comments. Moreover, they were able to give advice about how to develop the



cooperation between China and Finland. They could also tell about other interesting and famous attractions. (according to Likitalo, Helkki 2010)

#### 2.4 Analysis of the Data

After I collected the data, there was the analysis section of the research. The data were totalled up and two kinds of chart were made: 1) Pie chart. It presented the amount of respondents' opinion in travel area. The number of responses were small, but I was able to find a general figure; 2) Column chart. It was used mostly because the exact counts were indicated on the chart. Meanwhile, it can present the comparison between different choices. All figures are explained and analysed, i.e. One figure-one explanation paragraph.

This kind of analysis structure served to answer my original problems. I easily found out the three main results from the figures. The 'China- Finland' collaboration in the travel market is a good way to improve business relationship between two countries. The study has relationship with it. The aim of this thesis is to find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. I had to take into account the various situations in China and in Finland to make the research adaptable to practical use.

#### 2.5 Validity and Reliability of Research

"Validity refers to the degree to which a study accurately reflects or assesses the specific concept that the researcher is attempting to measure. While reliability is concerned with the accuracy of the actual measuring instrument or procedure, validity is concerned with the study's success at measuring what the researchers set out to measure." ( see Colorado State University)

"Reliability is the extent to which an experiment, test, or any measuring procedure yields the same result on repeated trials. Without the agreement of independent observers able to replicate research procedures, or the ability to use research tools and procedures that yield consistent measurements, researchers would be unable to satisfactorily draw conclusions, formulate theories, or make claims about the generalizability of their research." (see Colorado State University)

In order to send those questions to the right people, I had to look for the correct contacts from web pages of travel agencies. The objects were Chinese agencies which already have the tourism projects about travel to Finland and Finnish agencies which are interested to make a plan of a tourism project about travel in China. Meanwhile, I also interviewed eight students, from the responses, I received plenty of useful information.

Most of the people replied at their convenience and they were very interested in this project. They gave me valuable advice based on these questions. Although the number of responses are not so much, they gave me very good ideas and helped me gathered valuable information concerning travel market both in China and Finland.

There were thirteen useful responses. however, this sample size was too small. So I had to find more examples and data as well as useful information from the internet, newspapers, and television and so on. It adds validity and reliability to the research, making the thesis more convincing. The validity and reliability of the additional information is based on the official authority, published in professional books, articles and reports and news from media organizations.

### 3 THE MAIN GLOBAL TRENDS EFFECTING THE TOURISM MARKET

Over the past few years, the global tourism market can be said to have had setbacks in growth. The "911" terrorist incident, led to overall setbacks which relates to the aviation, and tourist industries. In 2002, the world slowly came out of the shadow of "911". 2003 ushered in the SARS epidemic in Asia, the war in Iraq, and then the global economic slowdown causing the downturn in tourism. In 2004, the global tourism market started to rebounded, and then, the big tsunami in South Asia occurred which brought a heavy blow to global tourism.

#### 3.1 The Main Global Phenomenons Effecting the Tourism Market

Through a simple review, we can easily find what the main global phenomenons effecting tourism market are. It is necessary to briefly summarize these factors.

## Terrorism

Since the "911" terrorist incident, terrorism has become a hot issue worldwide. Although the United States strives to eliminate the action of terrorists (the Taliban, Iraq, etc.), but their efforts, at least so far, has not received the desired results. The spread of terrorism around the world in its breadth and depth has taken great leaps since 2001. At present, not only the United States, but also the Middle East, including southern Asia, Moscow and London have been subjected to terrorist attacks. Such terrorist attacks are closely related to tourism and the aviation industry with a tremendous negative impact.

## Global economic growth, and changes in exchange rates

Tourism can be said to be like a test strip to global economic growth. The rate of change in the tourism market can be said to enlarge economic growth. In addition, exchange rate changes have also greatly affected the global tourism market. In 2003 the euro against the dollar increased, a series of U.S. dollar-linked countries against the euro have decreased, thereby affected the growth of the European market.

## Crude oil market

The Crude oil market has directly affected the aviation industry and automotive transportation. The transportation industry is associated to the tourism industry. The weakness in the transport industry will inevitably lead to slower growth of the tourism market .

## Web services use and the quality of hotel management

So many reasons have been introduced about the negative impact on the tourism industry, however, there are also the positive factors. Nowadays, people pay more attention to the quality of travel. Therefore, the use of the internet which includes accessing the hotel's international schedule of services has become one of the important travel considerations. Another feature of the hotel services, includes link to cultural and local tourist attractions.

### 3.2 The Trend of Development in the Global Travel Market

With the above analysis, It is not difficult to predict future trends on the global tourism market. In my opinion, the global tourism market should have the following trends.

The Global tourism market remains steady in spite of regional imbalances

In 2006, of the world's top five tourist destinations, three are in Europe (Spain, France, Italy), one in the Americas (United States) and one in Asia (China). From this we can easily see that development in the area of the global tourism market is extremely uneven. Due to the frequency of terrorism in the Middle East, tourism is almost zero. Moreover, despite continued weakness in this market in recent years, if excluding the influence of frequent natural disasters and accidents, the global tourism market continue to grow steadily.

Asia is becoming a significant leader in the area of G.T

Asia is currently the most economically dynamic area in the world, led by China's rapid economic growth. Development of the Asian tourism market is accelerating. Asia's tourist attractions not only attract locals within their homeland but tourists from around the world. Also with the growth of the purchasing power of the people in Asia, more and more Asian tourists choose to travel abroad, and thus infuse the cash source into the growth of the worldwide tourist market. (see China culture)

The development of tourism will become multipolar and diversified

The so-called "multi-polarization" means that people will not be limited to the traditional Europe and the United States areas. The mindset of the people is no longer limited to Spain, Hawaii, Florida for sun. And visiting cities like New York, London, Paris. In the series of new tourist attractions, this would include China, southern Asia, Egypt and Kenya etc, thus becoming in the area of new growth markets. This diversity means the expansion of the content of tourism projects. Modern travel has gone beyond the scope of the traditional destinations. The future will be more focused on developing more emphasis on the oriental culture, and folklore projects; eco-tourism,

for example, Kenya's National Park, theme tours, which will become a theme year, outdoor extreme sports, etc.

The global tourism market will have more emphasis on "safety and better service"

From the above analysis, we can easily see that the safety of travel has become an important factor to affect the tourism market. Each country must realize the importance of safety. The security should contain some of the following links: traffic safety conditions, the frequency of terrorism happenings and the level of government emergency response, the frequency of natural disasters, and emergency levels of government and the large-scale outbreaks of infectious diseases of epidemic status. As for service industry, this area should seek to improve facilitating the tourist with fast and competent assistance .

#### 4 BUSINESS OPPORTUNITIES IN CHINA'S TRAVEL MARKET

China's economy which developed so quickly, there are so many potential business opportunities in China. In this part, I will introduce China's culture and to find business opportunities in the travel market. (John D. Lee H & Daniel P. 2005, reading whole book)

##### 4.1 Brief Information about China

China is situated in eastern Asia and on the western shore of the Pacific Ocean, with an area of 9.6 million square kilometers. As the world's most populous country, China has a population exceeding 1.3 billion. To bring population growth under control, the country has followed a family planning policy since the 1970s. China is not only a multi- racial country with 56 ethnic groups, but also a multi- religious country, which includes Taoists, Buddhists, Islam and Christianity. Mandarin is the Chinese official language. The majority of the 55 other ethnic groups have their own languages. There are also many dialects around the country.

China has a diversity of land formations including mountains, hills, highlands, plains and basins. The highlands and hill regions account for 65% of the country's land mass. The highest mountain peak is Everest ( 8,848 meters above sea level), the lowest point

is the Turpan Basin ( 154 meters below sea level). There are many rivers in China. The Yangtze and the Yellow are the two major ones.

China was one of the world's earliest civilizations with a recorded history of 5,000 years. The People Republic of China was founded on October 1, 1949. Today, China is implementing reform and open policies, and has established a socialist market economy.

China's economy during the last quarter century has changed from a centrally planned system that was largely closed to international trade to a more open market-oriented economy that has a rapidly growing private sector and is a major player in the global economy. The restructuring of the economy and resulting efficiency gains have contributed to a more than tenfold increase in GDP since 1978. Measured on a purchasing power parity (PPP) basis, China in 2005 stood as the second- largest economy in the world after the US, although in per capita terms the country has still lower middle- income and 150 million Chinese fall below the international poverty lines. Economic development has generally been more rapid in the coastal provinces than in the interior, and there are large disparities in per capita income between regions. China has benefited from a huge expansion in computer internet use, with more than 100 million users at the end of 2005. Foreign investment remains a strong element in China's remarkable expansion in world trade and has been an important factor in the growth of urban jobs. In July 2005, China revalued its currency by 2.1% against the US dollar and moved to an exchange rate system that references the top group of world of currencies. In October 2005 the Central Committee of the Chinese Communist Party approved the draft, 11th Five -Year Plan and the National People 's Congress gave final approval in March 2006. The plan called for a 20 % reduction in energy consumption per unit of GDP by 2010 and an estimated 45% increase in GDP by 2010. The plan states that conserving resources and protecting the environment are basic goals, but it lacks details on the policies and reforms necessary to achieve these goals. (see Ren Min Newspaper)

## 4.2 The Current Situation of China's Tourism

Nowadays, China is become a modern and open country. The tourism industry become an important market in China. What is the current situation of China's tourism looks like? I will introduce it as follows.

### 4.2.1 Overview of Tourism Industry

China's tourism industry which has maintained longer-term annual growth rate of 7%, has become a new economic growth point in the national economy. Tourism and related industries led the overall socio-economic development with, tourism becoming one of pillar industries of the national economic development.

The concept of industry, starting from the supply side is a collection of units of production of the same products or to provide related services. While tourism is the kind of activity which is defined as the demand-side, it is also the specification of the industry. Therefore, the definition of tourism from two aspects of tourism demand and tourism supply is the interaction of tourism demand and tourism supply which makes the tourism economic activity produce a range of economic phenomena and economic relations, which forms the tourism industry consists of hotels, catering, transportation, travel agencies and tourist attractions management. Travel agents, hotel industry and transportation are the three pillars of the tourism industry.

### 4.2.2 The Current Situation of Development in China's Tourism

The continuing growth of travel demand.

From the point of the inbound travel market, the amount China's inbound tourism has kept steady growth. In 2004, the amount of tourists was over one hundred million; tourism foreign exchange earnings reached 41.919 billion U.S. Dollars in 2007, compared to 2002, and it has increased two times during five years, while the tourism industry relative to the start of 1978, when it is nearly 160 times. In domestic tourism, China's domestic tourism become active since the mid-20th century. In the 21st century, there is more vigorous growth. Nowadays, domestic tourism has become an important consumes area for the majority of urban and rural areas and an important force for expanding domestic demand. According to China Statistical Yearbook, in 2007, the number of China's domestic tourism reached to 1.61 billion, compared with

6.44 million passengers in 1997 thus having nearly doubled twice, while domestic tourism revenue has almost 800 billion Chinese Yuan. About outbound tourism, with the development of economy level, continued raising the purchasing power of the Chinese Yuan, the outbound tourism has shown good momentum. China's outbound travel experienced the development process from "visit their relatives" to "Citizen Abroad Tour". In 2007, the number of Chinese outbound tourism reached 40.954 million. More than 5 times compared with in 1997, 8,175,400 people.(China Tourism Research Institute)

An overall improvement to the tourism supply , the continuous expansion on the industrial scale.

Based on Deng Xiaoping's economic thinking on tourism, tourism in China since the 1980s from the initial development has taken a sustained, rapid and healthy development track. China National Tourism Administration released data to show that, at the end of 2007, there was a total of 13, 583 star-rated hotels, an increased of 832 over the previous year, with an increase of 6.5%; the statistical range of travel agencies up to an increase of 18 ,943, 986 over the previous year; In tourist traffic aspect, in 2007, railway, highway, waterway and air passengers volume reached 2,227,761.211 million, 203,603.57 million more than in 2006. Besides the constant improvement of tourism facilities, the tourism product and tourism market development and construction has also made great strides. Tourist attractions which come from the nature, historic monuments, but with more integration into the experience-based, participatory enjoyment; travel product's content become more diverse, eco-tourism, holiday tourism, conference tourism, skiing. "Roots "tour and other tourism products meet the social development have emerged, and attract more and more consumers.

Integrated full-featured play, the contribution rate to the economy are welcome.

Tourism is an important part of the tertiary industry, tourism activity make up to the "food, housing, transportation, travel, shopping and entertainment" six elements. The development of the tourism industry improve other industries which are related to tourism, such as public facilities services, entertainment services, catering accommodation, retail, transportation, postal and telecommunications industry, the rental service, travel agencies and retail and wholesale trade industries, which in turn



stimulate traffic manufacturing, food manufacturing, hotels construction decoration industry, tourism commodity production and related industries.

#### 4.3 The Main Travel Attractions in China

In China, there are ten top of famous attractions. When foreign people come to China for travel, these places are the most recommended.

##### The Great Wall

The Great Wall of China is the world's longest building, an ancient work that was the largest defense project in China's history. Since the 8th century BC, it has influenced the world for more than 2000 years. Located in northern and central China, the total length of more than 50,000 km, and is called "two thousand years, crossing of thousands of miles". Such a great project, not only in China but also in the world, which is unique, so a few hundred years ago, with the Roman Colosseum, Pisa Tower and others become the seven wonders of the world in the Middle Ages. (see China News)

##### Beijing Imperial Palace

Beijing Imperial Palace formerly also called as the Forbidden City. It is the Imperial Palace of Ming and Qing dynasties, China's the largest and most complete ancient existing buildings. In 1988, awarded as "World Cultural Heritage." by UNESCO .

##### Imperial Summer Villa

The Imperial Summer Villa, located in the city of Chengde in northeastern Hebei province, is China's largest imperial garden. Twice the size of Beijing's Summer Palace, construction spanned nearly ninety years, beginning under Emperor Kangxi in 1703 and lasting through the greater part of Emperor Qianlong's reign. The Imperial Summer Villa often use as a second capital of Emperor Kangxi dynasty. In 1994, the Imperial Summer Villa became a UNESCO World Heritage Site. (see China News)

## Yellow Mountain in AnHui Province

The Yellow Mountain is locating in Huangshan city of AnHui province. It has a reputation of " the best special hill in the world". It is one of the ten top of the most beautiful and amazing famous mountain.

Yellow Mountain is the famous summer resort in China. In 1985, selected as the top ten scenic spots. In December of 1990, was listed by UNESCO as "World Cultural and Natural Heritage List", which is the first attraction listed as the same as cultural and natural heritage. Ecological protection is perfect , there are so many plants and animals in there. (China News)

## West Lake in Hangzhou



West Lake, which is a poem, is a natural picture, a beautiful story, whether people who live here for many years or a traveler passing by, who attracted by this beautiful place.

## Gui'Lin Mountain and Lake



Guilin city, is located in the northeast of GuangXi province , which is a world's famous tourist attraction as well as a historical and cultural city. It is located in the West Bank of Lijiang , with rich Osmanthus, and forest. Typical karst topography formed unique Guilin. Guilin Mountain and lake referred to a wide range, there are all kinds of attractions. Guilin is renowned for green mountains, clean lake, amazing cave, beautiful stone. It has a good reputation of "Landscape best in the world" in the world.

## Xi'an Terracotta Warriors

Terracotta Warriors and Horses Museum is locate in Xi'an Lintong District, which has 1.5 kilometers from east Qin Shi Huang Mausoleum. It known as "the eighth wonder of the world". In 1987, included in the list of "World cultural heritage of mankind" by UNESCO. At present, it named as the national 5A tourist attraction.



### SuZhou Gardens

Some people say: "Heaven for Southern Gardens, a garden in Suzhou's Jiangnan." Suzhou, which known as beautiful garden reputation. These gardens can be divided into three categories: house to garden, suburban garden and temple garden. Suzhou gardens are mostly home gardens, built by the nobles, courtiers, and wealthy merchants, etc., refined elegance. The garden reflects the different styles of ancient gardens, with the representative for the Chinese garden art. "There is heaven in the up, there are Suzhou and Hangzhou in down". Why Suzhou can have the reputation of "paradise"? Because to a large extent, it has a number of national and even world-renowned classical gardens.

### Three Gorges of Yangtze

The Three Gorges of Yangtze known as "the natural three-dimensional art". Located in the up of Yangtze River, west from Sichuan's Fengjie, east to South Pass in Yichang, Hubei Province, the whole length is 192 km. It is make up of Qutang Gorge, Wu Gorge as well as Xiling Gorge. In 1991, crowned as "China Top Ten Attractions four" list, in 1995 was awarded one of "China Top Ten Scenic" .

## Sun Moon Lake in TaiWan

Formerly with water and sediment, also known as the water in the agency and the Lake. Taiwan's largest natural freshwater lake, called Pearl of the crown. In the Qing Dynasty, it was selected as one of the eight wonders of Taiwan, and also named "overseas do a Wonderland". According to the planning of the area features, which has six theme parks, including landscape, nature, peacocks and butterflies, birds, and religious theme park, and eight other special attractions, as well as water community, Dehua two main service areas.

### 4.4 Business Opportunities in the Travel Market of China

In recent years, with the development of China's economy, the development of travel market also continues to increase. From two points of travel, both the Chinese who travel inside and foreigners who travel to China, it is not difficult to see there are great business opportunities in the travel market of China.

#### 4.4.1 Chinese People Travel within China

There are new groups of people which become important consumer groups: old people and university students. I will introduce the situation of these two tourism market as follows:

##### 4.4.1.1 Old People Tourism Market

Nationally, with the increasing number of elderly people who travel, this has created a booming "elder tourism" market. This phenomenon, for the growing Chinese tourism industry, has become a good business opportunity. Why has the elder travel market become a good business opportunity in China? There are some reasons which can explain as follows:

### 1) The Gradual increasing of the aging population

The gradual aging of China's population forms a very large group of elderly tourism consumption. Demographers predict that the 21st century will be the "old" century, China is also no exception.

With great improved living conditions of basic necessities of the Chinese people, with the continuous improvement of medical standards, the health of the elderly has changed more than before: First, mortality, and second, longevity. Thus, in these growing elderly, some of whom will form a very large travel consumer groups, they will become a potential large proportion of the tourist market. (Securities Daily)

2) There is a big change of life and consumption concept, more and more elderly people want to go out and participate in tourism activities.

With development of economic, social progress and establishment of social security which has improved, the elder people cannot be satisfied just with basic need of life, so they want a higher level of leisure activities which would include travel. The old people have the economic base and the free time, so that they can travel more. (Securities Daily)

#### 4.4.1.2 University Students Tourism Market has Great Development Potential

The potential to develop a students tourism market is entirely feasible. The tourism agencies need to understand the specific needs and wants of the traveling student population. Therefore this is an area that needs development. The potential economic benefits would as a formulate group. Why university students have possibility to become a huge potential consumer group, there are some reasons to explain it.

##### Strong motivation for student travelling

As students seeking higher education, whose knowledge and various aspects of literacy are higher, easy to accept new things, the motivation to travel abroad is strong. According to the survey, 80.8% of respondents have strong interest in tourism,

14.2% answered optional, only 5% of people opposed. It is not difficult to see that travel is one of the most popular leisure activities for students.

The university students have more leisure time

Besides statutory holidays, there are also the traditional winter and summer vacation times, about 172 days of holidays, accounting for 47% of the year. In addition, the education department also offers many social practice and self-learning time for the university students. Therefore, the students have enough time to travel, and great freedom in the choice of travel time.

Increasing disposable income of students tourism

In the past, because of students' travel consumption level which is lower, tourism enterprises maybe obtain lower economic benefits, which resulting in students tourism market could not taken seriously. However, today, due to the increased economic support from families; participating in work-study programs, various scholarship support and other reasons, students have greatly improved economic conditions.

Tourism infrastructure become more complete

After 20 years of development of China's tourism industry , which already has a considerable scale, which can meet the basic needs of the development of the Chinese tourism market. Including youth hostels, university students use travel websites and some tourism infrastructure related to the university students, so this travel market has begun to emerge. Recognition by this market, result in the first youth hostel in 1998 in Guangdong was established, and then there are more than 20 branches set up in Beijing, Shanghai, Dalian and other cities, formed a certain scale network systems. This provided a material foundation for development of the college students' tourism market.

4.4.2 More and More Foreign People Come to China for Travel

Table 1 : The number of foreigners inbound tourism statistics in 2009 (in purpose)  
(China Tourism Board)

NATIONALITY	TOTAL (ten thousand)	IN PURPOSE				
		MEETINGS/ BUSINESS	SIGHTSEEI NG/ LEISURE	VISITING RELATIVES & FRIENDS	WORKER & CREW	OTHERS
TOTAL	2193.75	523.72	1013.27	8.01	227.37	421.38
ASIA	1377.93	319.45	562.81	7.41	158.26	330.01
JAPAN	331.75	79.02	105.38	3.26	13.46	130.63
KOREA	319.75	116.79	134.92	0.61	30.32	37.11
KOREA, D. P. REP.	10.39	1.94	0.41	0.03	5.21	2.80
MONGOLIA	57.67	5.05	2.65	0.05	3.97	45.96
PHILIPPI NES	74.89	2.93	21.70	0.05	44.18	6.04
THAILAND	54.18	2.40	43.63	0.03	4.86	3.26
SINGAPOR E	88.95	14.00	34.55	3.13	4.34	32.94
MALAYSIA	105.90	19.68	72.96	0.07	5.86	7.33
EUROPE	459.12	120.21	238.87	0.25	50.33	49.47
U. K.	52.88	16.87	26.07	0.04	2.84	7.06
GERMANY	51.85	19.05	20.16	0.04	3.97	8.63
FRANCE	42.48	8.85	22.86	0.05	2.84	7.87
ITALY	19.14	6.82	8.79	0.01	0.92	2.60
RUSSIA	174.30	40.68	102.47	0.01	22.81	8.32
FINLAND	12.58	2.78	6.76	0.01	0.44	2.60
NETHERLA NDS	16.69	2.52	10.73	0.01	1.45	1.98
NORWAY	4.77	1.44	2.37	0.00	0.17	0.78
AUSTRIA	5.62	1.92	2.47	0.00	0.52	0.71
BELGIUM	6.08	1.23	3.67	0.01	0.29	0.88
SPAIN	11.45	2.86	7.13	0.01	0.18	1.28
PORTUGAL	4.36	0.55	3.18	0.00	0.29	0.34
OTHERS	50.68	12.56	19.30	0.03	13.21	5.59
OCEANIA	67.24	12.07	43.09	0.09	3.53	8.45
AUSTRALI A	56.15	10.48	36.34	0.07	2.64	6.63



From figure 1 , it is easy to know for various kinds of reasons that, there are more and more foreign people are travelling to China. Even though Finnish tourists are not occupying a large amount of the tourist, however, compared to the population of Finland, it is still a large number.

Why more and more foreign people come to China? Firstly, there is an important reason that China's rich culture and landscape as well as the development of rapid economic growth in recent years which trend to attract foreigners to visit China . Secondly, China is a stable country, and because Chinese people are very friendly, therefore , foreigners don't need to worry about security issues.

## 5 BUSINESS OPPORTUNITIES IN THE TRAVEL MARKET IN FINLAND

### 5.1 Brief information about Finland

Finland is the seventh largest country in Europe after Russia, France, Spain, Sweden and Germany. It has 5.2 million inhabitants. Some 86% of the population belongs to the Evangelical-Lutheran and about 1% to the Orthodox. Official languages in Finland are Finnish(92%) and Swedish(5.5). About 1,700 people in Lapland speak Sami(Lapp) languages. Finnish has been an Independent Republic since 6 December 1917, before which it was a Grand Duchy of the Russian Empire. The western democracy model is followed.

Finland is perhaps best known for its peacefulness and beautiful nature. Vast forests, a unique archipelago and thousands of lakes present a striking mixture of wooded hill and waters.

About climate, we hate to say it, but you know nothing about "Four Seasons" unless you have stayed a year around in Finland. It's truly amazing how uniquely exotic each season can be. Four times a year, nature changes its uniform completely - colour, light, temperature, sounds and smells. Everything changes in a way that happens nowhere else.

Finland's economy has traditionally been based on its most plentiful natural resource: wood. The forest product industries are still important, even if they face increased international competition, but manufacturing industries, engineering and high technology have also played a big economic role in recent decades. The main economic phenomenon of the last two decades has been the rise of telecommunications giant Nokia and the industrial cluster surrounding the IT business. Finnish economic growth has proceeded at a faster pace than most OECD countries. GDP is forecast at 3.7 per cent for 2006. The unemployment rate remains relatively high at 8.7 per cent, but is falling. Inflation rate has remained below the OECD average at 1.1 per cent for June 2005. Corporate investment as a proportion of total national R&D expenditure increased from 57% in 1991 to 69% in 2004. The electronic and electro-technics industries were the main drivers behind this growth. (see Xin Hua Newspaper)

## 5.2 Finland's Travel Market

Finland attracted over 4 million tourists in 2005, with most coming from Sweden. The value added by tourism is about 2.4% of the Finnish GDP, and provides around 60,000 jobs. Recently, according to Statistics Finland, from 2008's statistics, Finland's tourism receipt rose to EUR 2.2 billion. It proves out that Finland is step by step becoming the attractive destination for tourists. The table below describes the number of tourists come to Finland as well as their origins from 2005 to 2009:

**Table 1. Foreign passengers visiting Finland in 2005-2009**

Country of residence	Year					
	2005 (1000 pass.)	2006 (1000 pass.)	2007 (1000 pass.)	2008 (1000 pass.)	2009 (1000 pass.)	Change 2008- 2009, per cent (%)
All visitors	5 038	5 345	5 736	6 072	5 695	-6
Russia	1 684	1 737	2 070	2 331	2 192	-6
Sweden	783	779	768	765	753	-2
Estonia	457	503	561	522	583	12
Germany	342	369	350	376	332	-12
Great Britain	233	317	312	316	267	-15
Norway	197	187	194	187	160	-14
Japan	98	89	103	105	142	36
Spain	88	79	83	116	123	6
United States	126	119	120	114	104	-8

(Border Interview Survey: Foreign Visitors in Finland in 2009)

With the statistics in the table, we can see that Russian, Nordic and Baltic tourists are the main target customers to Finnish's travel agencies. The largest number, 2.2 million, or a good third of all visitors, came from Russia (Border Interview Survey). Japan is the only one Asian country to make the most visits to Finland. The percentage of Japanese's tourists is increasing in 2009 compared to 2008 while the statistics is minus with some European countries (Sweden, Great Britain, Germany, and Norway); it could be a good signal that Finnish travel agencies should develop more in Asian market as Japan is a representative.

Foreign people come to Finland for various reasons. In 2009, fifty per cent of the foreign visitors were on a leisure trip in Finland. Twelve per cent came to visit friends or relatives. A quarter of all foreign visitors to Finland came on business. The number of business trips decreased 9 per cent from the previous year. Ten per cent of the travellers to Finland were on a transit trip through Finland (Border Interview Survey). So, we can conclude that, mainly, visitors come to Finland for leisure trips, which is a good news for Finnish tourism.

During our research information for our own countries, we also found out the main reasons why people from our countries visit Finland. For Chinese visitors, they come to Finland mostly for travelling and studying. According to that fact, travelling around Finland and spending money in Finnish tourist activities seem to fit the research of this study. The number of people who travel to Finland become more, and China is a target or potential market to Finnish travel agencies.

### 5.3 The Main Travel Attractions in Finland

Well known for its Nokia headquarters, Finland is also believe to be one of the most industrialised nations of the world, housing giant and large telecommunication sector. It has a fine blend of rural and urban tourists sites with rich cultural and historical background along with a modern lifestyle. The most popular tourists attractions of Finland comprise of Helsinki Senate Square, Suomenlinna sea fortress, Halti mountain along with the surrounding area, a cruise tour to Mariehamn and Koti Bomba Karelian heritage area.

## Helsinki

Helsinki is the most popular tourist attraction of Finland has the maximum number of famous places to see in Finland. Lying in the northern part of the country, it is the largest and capital city of Finland. The most popular tourist attractions are: Suomenlinna sea fortress, Senate Square, Uspenski Cathedral, Market Square, Seurasaari open air museum, Temppeliaukio church and the national museum in Finland. (according to Travel Lover . 2009 ) (Helsinki)



## Northern Lights

One of the most popular things to see in Finland are the Northern lights. The northern Lapland is considered to be the best place to see the Northern lights in order to get a good view of lights. This unique phenomenon is amazing to the eyes and draws tourists from all over the world. (see Travel Lover . 2009 )

## Rauma

The city Rauma lies along the coast of Finland and is a part of the UNESCO world heritage. Old Rauma which is a big harbour along with a lively and colourful market is a very popular place to see in Finland. There are consist of over 220 shops. Places to see in Rauma include: The church of holy cross, Lonnstrom art museum, Rauma museum, Marela Museum and Kristi which is a old Rauma house. (see Travel Lover . 2009)

## Oulu

The city of Oulu is mainly popular for its famous universities, cathedrals, museum, market squares, and the popular Tietomma Science Centre along with greenery all around. (see Travel Lover . 2009)

## Turku

This 750 years old town is a popular tourist attraction in Finland. It houses a 13th century castle which has been converted into a museum now. Around Christma is the best time to visit this fascinating town since thousands of people come here to listen to the proclamation of a Christmas declaration. The other popular attractions here include its Gothic cathedral and the Handicrafts museum. (see Travel Lover . 2009)

## Lakelands

With over 150,000 lakes in this area, Lakelands is the right place for nature and water lovers. There are a plenty of tourist attractions here including islands, canals and several passages. A lot of water activities like boating and fishing are also very popular. (see Travel Lover . 2009)

## Finnish Laplands

Well known for its midnight sun, Finish Laplands are a famous tourist place to visit in Finland. There are a several good skiing resorts also in this area, Levi ski resort being the most popular one. (Travel Lover . 2009)

## Ainola

Ainola is a place for Jean Sibelius lovers who was a great composer of Finland and had spent a part of his life in here. People come here to see how he and his life lived.

(Travel Lover . 2009)

## Kuopio



Kuopio is a Finnish city and municipality located in the region of Northern Savonia. The city is surrounded by lake Kallavesi, and several parts of it are built on islands. Kuopio is known for its association with a national delicacy, Finnish fish pastry (Kalakukko), and the dialect of Savo, as well as the hill of Puijo and the Puijo tower. Besides being a very popular outdoor recreation area, Puijo serves also as a stage for a yearly World Cup ski jumping competition. The city has a nationally unique feature in its street network, where every second street is practically a pedestrian and cycle street. The Finnish Orthodox Church is headquartered in Kuopio, where its primate, archbishop of Karelia and all Finland Leo is seated. The largest church of Finland, Evangelical Lutheran Church has a diocese in Kuopio, which is shepherded by Bishop Wille Riekkinen. (Yahoo Travellers)

## 5.4 Business Opportunities in Travel Market in Finland

There are so many famous attractions in Finland. They are attract more foreigners come to visit.

### 5.4.1 The Home of Santa Claus

Finland is an country which can not get away from ice and snow, Helsinki is the capital of second highest latitude in the world, a large part of the land area covered by snow. In the Snow, the Santa Claus and Finnish sauna almost become endorsement of this country's .

### 5.4.2 Business Opportunities from Neighbour Countries

In a few centuries, Finns afraid to hear "the Russians are coming," such words. However, nowadays, the arrival of Russians brought prosperity of tourism for Finland .

According to data of Finland's Statistics , during the period of May to October in 2007, travel costs of Russian visitors could be over more than 1 billion euros.

Helsinki with its unique historical characteristics and beautiful nature landscape, become one of wonderful famous travel places in the north Europe. As it contains the meaning of advertising language - Helsinki, the perfect fusion of Eastern and Western cultures. (Helsinki News)

At present, the Finnish tourism industry must continue to keep considerable amount of tourists from East, while ensuring that Finland will provide top class service for visitors .

## 6 BUSINESS COOPERATE OPPORTUNITIES BETWEEN CHINA AND FINLAND

With the increasingly frequent exchanges between China and Finland, more and more Chinese people choose to travel in Finland, and meanwhile, more and more Finnish people take trips to China. (China Tourism Research Institute; The number of foreigners )

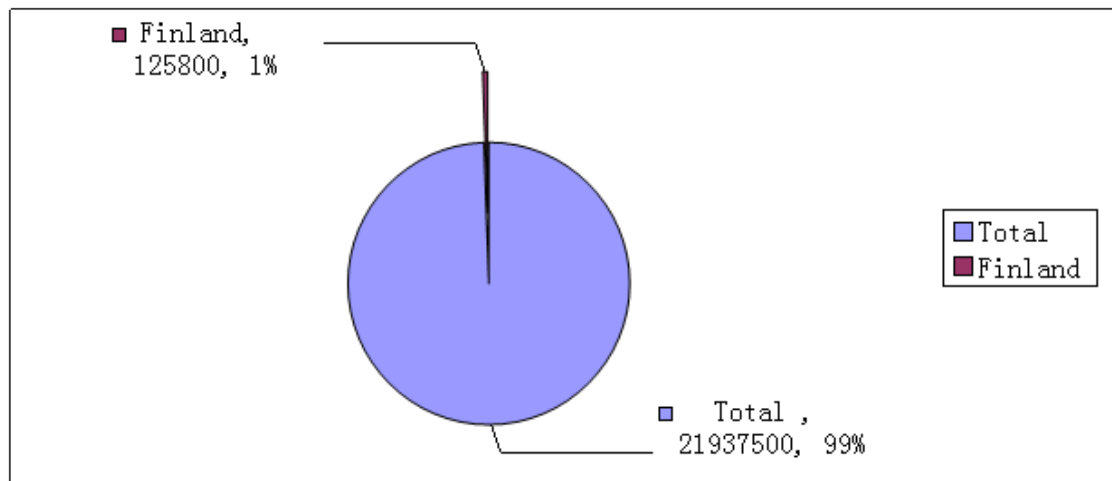


Figure 1: Finnish people travel in China in 2009

The Figure 1 shows that in 2009, there are about 125800 Finnish people come to China for travel and other reasons. It occupied 1% of total tourists. Compared with some Asia countries and America countries, the number of Finnish people which were less than other countries, however, through this figure, we can see that there are good business opportunities between China and Finland.

### 6.1 Finnish Tourist Board Set Up in China

The Finnish Tourist Board set up an office in China, to provide more services for Chinese and Finnish people.

The Chinese government thinks about that there are big cooperate opportunities between Finland and China which show from three aspects. Firstly, there is a huge room for development in tourism exchanges and cooperation between China and Finland. At present, Beijing and Shanghai of China have already opened direct flights to Helsinki, the capital of Finland. Convenient transportation between the two



countries on the tourism business has played a positive role. Secondly, the communication of travel expanded relationship between two countries, deepen mutual understanding with each other and promote the development of friendly relations between China and Finland. Finally, In order to make Chinese tourists better understand the rich tourism resources in Finland, to accelerate the cooperation in the field of tourism between two countries. (China Tourism Board)

In addition, according to prediction by World Tourism Organization, the number of departing passengers of China will reach 100 million in 2020. If each person spend 1000 U.S. Dollars on outside, which will form a huge market of 100 billion U.S. dollars. China's booming tourism industry have been attracted to the world. The Chinese government hopes that with a Finnish Tourist Board office established office in China, to attract Chinese visitors to Finland , but also to attract more Finnish tourists to China, and to open up broader prospects for tourism cooperation between China and Finland.

The Finnish government attaches great importance to the development of tourism cooperation relationship with China, and making positive efforts to do so. The Finnish government shows that the consumption of Chinese tourists has great potentiality, which attracts them to Finland and elsewhere around the world. The Finnish Tourist Board has set up an office in China, providing more convenient services for the exchange of tourists between the two countries.

## 6.2 The Travel Agency

In recent years, with the development of cooperation between China and Finland, more and more Chinese people choose Finland as a travel destination and also Finnish people come to China for travel. In order to give travellers good services and comfortable travel arrangements, some Chinese travel agencies began to design travel projects for Chinese and Finnish tourists to address these issues.

For instance, the China - Finland Travel Agency has already launched one project for Chinese tourists, called "Summer Feelings"- eight days tour in Finland. This project included different kinds of tour strands to help the tourists understand more about Finnish culture and customs.

The travel agency can provide more convenient services for tourists, which is also to promote communicational cooperation relationship between China and Finland.

## 7 RESEARCH RESULTS

I interviewed a total of eight students, which included Finnish and Chinese. I sent questions to five travel agencies both in China and in Finland. Based on their responses, I analysed the results based upon their replies. Because the sample size is small, perhaps this cannot represent other people's opinion. However, I obtained the generalizations based upon the responses.

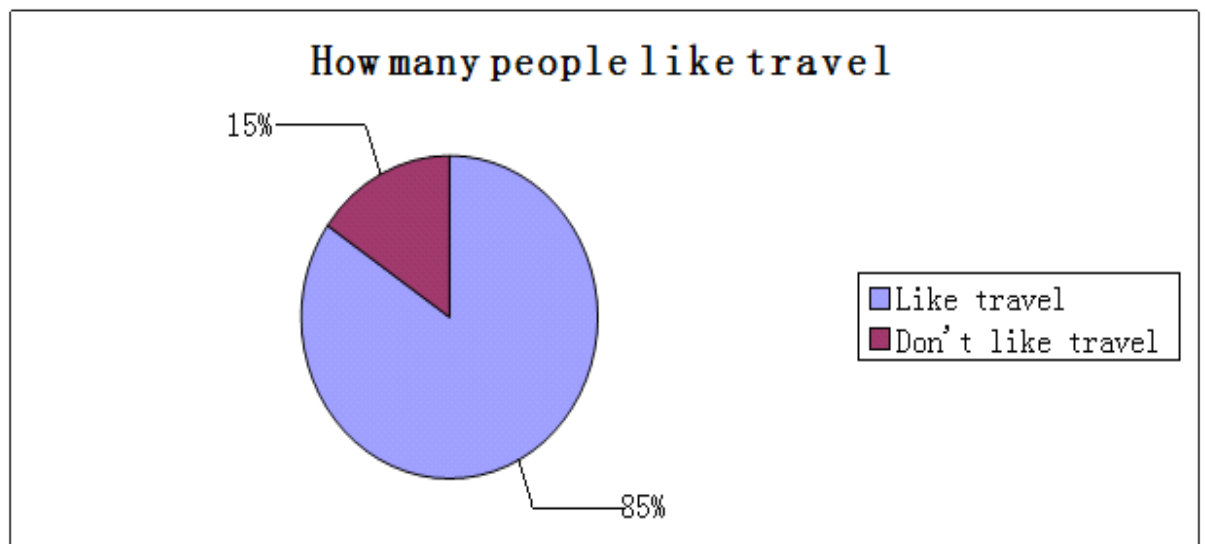


Figure 2: Respondent's attitude about whether they liked to travel

In recent years, more and more people choose travel for relaxation and entertainment. The Figure 2 shows people's attitude about whether they like to travel. There were a total of thirteen respondents, eleven people like travel. Meanwhile, the others two people felt that travelling is too complex so they don't like travel. However, it can be seen that most people answering this question could accept travelling is a good way to relax and have fun.

When we go to another city or country for travel, we need to think about not only the kind of famous places we may visit but also to cost involved and affordability. This is an important point when we travel. Figure 4 will present the development of economics, the cost focus on travel which has changed.

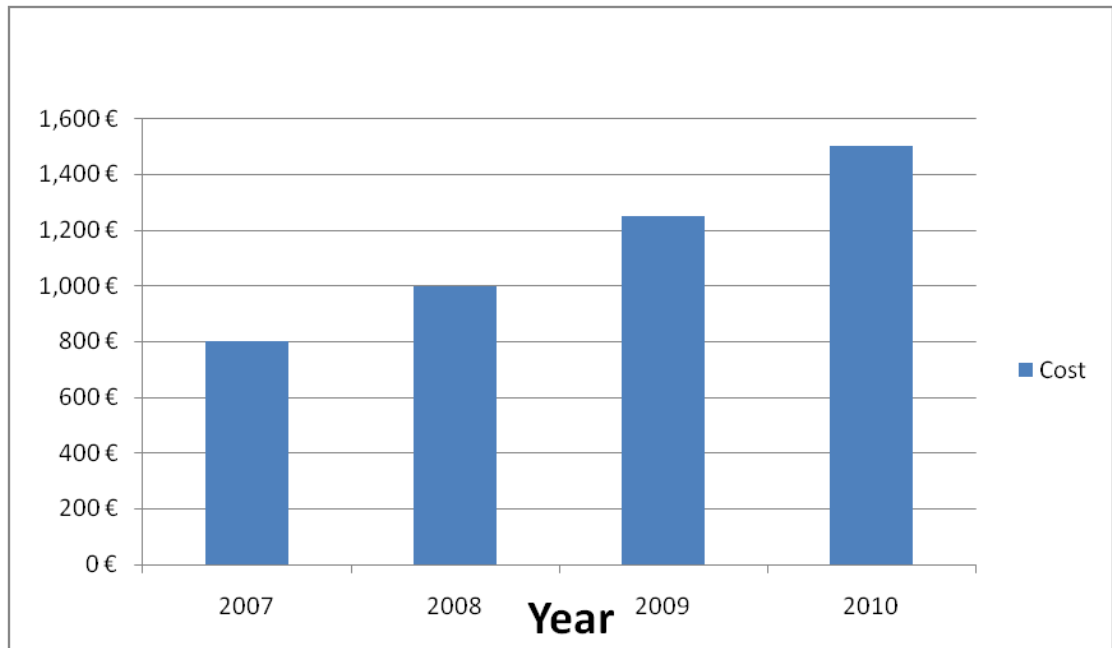


Figure 3: Respondent's attitude of tourism consumption

The figure 3 shows the result of question 2. In each year, the number shows what the respondents spent on travel which is average. When I received the answer from respondents, I calculated an average number for each year. From this figure, it is not difficult to see from 2007 to 2010, what people spent on travel and this increased over the time period.

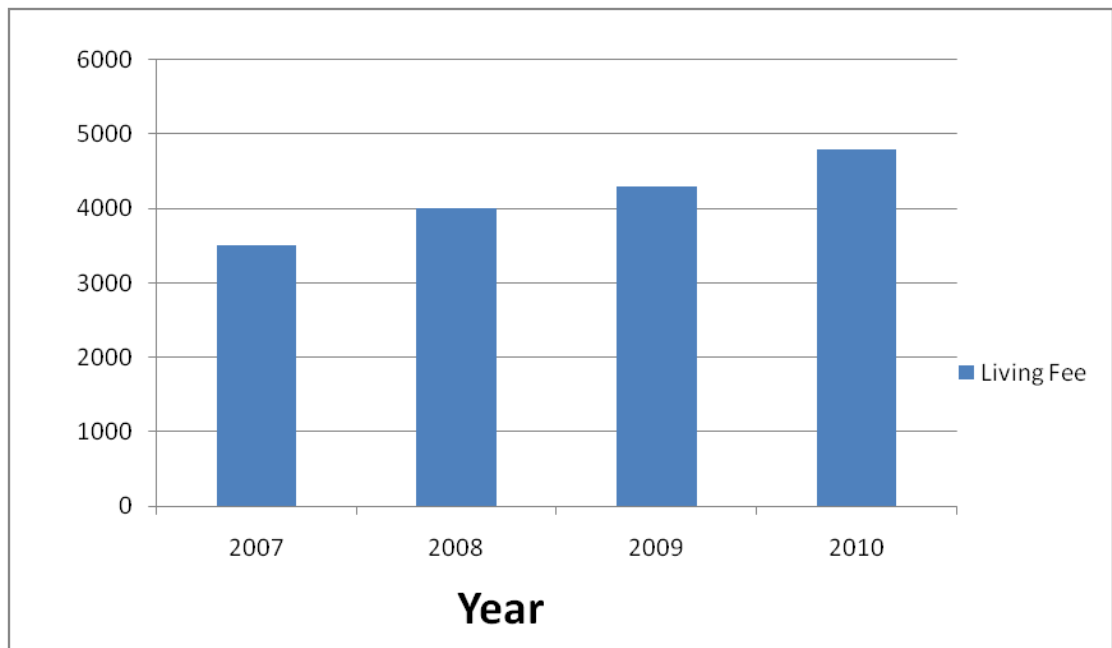


Figure 4: The average living fee of 13 respondents in each year

The figure 4 shows that from 2007 to 2010, with the development of the economy, peoples' living level has also increased. From the figure 4 and figure 5, we can see that to the increase of the living level, they can spend more money on the travel. If people want to spend more money on travel. If people want to spend more money on travel, it is possible that they can think about travel to China and Finland. From this, it must be a benefit to business relationship on the travel market between China and Finland.

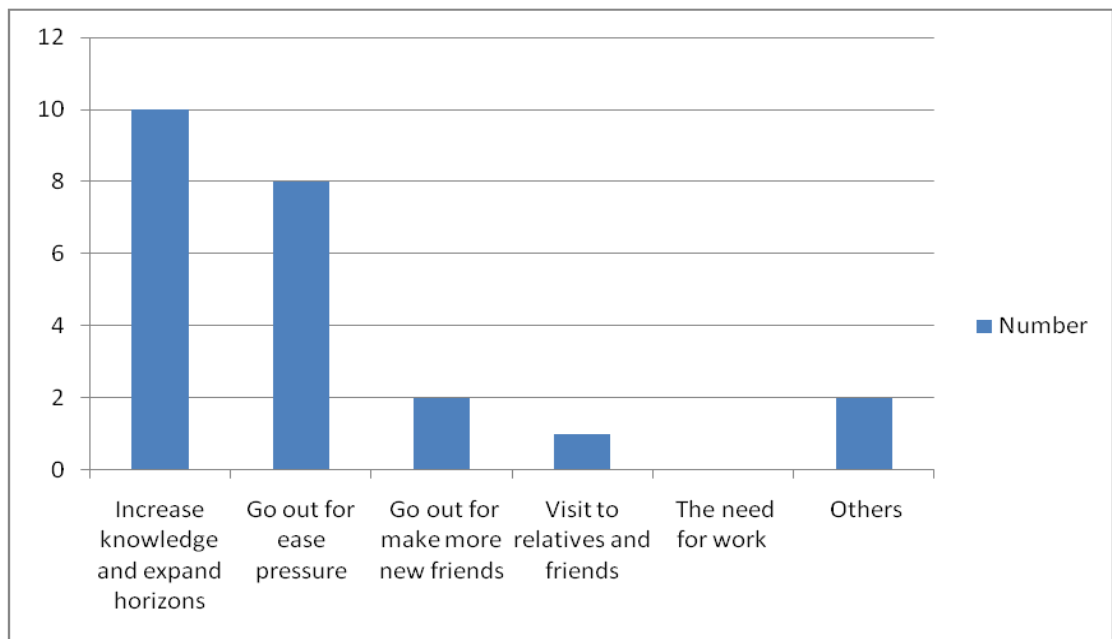


Figure 5 The purpose to go to another country for travel.

Thirteen respondents answered this question. This question had a multiple choice, so the number of answers are more thirteen.

From this figure, we can know that the purpose for which travel is to increase knowledge and expand horizons. When people go to another foreign country for travel, the first important thing is to visit famous attractions in that country. Through that, people can know more history and culture about that country, which enriches their knowledge. Meanwhile, they broaden their horizons. Therefore, travel is a good way to enrich ones knowledge and feel the different cultures and life styles.

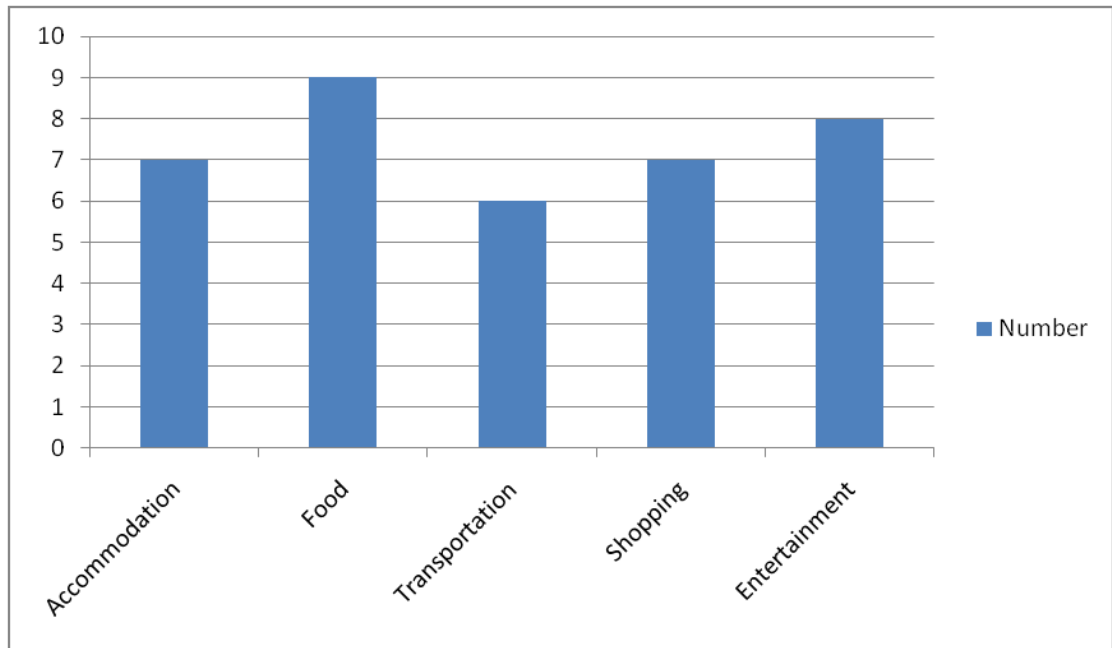


Figure 6: What kind of services elements people pay more attention when they go travel.

This figure shows that everything is important when people travel. However, during these elements, accommodation, food and entertainment are more important compared to others things. Through this, the travel agencies should know this aspect very clearly. They should know when they arrange a schedule of tourism, what kinds of services they should arrange very well and make tourists satisfied.

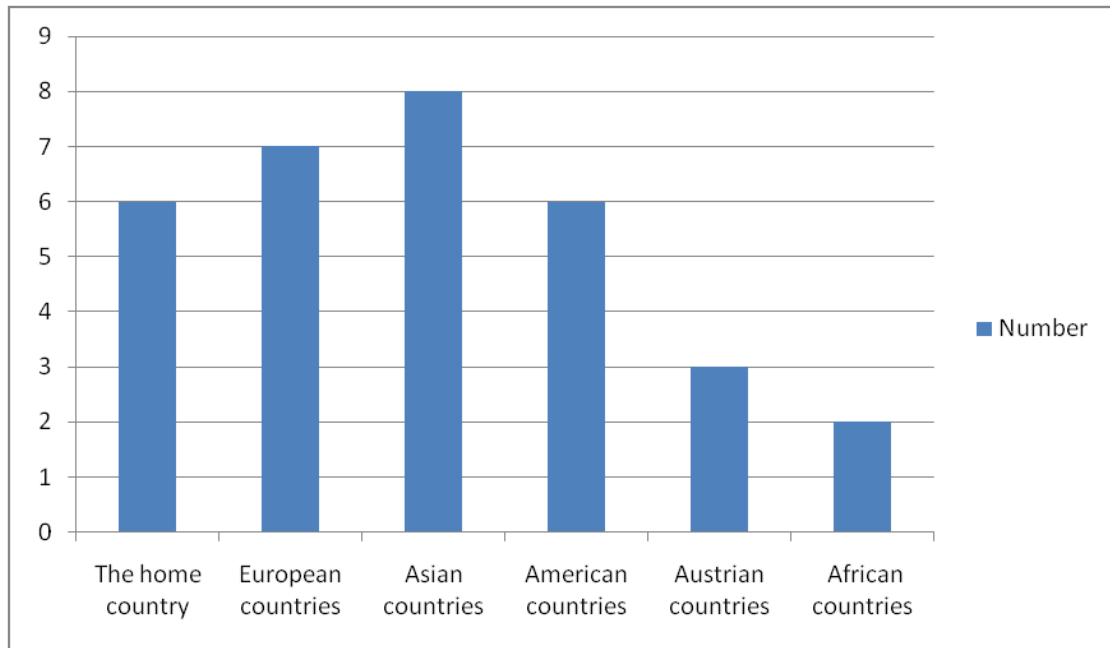


Figure 7: The destination where people want to go for travel.

In this figure, we can see in nowadays, people are not only choose travel in their own country, more and more people want to go to other countries for travel. At present, more and more people from western countries want to travel in Asia. Eastern culture has become more famous all over the world. Among Asia countries, China has over 5000 years history, which has a multitude of classic culture and a very different culture from Western countries. Therefore, China attract more and more foreign people come and visit. With the development of China's economy, more people know this country and are very interested in this country as well as attracted by it. They want to see what this ancient country looks like the culture of it. In 2008, The Olympic Games was held in Beijing, China, which attracted thousands of people to China and to watch the Olympics. Meanwhile, this year, Expo was held in Shanghai of China and it was also a good way to make more people familiar with China. China is not a poverty and backward country anymore. It is a modern country, and full of fashion. Therefore, through publication of the country's culture, it can provide more business opportunities for Finland and China.

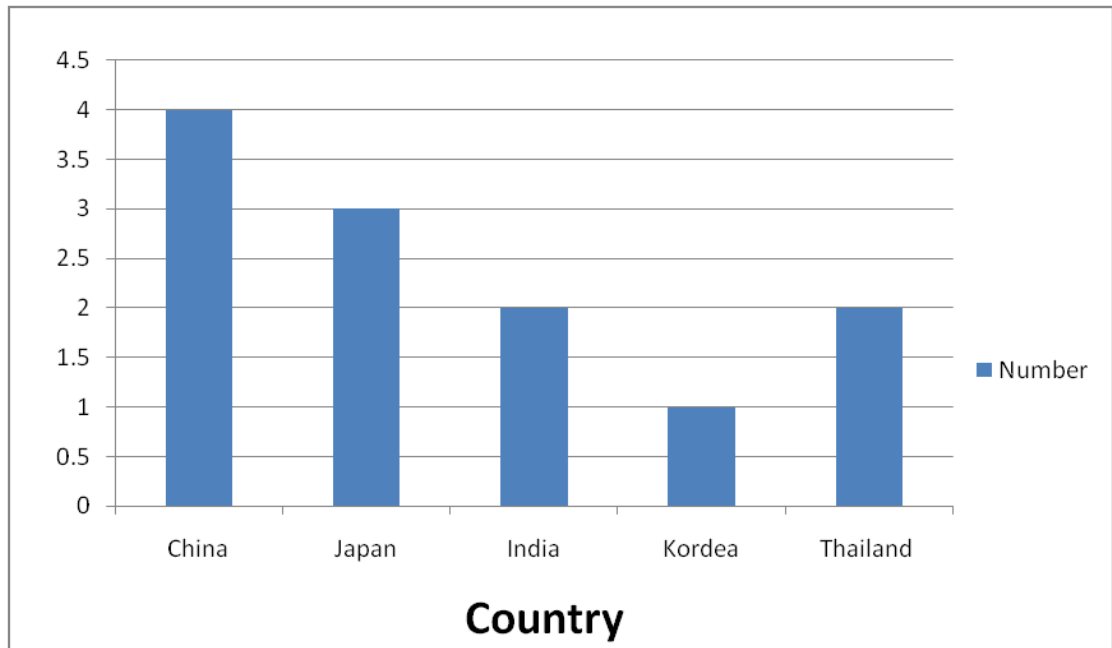


Figure 8: Which Asia country do Finnish people want to go?

The figure 8 shows that China is the most desire destination for Finnish people. In recent years, more and more Chinese students come to Finland for study. They bring the new Chinese culture to the Finnish people and make them knew what China looks like. In addition, through TV and internet, they can also know more information about China, which makes more Finnish people curious about this ancient country. It can increase more chances to make Finnish people visit China as a travel destination.

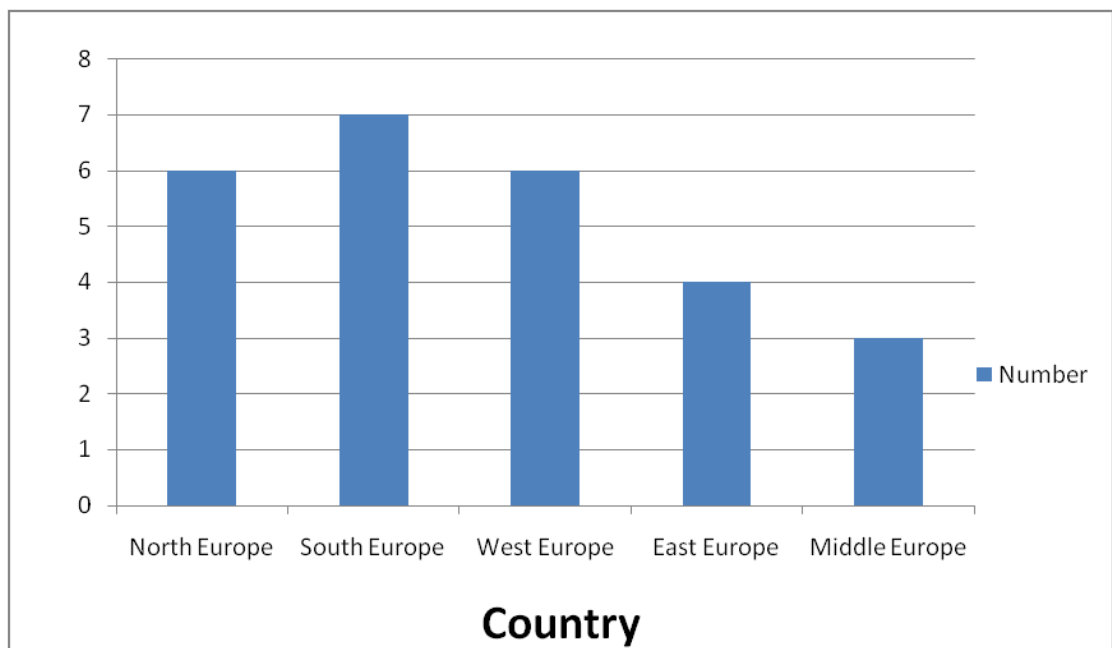


Figure 9: Which part of Europe do Chinese people want to visit?

From this figure, it is not difficult to see that Northern Europe is one of the favourite parts of Europe that Chinese people want to visit. Among the four Northern countries, Finland is famous as the home of Santa Claus and Northern light as well as the popular sauna and its beautiful nature. These are attractive to more Chinese people who want to travel in Finland and feel the different life style than in China.

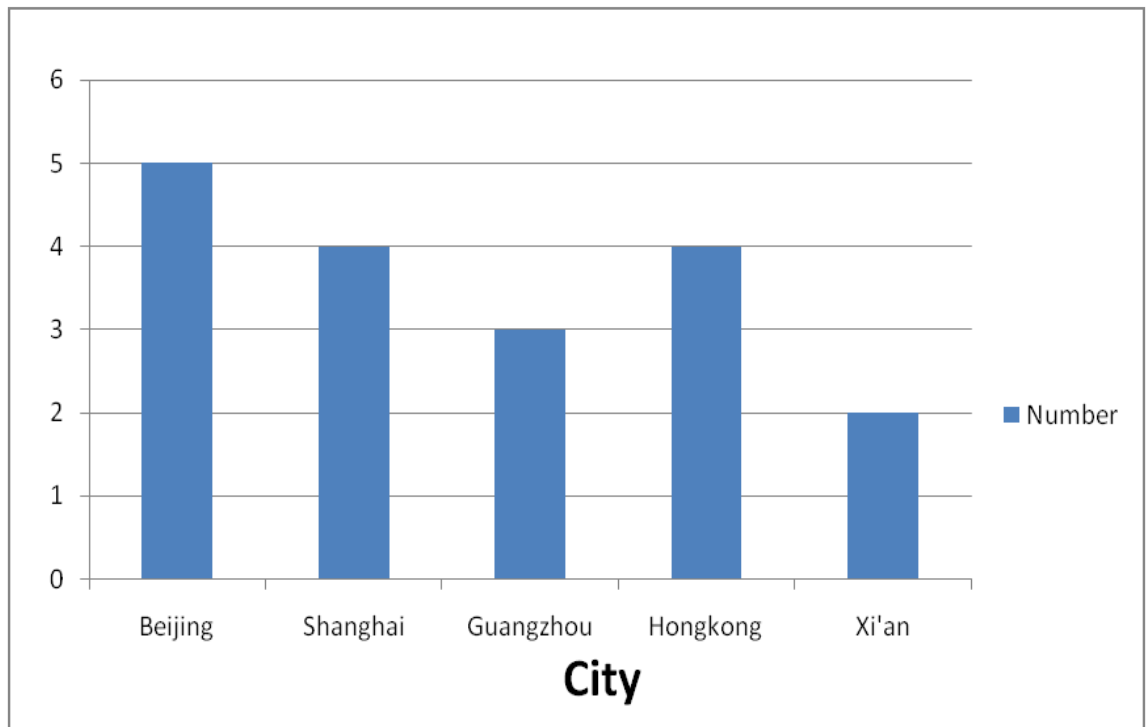


Figure 10: In this figure, there are the most famous cities in China. Even though foreign people don't know China very well, however, they still know these cities. For Finnish people, perhaps Beijing and Shanghai as well as Hongkong are more familiar to them. Meanwhile, they have become the cities which are Finnish people's first choices.

Brief introductions to Beijing, Shanghai and Hongkong are as follows.

"The capital city of the People's Republic of China (PRC), Beijing (Peking) is a fast-growing, dynamic metropolis that, while courting foreign businesses and visitors, maintains a firm grip on its rich cultural heritage and a strictly Communist social order. It is a monolithic showcase that can give a distorted view of China to foreign visitors.



Beijing is a modern city with high-rise buildings, shopping malls and vast international hotels connected by an intricate freeway system crisscrossing the city. In the rush hour, traffic jams can match those of any major city around the world and the ringing of mobile phones is incessant. However, the modern buildings conceal traditional hutongs, parks, numerous architectural treasure and exquisite yellow-tiled temples whose prayer flags and wind chimes move in the breeze created by the passing traffic. "(Beijing Apartments)

"Throughout the past century, Shanghai has had numerous name tags attached to it; like "Paris of the Orient" and "Pearl of China". Images of Shanghai more than any other Chinese city, are bountiful in the west. A visit here therefore, is naturally tainted to some extent, with a preconception of how the city will be. As the largest and most prosperous city in the nation, Shanghai is the economic, financial and cultural center of China, while Beijing is the political heart. And this image of Shanghai as a fast and modern metropolis is certainly the one that most visitors take away. Those old preconceptions of Shanghai as the home of crime vice and prostitutes are wiped away, as the city successfully projects an image of itself as young, vibrant and cool. Shanghai is a modern and fast paced city, rich in history and culture and with a wealth of areas and sites just waiting to be explored. One of the nicest aspects of Shanghai is that the crowds here are much more manageable than in a city like Beijing. This is largely because there are no great ancient sites which people flock to. Rather, this is a city to be walked, wandered, explored and discovered in your own time and, in your own style." ( Shanghai Apartments)

"Hong Kong is located in the Far East, just south of the Tropic of Cancer. Hong Kong Island is 32km (20 miles) east of the mouth of Pearl River and 135km (84 miles) southeast of Canton. It is separated from the mainland by a good natural harbour. Hong Kong Island was ceded to Britain in 1842 by the Treaty of Nanking; and the Kowloon Peninsula (south of Boundary Street and Stonecutters Island) in 1860 by the Convention of Peking. The area of Boundary Street to Shenzhen River and a group of 260 islands, now known as the New Territories, were leased to Britain in 1898 for a period of 99 years. The New Territories (plus the 260 islands) comprise 891 sq km (380 sq miles). Shortage of land suitable for development has led to reclamation from the sea, principally from the seafronts of Hong Kong Island and Kowloon." (HongKong Apartments)

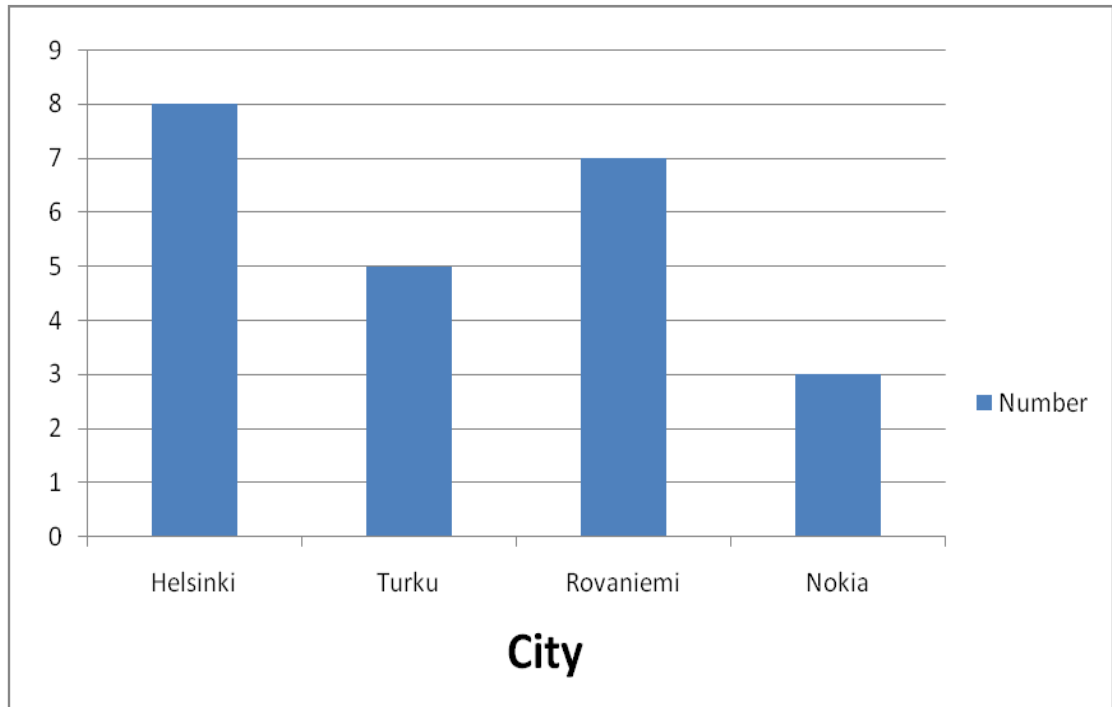


Figure 11: From this chart, we can see that for Chinese People, these places are more familiar. Among these cities, because Helsinki is the capital of Finland, and Rovaniemi is the hometown of Santa Claus, more people know these cities than any others. In addition, Nokia is very famous in China, so some people want to visit this little town.

In conclusion, my total results are that there are business opportunities in the travel market between China and Finland, based on the data analysis mentioned above. Altogether thirteen respondents, including five Chinese students and three Finnish students as well as five travel agencies both in China and in Finland all are interested in travel to the other countries and also hoped to establish better cooperate relationship between the two countries. For instance, travel agency is promote travel to other countries. In addition, in my opinion, there are more travel agencies who want to look for cooperate partners in the future and also that the two governments will build more cooperate opportunities for the travel market in two countries. There is a positive climate for business opportunities in the tourism market that exist between China and Finland.

## 8 DISCUSSION AND CONCLUSION

The aim of this thesis is to find out the number of foreign travelers in China and in Finland and describe the main attractions in both countries. Also the goal of this work is to find out, how the individuals and travel agents see the travelers needs to change in the future.

Nowadays, with the economic development worldwide, people not only travel in their own country, but also more and more choose to travel abroad. Because there are a wealth of famous and valueal places in both countries, they attract more and more people come and visit. According to the results of the research, all respondents agreed that there were business opportunities in the travel market between China and Finland. The main findings were as follows:

Firstly, the research reported that the total of five travel agencies are interested in collaboration with each other. Because from what I mentioned before, some Chinese tourism agencies already have travel project in Finland. They arrange a series of activities in Finland, and also cooperate with Finnish companies or organizations which make tourists feel comfortable and have a good experience. Meanwhile, there are some Finnish travel agencies also interested in doing business with China. The Finnish government begins start to think about more cooperation with China in the travel market. The Finnish Tourism Board that is set up in Beijing of China, with its aim to provide more convenient and good services for the Chinese and Finnish tourists.

Secondly, according to the responses from the students, they expressed that they want to go to travel in each others' country. From the research results, I found that with the development of the standard of living, people not only travel in their own country, more and more people choose to travel abroad. For Chinese people, Finland is a beautiful country which is full of natural beauty, and it is the home of Santa Claus and also the original produce home of Nokia. These are very attractive to the Chinese people which brings them to Finland. Meanwhile, For Finnish people, China has developed so quickly in recent years, due to the Olympic Games and Expo in Shanghai which acquaints more Finnish people to know about China and therefore travel to this ancient country which is steeped in a very different culture than what is found anywhere in the western world.

Only thirteen useful responses came from the eight students from China and Finland as well as the five travel agencies, both in China and Finland. This sample was quite limited, Although they do not represent the total Chinese and Finnish population as well as every travel agency, the research results only showed a potential trend under the China - Finland collaboration.

Because the questions which I asked the respondents was not perfect, the quantity of respondents was smaller than I expected. For example, some of questions could not totally express the research aim. If the study will be researched more indepth in the future, the questions should be altered and perhaps shortened. The validity and reliability of research results depend on the amount of responses.

In order to make this thesis more convincing, I had to find more collaboration examples from the official web pages, newspapers,articles and some books. The validity and reliability of the additional data are based on the official authority, published professional books, articles and reports, and news from media organizations.

In conclusion, there are so many people choose to travel in each others' country, which is benefit to promote the economy of both two countries.

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APPENDIX - " The Travel Market in China and Finland" Questionnaire ( For Chinese and Finnish People )

The purpose of this questionnaire is to know what kind of travel places do Chinese and Finnish People like, we expect to find out what kind of business opportunities in travel market exist at the moment and in the future. Please answer questions by 15<sup>th</sup> June 2010. The information you give is confidential.

**I . Background Information**

Name:

Age:

E-mail:

**II. Basic Questions**

1. Do you like travel?

Yes      No

2. How much do you spend on travel in one year?

3. How much do you have for living fee in per year?

4. What is your purpose to travel?

A Increase knowledge and expand horizons

B Go out for ease pressure

C Go out for make more new friends

D Visit to relatives and friends

E The need for work

F Others

5. What do you often choose the way of travel?

- A Self- tourism
- B Choose travel agency
- C Go with family or friends
- D Organize by company
- E Others

6. What do you often choose the transportation?

- A Train
- B Plane
- C Ship
- D Car
- E Others

7. What is your favourite type of travel destination ?

- A Natural beauty
- B Urban landscape
- C Culture

8. When do you want to travel in usually?

- A In holiday
- B In weekend
- C Any free time

9. What is your main consideration in travel?

- A Price
- B Attraction
- C Time
- D Others

10. What kind of services elements do you pay more attention?

- A Accommodation
- B Food
- C Transportation
- D Shopping
- E Entertainment

11. How do you obtain the travel information when you want to go trip?

- A Media include television, radio, newspaper, magazine and so on
- B Introduce from around relatives and friends
- C Advertisement from Internet
- D Recommendation from travel agency
- E Others

12. In the past travel experiences, what it the most cost?

- A Museum ticket
- B Food
- C Accommodation
- D Transportation
- E Travel souvenir
- F Entertainment

13. How long do you often take for travel?

- A Less than one week
- B More than one week
- C Almost one month

14. What do you choose the accommodation?

- A Camping
- B Youth hostel
- C Star hotel
- D Homestay

15. What kind of travel places do you often go?

- A The home country
- B European countries
- C Asian countries
- D American countries
- E Austrian countries
- F African countries

### **III. Questions about Travel in China and Finland**

16. Which Asia countries do you want to go ? ( For Finnish)

17. Which Europe countries do you want to go ? ( For Chinese)

18. Do you plan to go travel in Finland? ( For Chinese people)

Yes No

19. Do you know travel information about Finland?

20. If you go to Finland, which places do you plan to go?

21. Do you plan to go travel in China? (For Finnish people)

Yes No

22. Do you know travel information about China?

23. If you go to China, which places do you plan to go?

Thank you for your feedback! Please return the completed questionnaire to [Wei.Xing@student.savonia-amk.fi](mailto:Wei.Xing@student.savonia-amk.fi), School of Business and Administration, Savonia University of Applied Sciences.